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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

OCTOBER 7, 1963

Network radio looking toward $50 million sales in black-ink '63 33

Collins leaves TV code board 'confused', unsure of its direction 68

Spot TV billings per family reach new high of $10.99 for 1962 52

ARF tells how far it will go in audience measurement analysis 46

COMPLETE INDEX PAGE 7



Keep close to your customers with Spot Radio

Selling detergents? She may be busy sorting the laundry, using the washing machine, folding the clothes—but she's never too busy to get your message on Radio. Use Spot Radio on these outstanding stations and make your brand the one she buys.

RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS
DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

KOB	Albuquerque	WTAR	Norfolk-Newport News
WSB	Atlanta	KFAB	Omaha
WGR	Buffalo	KPOJ	Portland
WGN	Chicago	WRNL	Richmond
WLW	Cincinnati	WROC	Rochester
WDOK	Cleveland	KCRA	Sacramento
WFAA	Dallas-Ft. Worth	KALL	Salt Lake City
KBTR	Denver	WOAI	San Antonio
KDAL	Duluth-Superior	KFMB	San Diego
KPRC	Houston	KYA	San Francisco
WDAF	Kansas City	KMA	Shenandoah
KARK	Little Rock	WGTO	Tampa-Lakeland-Orlando
WINZ	Miami	KVOO	Tulsa
KSTP	Minneapolis-St. Paul		

Intermountain Network

Radio New York Worldwide

B85

GREATER *

Wheeling-Steubenville
Ohio Valley Market

* *GREATER*
because WTRF-TV's
NEW TALLER TOWER
has replaced our
old smaller tower.
Note these
impressive *NEW*
WTRF-TV market
area figures . . .

529,300
TV HOMES

$5,369,000,000
TOTAL SALES

It all adds up
to profitable
results for
advertisers.
For WTRF-TV
availabilities,
call VP Bob
Ferguson or SM
Cy Ackermann,
Area Code 304,
232-7777.
National Rep.,
George P.
Hollingbery Co.



Equipped for network color
WHEELING, WEST VIRGINIA



WCBM RADIO LISTENERS...*YOUR KIND OF PEOPLE!*

Adults . . . the family people who keep the cash registers ringing . . . your kind of people . . . prefer WCBM programming! They have the needs . . . and the money to satisfy their needs . . . for food, drugs, clothing, home, transportation . . . the myriad of items and services that go into everyday living!

Adults prefer WCBM adult-level programming . . . the pleasing personalities . . . the listenable music . . . CBS features . . . the 32 news programs per week with Baltimore's largest radio staff of legmen covering local and regional news plus national and world-wide news . . . all presented in an intelligent, informative manner.

Reach the adults . . . your kind of people . . . with WCBM, the station that specializes in adult radio in Baltimore.

WCBM

National Sales Representative

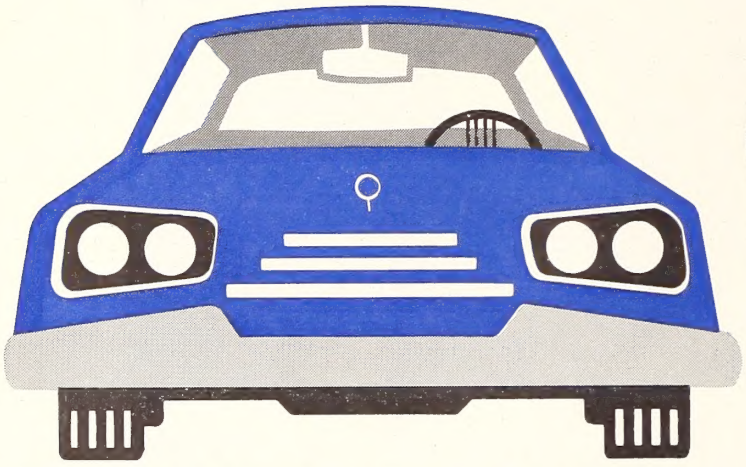
Metro Radio Sales

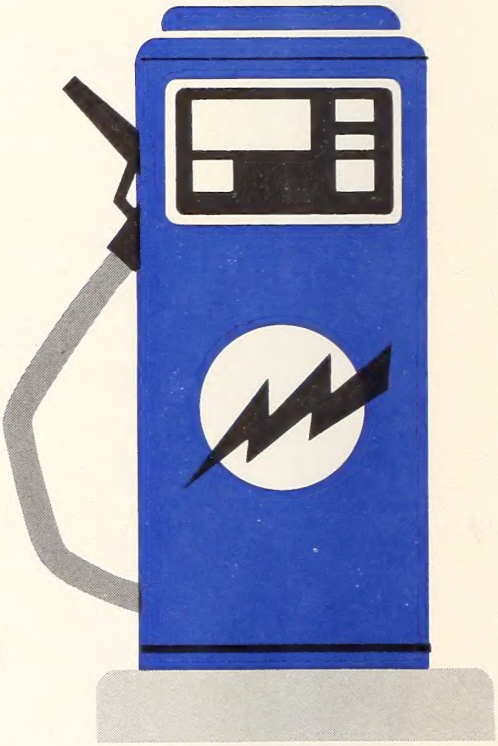
A SERVICE OF METROPOLITAN BROADCASTING

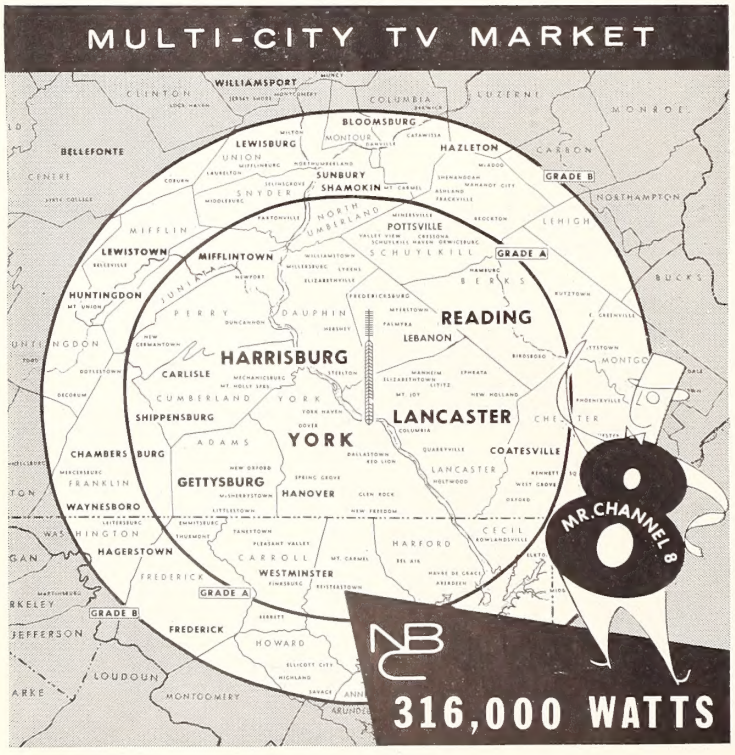
A CBS RADIO AFFILIATE • 10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland

Auto and filling station sales

$968,029,000







The WGAL-TV market is on the move. Prime prospects for your product are its nearly three million people. Your advertising reaches them effectively and profitably on WGAL-TV. This is because—in its area—Channel 8 is more effective than any other station and has more viewers than all other stations combined.*

*Statistics based on ARB data and subject to qualifications issued by that company, available upon request.

Market figure: SRDS 1/63

WGAL-TV

Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.• New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT

Time, gentlemen

Code authority of National Association of Broadcasters wasted no time in carrying out mandate of TV code board (see page 68) to move against repeated violators of commercial time standards. Within same week nine TV stations were told they were not complying with code and asked to resign "without prejudice" or alter questioned practices immediately. Three of stations written by authority are in same market.

Another blacklist?

Film producers (both in motion pictures and TV) are worried over possible resurgence of inquiry into purported Communist infiltration of their fields, harking back to dark days of backlisting of McCarthy era. Senate Internal Security Subcommittee, headed by Senator James Eastland (D-Miss.), is pondering resolution adopted at American Legion's convention last month citing purported hiring of known Communists in creative jobs, largely in Hollywood. Senator Karl Mundt (R-S.D.) member of original investigating committee, has urged Eastland committee to open new inquiry.

Although attack is directed against motion pictures and especially those produced abroad, television production is inevitably drawn into area because talent, writing and other resources are drawn from same creative pools that movies draw from.

Murrow's future

Will Edward R. Murrow return to directorship of United States Information Agency after his recuperation from throat surgery that was to be performed last weekend? Before his hospitalization, it's known he consulted with his old network, CBS, presumably about return to fold. Until he joined government in February 1961, he was network's top news personality and at one time headed its news and public affairs operation as vice president.

Italian balm

It's cold comfort to ABC-TV officials now, but testimony of new television star, Joe Valachi, about Cosa Nostra's collection of Italian hoods and his own killing of another prisoner almost beneath eyes of federal prison guards confirms validity of network's position in arguments over its *Untouchables* program of 1960-61 season. James V. Bennett, director of Federal Bureau of Prisons, threatened to oppose license renewals of stations carrying *Untouchables* because program had episode that made federal guards look bad. Couple of months later Liggett & Myers withdrew as sponsor of show after Anthony (Tough Tony) Anastasia, boss of Brooklyn longshoremen, threatened to let L&M products rot on docks.

Anastasia threat was made because Untouchables *featured dramatizations of Italian gangsters in Chicago Prohibition era. General boycott of L&M products was threatened by Federation of Italian-American Democratic Organizations of New York whose principal spokesman in Washington was Representative Alfred E. Santangelo (D-N.Y.) who was defeated for reelection in 1962. For ABC-TV irony in situation is now compounded by Valachi testimony about gangland killing of Albert Anastasia, brother of Tough Tony and, until his murder in New York hotel barbershop, key figure in Cosa Nostra.*

Not all's fair

FCC Chairman William Henry finally has agreed with Douglas Anello, general counsel of National Association of Broadcasters, that there are new problems for broadcasters as result of FCC's July 26 statement on fairness doctrine. As climax to two rounds of correspondence (BROADCASTING, Sept. 30, 23) chairman has suggested meeting with NAB representatives to discuss clarification of statement. FCC maintains it merely clarified past policy while NAB contends July document places new and unwarranted responsibilities on licensees. NAB has unofficially decided to meet with commission to seek clarification though there have been no formal talks as yet.

Washington call

Top lawyers for Broadcast Music Inc. met last week with Wililam H. Orrick Jr., antitrust chief of Department of Justice, in wake of reports that Justice is considering action against BMI (BROADCASTING, Sept. 30). After meeting, nobody would talk. Reports are that Justice is studying complaints by American Society of Composers, Authors and Publishers and by House Antitrust Subcommittee that ASCAP—BMI's principal rival in music licensing is under tighter antitrust control than BMI.

Representing BMI at last week's meeting were Sydney M. Kaye, BMI board chairman and general counsel; Samuel I. Rosenman, of Rosenman, Colin, Kaye, Petschek & Freund, BMI's New York law firm, and John Hooker, young Nashville attorney who with his brother, Henry, has been retained by BMI. Hooker brothers were active Kennedy supporters in 1960.

Paramount package

Bullish market for post-1948 feature pictures is illustrated by this development: One major distributor recently offered $30 million for TV rights to library of 200-odd Paramount features, but motion picture company declined to consider proposal. Best bet is that Paramount, sole holdout of post-48 features among major studios, will distribute package itself, probably next year.

Channel jumping

Apparently stimulated by FCC move to duplicate 13 of remaining 25 I-A clear channels in U. S. is substantial increase in number of stations south of border which have squatted on channels—some causing considerable nighttime interference. Latest government reports reveal that, since 1948, number of stations in Caribbean area on 25 I-A channels has increased from eight to 67 (as of March 1, 1963); in Central America from 40 to 119, and in South America from 86 to 260. Of total, 16 are using power of 50 kw or more. Analysis also shows that as against maximum AM power of 50 kw permitted in U. S., there are 86 stations outside U. S. operating in broadcast band using power in excess of 150 kw.

FCC has ordered but has not yet implemented plan to duplicate 13 I-A clears. Present status: Number of clear channel stations have appealed FCC duplication order to courts. Commission staff, meanwhile, is processing 15 applications received for II-A stations on eight of channels involved, but action on them is not imminent.

Nearly on ice

New addition to "game-of-the-week" TV sports packages may soon be *Major League Hockey* if present discussions between Walter Schwimmer Inc. and several professional hockey clubs reach dotted line. Teams principally involved include Chicago Blackhawks and Montreal Canadiens.

Throwing the net

As part of overall effort to increase spot radio billings, series of presentations are being prepared by CBS Radio Spot Sales for delivery before trade associations of industries that use spot radio rarely or sparingly. First such presentation was reported to have been made before gathering of hardbook publishers.

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THE UNTOUCHABLES



SAM BENEDICT



SUGARFOOT



UNDER DISCUSSION



THE ROARING 20'S



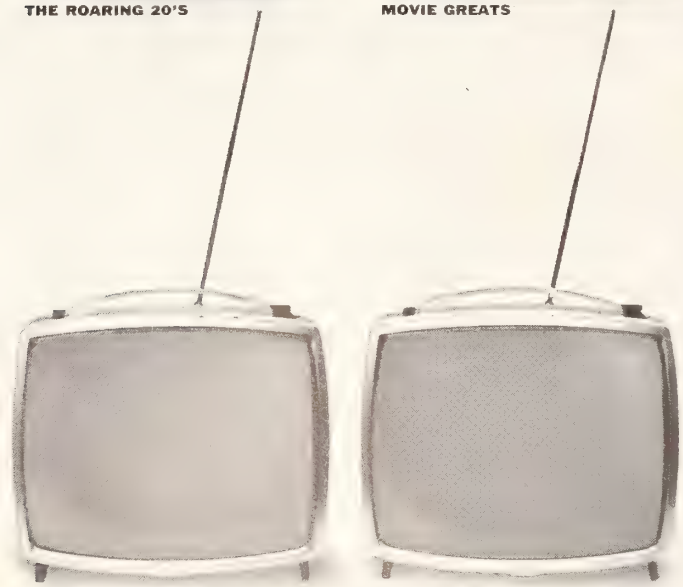
MOVIE GREATS



JOAN SUTHERLAND SPECIAL



THE NEW BREED



8 out of 10 Washington TV homes* will see your spots on shows like these in a 4 week period when you buy our major coverage plan.

WTTG 5

Metropolitan Broadcasting Television
A Division of Metromedia, Inc.
Represented by Metro TV Sales

*NSI, Jan. '63 (Special Analysis)

WEEK IN BRIEF

Network radio business this year seen climbing, with all four networks presumably in black ink operation. Tightened management and revised formats expected to bring sales to $50 million, up 25%. See . . .

NETWORK RADIO SALES . . . 33

CBS radio affiliates hear "happy days are here again" music at meeting. They're told they are going to receive more compensation from network, that network is 80% sold out and that everything looks bright. See . . .

AFFILIATES BASK IN GLOW . . . 34

ARF sets out the part it will play in ratings studies. Will not become too involved, but will be available for help and may do independent research on methodology techniques and their impact on viewing. See . . .

WHAT ARF WANTS TO DO . . . 46

FCC flooded with oppositions to proposals to impose commercial time limits on broadcasters. Major groups maintain it not only would be illegal but would spell doom of free broadcasting. See . . .

MORE OPPOSE LIMITS . . . 56

Spot TV users spend from $15.21 to $3.53 per TV family according to analysis by TvAR. National average is $10.99 per family, up from previous high of $10.03 in 1960. In top 20 markets, average is $11.03. See . . .

SPOT TV PER FAMILY . . . 52

TV code board members bemused by Collins' strong pitch for action without concrete proposals. Leave town in confused state as to what NAB president's policy is. Action against violators is ordered, See . . .

TV CODE BOARD UNSURE . . . 68

Commission staff understood urging renewal of Pacific Foundation's FM stations. Report said to suggest short term renewals for three stations and for initial license in fourth, with obscenity issue washed out. See . . .

PACIFICA DECISION NEAR . . . 66

Three TV stations and one radio station make up $12.5 million in station sales this week, one of the heaviest in months. Changing hands are KOVR(TV), KTVE(TV), KTVO(TV) and WWRL. See . . .

SOLD: 3 TV AND 1 RADIO . . . 74

First casualty of new TV season is ABC's 100 Grand. First quiz show to come back after scandals of 1959 fails to register in network stakes. Network considering alternatives for spot. See . . .

'100 GRAND DEAD' . . . 80

Sale of color TV sets seen surpassing present $1 billion a year black and white rate by 1965. RCA's Saxon says current sales will hit $450 million and reach $750 million next year. See . . .

COLOR $1 BILLION IN '65 . . . 88

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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WHAT IS THE MEASURE OF A BROADCASTING STATION?



How does a golf pro measure a putt?

How does an advertising pro measure a station?

- One measure of a broadcasting station—the events of signal local importance it brings to the air.
- One such—Hartford's $40,000.00 **Insurance City Open** broadcast live by WTIC Television and Radio 1959, 1960, 1961, 1962, 1963.
- TV Anchor Man 1959, 1960, 1961, 1962, 1963—Claude Harmon, 1948 Masters winner.
- Staff—eight WTIC and WTIC-TV reporters—forty-eight technicians and production personnel.
- Equipment—six cameras—fourteen microphones—five walkie-talkies—one mile of television cable.
- Network radio—Fed to NBC's Monitor.
- Sponsors—The Connecticut Bank & Trust Company, The Hartford Insurance Group, 1961, 1962, 1963 and, very likely, 1964.

WTIC TV3/AM/FM

Broadcast House, 3 Constitution Plaza, Hartford, Connecticut 06115

WTIC-TV is represented by Harrington*, Righter* and Parsons*, Incorporated

WTIC AM-FM is represented by the Henry I. Christal† Company

*Handicaps—15, 18 and 5, respectively.
†Guernsey and Morgan breeder.

AT DEADLINE

GAME CALLED ON ACCOUNT OF EUROPE

'Not enough time' for FCC decision on drop-in arguments

FCC decision on controversial drop-in case has been postponed until Chairman E. William Henry returns from Europe. Chairman, who was to leave Saturday (Oct. 5), for trip to Geneva and London, is due back Oct. 23.

Commission attempted to reach decision on case involving seven short-spaced VHF drop-ins following all-day oral argument Friday (Oct. 4).

But after commissioners had discussed matter privately for 45 minutes, chairman emerged from meeting room to tell reporters there was "not enough time" to reach decision. He said further consideration of case would be delayed until his return from Europe.

At issue are petitions that commission reconsider its order rejecting short-spaced drop-ins proposed for seven markets that now have two VHF stations.

Commissioner Lee Loevinger now remains swing vote in issue. He replaced former Chairman Newton N. Minow, who had voted with majority.

There was no indication Friday night that any of other six commissioners had changed their minds on issue.

Failure of commission to reach decision came as surprise, in view of expressed desire of commissioners, including Commissioner Loevinger, to settle question before Chairman Henry's departure.

One question settled was that Commissioner Kenneth A. Cox will continue to participate in proceeding. Association of Maximum Service Telecasters had filed motion requesting that Commissioner Cox withdraw in view of his previous connection with case as chief of Broadcast Bureau. AMST opposes drop-ins. Commissioner Cox favors them.

At start of oral argument, Chairman Henry announced that commission concluded that Commissioner Cox was not disqualified and "may participate."

Hearing came as climax to drawn-out proceeding which had origin in 1961 proposed rulemaking to put drop-ins in Johnstown, Pa. (ch. 8); Baton Rouge (ch. 11); Dayton, Ohio (ch. 11); Jacksonville, Fla. (ch. 10); Birmingham, Ala. (ch. 3); Knoxville, Tenn. (ch. 8), and Charlotte, N. C. (ch. 6).

At oral argument, both sides—involving 19 counsel representing 23 parties—used arguments advanced many times previously in proceeding.

Opponents of drop-ins said they would block UHF development and cause extensive interference with existing VHF stations. They also said FCC reversal of its position would lead to demands for additional exceptions to rules to permit unending series of drop-ins.

Proponents maintained that drop-ins are needed to meet immediate need of service and wouldn't hurt UHF nationwide. They also said UHF could not meet needs in seven markets since they couldn't compete with existing VHF stations.

Major voices in proceeding were those of ABC, favoring drop-ins, and AMST. Network said it needs affiliations with stations on proposed drop-ins if it is to become truly competitive with CBS and NBC. AMST said ABC is already competitive.

Jack Parr to buy Mt. Washington TV

Acquisition by Jack Paar, NBC personality, of ch. 8 WMTW-TV Poland Spring Me., and its affiliate WMTW-FM, for nearly $4 million was under negotiation last week with prospect that contract would be signed in New York this week.

John W. Guider, president and general manager and former Washington communications attorney, was in New York for negotiations with Mr. Paar and his attorneys. It is understood no changes in personnel or management would be made, with Mr. Guider continuing as president and general manager and presumably acquiring stock interest in new corporation to be headed by Mr. Paar.

Mr. Paar's proposal was one of three received for Mt. Washington facility, others having been from Eastern multiple owner and West Coast independent. It will be Mr. Paar's first venture in business. Transaction would be subject to customary FCC approval.

WMTW-TV began operation under present ownership in 1954 and is ABC-TV primary affiliate. In addition to Mr. Guider, who owns approximately 22½% of stock, other principals, each with equivalent ownership, are former Maine Governor Horace A. Hildreth and Peter Anderson.

Mr. Paar several months ago had considered acquisition of West Palm Beach TV station. In acquiring Mt. Washington facilities, he will follow pattern established by Bob Hope, also NBC star, who owns 42½% of KOA-AM-FM-TV Denver. WMTW-TV board authorized Mr. Guider to negotiate for station sale after unsolicited offers had been received.

Loevinger top banana

Boys will be boys (FCC division):

When FCC commissioners were at Colorado Springs during recent cross country tour of military installations, they saw Air Force Academy's gymnasium with climbing ropes hanging from rafters. Commissioner Lee Loevinger, alumnus of Robert F. Kennedy's physical fitness program (he was assistant attorney general in charge of antitrust division), shed his jacket and went up, hand over hand, in jiffy. Other commissioners, more settled physically among agile New Frontiersmen, expressed admiration—but it took Republican Commissioner Robert E. Lee to deliver accolade: a tray of bananas to Mr. Loevinger when commission returned to Washington.

Sales rumor scotched by Goodwill's Patt

John F. Patt, president of Goodwill Stations, denied Friday (Oct. 4) reports that Goodwill radio-TV properties were being sold to Capital Cities Broadcasting Co.

Capital Cities' offer—$30 per share for 692,000 shares (more than $20 million)—was turned down last July by Goodwill board, Mr. Patt said, for several reasons: (1) There's no disposition to sell (on contrary, Goodwill is seeking to expand both in broadcasting and community antenna systems). (2) Capital Cities already has four VHF's and addition of Goodwill's two V's would put buyer over multiple ownership limit (no more than five VHF's to single company). (3) Three-year rule would have applied since Goodwill bought WSAZ-AM-TV Charleston, W. Va., only two years ago.

In addition to Charleston stations, Goodwill owns WJR-AM-FM Detroit and WJRT(TV) Flint-Lansing-Saginaw-Bay City, Mich.

Capital Cities stations are WROW-AM-

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Schachte

Henry Schachte, former executive VP, director and member of executive committee, Lever Brothers, joins J. Walter Thompson Co. as member of management group and executive chairman of review boards. In 1962 Mr. Schachte moved to Unilever Ltd., London, as member of company's marketing division. He is past chairman of Association of National Advertisers and Advertising Research Foundation and former director of Advertising Council. He joined Lever Brothers in 1955 as advertising VP.

Richard J. Raburn Jr., elected VP and controller, and **Rocco M. Laginestra,** VP of financial planning and budgets at NBC-TV. They report to Aaron Rubin, executive VP (financial division). Mr. Raburn joined NBC in 1951 and became controller in 1960. Mr. Laginestra joined network last May as director, financial planning and budgets.


Mr. Smith

Raymond M. Smith, sales manager for National Advertising Company since 1960, named general sales manager of MBS—effective today (Oct. 7). Mr. Smith joined NAC, subsidiary of Minnesota Mining and Manufacturing Co., in 1949 as assistant director of operations. Mutual also is subsidiary of 3M.

For other personnel changes of the week see FATES & FORTUNES

FM and WTEN(TV) Albany-Schenectady-Troy, WKBW-AM-TV Buffalo, both New York; WCDC(TV) Adams, Mass.; WTVD(TV) Durham, N. C.; WPRO-AM-FM-TV Providence, R. I., WPAT-AM-FM Paterson, N. J.

Radio astronomy gets ch. 37 for 10 years

FCC announced Friday (Oct. 4) that channel 37 will be reserved for sole use of radio astronomy for 10 years. However, 19 stations now on channel will not be affected, agency said.

Original rulemaking would have given five-year reservation but research groups complained that they needed more time (BROADCASTING, May 6). Broadcasters have not opposed reservation.

Commission said it will seek reservation of channel 37 in Mexico and Canada, and at international conference at Geneva this month.

Four applicants for channel 37 at Paterson, N.J. are: Spanish International TV Co.; Progress Broadcasting Corp.; Bartell Broadcasters Inc., and Trans-Tel Corp. Mel-Eau Broadcasting Corp. is seeking channel in Melbourne, Fla.

ABC, CBS, NBC share Thursday night trendex

ABC-TV took ratings lead Thursday (Oct. 3) up to 9 p.m. when its *Jimmy Dean Show* rested low on totem pole and *Perry Mason* (CBS-TV) and *Dr. Kildare* (NBC-TV) took over.

Trendex reports for Oct. 3 (covering 21 to 26 cities) are overnights and released by ABC-TV. As of Oct. 3 all new offerings of networks had seen their first appearances for season (for Trendex ratings before Thursday, see page 82).

		Rating	Share
7:30			
ABC	Flintstones	15.4	36.8
CBS	Password	13.8	33.0
NBC	Cosa Nostra special	7.4	17.7
8:00			
ABC	Donna Reed	24.2	47.2
CBS	Rawhide	13.3	25.9
NBC	Cosa Nostra	9.1	17.7
8:30			
ABC	Three Sons	19.7	37.2
CBS	Rawhide	13.9	26.2
NBC	Dr. Kildare	13.3	25.2
9:00			
ABC	Jimmy Dean	10.2	18.4
CBS	Perry Mason	19.2	34.6
NBC	Dr. Kildare	20.8	37.5
9:30			
ABC	Jimmy Dean	8.2	14.2
CBS	Perry Mason	24.5	42.5
NBC	Hazel	19.7	34.2
10:00			
ABC	Caesar	6.8	14.3
CBS	Nurses	16.4	34.3
NBC	Perry Como	20.9	43.8
10:30			
ABC	Local	5.6	11.6
CBS	Nurses	17.8	37.0
NBC	Perry Como	20.9	43.6

Science fiction pilot set

NBC-TV is to announce today (Oct. 7) that it will produce, through NBC Productions, Hollywood, new pilot, *I.S.D.*, as proposed one-hour science fiction series. Production will begin week of Oct. 21 on concept created by Robert Barbash. Show will be filmed at Paramount Studios.

RAB rating 'deadline' panned by McGannon

Radio Advertising Bureau's "deadline" for action by National Association of Broadcasters on RAB's radio audience methodology study plans (see page 72) drew sharp response Friday (Oct. 4) from Donald H. McGannon of Westinghouse Broadcasting, chairman of NAB research committee and NAB Rating Council.

Mr. McGannon said he'd been informed RAB President Edmund Bunker had put "some form of strict deadline on the NAB and its research committee." He continued: "If Mr. Bunker wants to go forward, God speed him. If on the other hand he wants the cooperation of NAB and also its financial support, he will have to wait until such time as those of our members who are skilled in this field of statistical research can reach the conclusion that this is a sound plan and one that, when completed, will be likely to form the basis of a measurement service that broadcasters, agencies and advertisers can economically sustain."

Earlier, Mr. Bunker had asked LeRoy Collins, NAB president, to be ready with answer by Thursday Oct. 10, when meeting of RAB-NAB liaison committee is scheduled. RAB wants NAB to chip in $75,000 toward $200,000 study RAB plans.

Collins gets sympathetic ear of radio code board

Radio code board of National Association of Broadcasters proved Friday (Oct. 4) to be sympathetic audience for broad goals put forth by NAB President LeRoy Collins. Agreement with Governor Collins's proposal by radio board was in direct contrast to views of TV code board members earlier in week (see page 68).

Radio board, under Chairman Cliff Gill of KEZY Anaheim, Calif., "agreed in principle with the general goals" for code of NAB president. Time standards subcommittee of board will meet Dec. 6 to consider definite proposals on amending controversial commercial provisions and report to next full board meeting Jan. 9, 1964.

Board praised retiring Code Authority Director Robert Swezey for his "highly competent and valuable service" the past two years and unanimously urged Governor Collins to name another practical broadcaster as new director.

Monitoring of radio code subscribers is at all time high with 46% of 1,800 members checked during past six months. During same period, 20 stations resigned from code for noncompliance with time standards or product acceptance rules.



Walter Reade / Sterling, Inc. presents a new concept in television programming

NEW because it extends to television the astonishing success that mature film entertainment has been achieving in the nation's theatres.

NEW because every Cinema 70 feature has been measured, proven and selected by the yardstick of *top box office performance* and international critical acclaim.

NEW because Cinema 70 is a *consistent* package of current film classics, undiluted by the inferior feature which, unsuccessful in theatrical release, often has been hastily sold to television.

cinema 70 means award winning quality

If one were trying to draw comparisons between Cinema 70 and other feature packages offered to television, a striking point would be the tremendous critical acclaim granted virtually every feature in the Cinema 70 group. It can be said without exaggeration that many of the Cinema 70 features are among the most highly praised films ever made, anywhere, at any time. Here are just a few of these—and something about their reputations.



Laurence Harvey, Simone Signoret—
"Room at the Top"



Horst Buchh
Hayley Mills—"Tiger B



Sir Laurence Olivier—
"The Entertainer"



"Ballad of a Soldier"





Vittorio de Sica—"Gene



Albert Fallone
"Saturd m The Bridge



Sir Laurence Olivier—
"The Entertainer"



"Ballad of a Soldier"

cinema 70
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Stuart Whitman—"The Mark"


Laurence Harvey, Simone Signoret—
"Room at the Top"


Horst Buc
Hayley Mills—"Tige


Vittorio de Sica—"General Della Rovere"


Sir Laurence Olivier—
"The Entertainer"


"Ballad of a Soldier"


Albert Finney, Shirley Anne Field—
"Saturday Night and Sunday Morning"

"ROOM AT THE TOP"
Two Academy Awards: "Best Actress" & "Best Screenplay"
British Academy Award: "Best Picture of the Year"

"GERVAISE"
New York Film Critics Award: "Best Foreign Picture"
British Academy Award: "Best Picture of the Year"
First Prize Winner—Venice, Cannes, Berlin, Tokyo Film Festivals

"GATE OF HELL"
Two Academy Awards, including "Best Foreign Picture"
New York Film Critics Award: "Best Foreign Film of the Year"
Grand Prize Winner—Cannes Film Festival

"GENERAL DELLA ROVERE"
"Best Picture of the Year"—Venice & San Francisco Festivals
Academy Award Nomination: "Best Screenplay"

"THE MARK"
Academy Award nomination—Best Actor
"Poignantly, meaningful drama!"—N. Y. Times
"Generates dramatic power!"—N. Y. Herald Tribune

"SATURDAY NIGHT AND SUNDAY MORNING"
Three British Academy Awards, including "Best Picture"
Four Argentine International Film Festival Awards

"BALLAD OF A SOLDIER"
Double Prize Winner—Cannes Film Festival
Grand Prize—San Francisco Film Festival

"TIGER BAY"
"Superior suspense film . . . a masterpiece!"—N. Y. Herald Tribune
"Superb!"—N. Y. Times "Movingly acted . . . masterfully directed . . . enough suspense to bring sweat to stone foreheads!"—Time Magazine

"PATHER PANCHALI"
Grand Prize—Cannes Film Festival
Best Film—Stratford, San Francisco and Edinburgh Festivals

"A MAN ESCAPED"
French Film Academy Award: "Best Film of the Year"
Cannes Film Festival Award: "Best Direction"

"THE SEVEN SAMURAI"
Winner—Venice Film Festival Award
"One of the Year's Best"—N. Y. Film Critics
"Four Stars . . . Terrifically exciting!"—N. Y. News

"THE ENTERTAINER"
Academy Award Nomination: "Best Actor"
"One of the most exciting things ever put on celluloid!"—Saturday Review
"A Masterpiece!"—Time

"A VIEW FROM THE BRIDGE"
"This is a great motion picture!"—N. Y. Post
"Four Stars . . . Electrifying, a superb shocker of stunning voltage!"—N. Y. News


Raf Vallone
A View From The Bridge

C

ε

ema 70 includes



A VIEW FROM THE BRIDGE "This is a great motion picture!"—N. Y. Post

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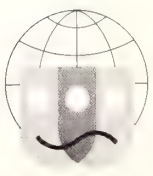
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ROOM AT THE TOP "Superb drama!"—Newsweek; Winner of two Academy Awards



Walter Reade/Sterling Inc

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DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing

OCTOBER

Oct. 6-8—Annual convention of the **Nebraska Broadcasters Association,** Town Park hotel, Scottsbluff. Les Hilliard, president of KOLT Scottsbluff, is convention chairman.

Oct. 7—**ASCAP symposium** for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Henry Mancini and Johnny Mercer will discuss conducting and motion picture songs.

Oct. 7-8—**Radio Advertising Bureau** management conference at the Town House motel, Omaha.

Oct. 7-9—**Annual fall meeting of the Kentucky Broadcasters Association,** Owensboro Downtown motel, Owensboro, Ky. The program begins at 5 p.m. Oct. 7 with a meeting of the board of directors.

Oct. 7-Nov. 8—**International Radio Conference on Space Allocations,** Geneva. The conference is sponsored by the International Telecommunications Union. Chairman of the U. S. delegation is Joseph H. McConnell, president of Reynolds Metal Co., Richmond, Va. Other members of the U. S. delegation include Jacob D. Beam, former ambassador to Poland; T. A. M. Craven, former FCC commissioner; Lt. Colonel Edward N. Wright, U. S. Air Force; Senators Norris Cotton (R-N.H.) and John O. Pastore (D-R.I.); Representative Oren Harris (D-Ark.), and FCC Chairman E. William Henry.

Oct. 8—**Broadcast Advertising Club of Chicago** luncheon, 12 noon. Speaker is Donald H. McGannon, Westinghouse Broadcasting Co. president-chairman. Sheraton-Chicago.

Oct. 8—Ninth **Wisconsin FM Station Clinic,** Center Building, University of Wisconsin, Madison. Harold A. Engel, chairman.

Oct. 8-10—**International Film Festival,** Barbizon Plaza hotel, New York.

Oct. 9—**Hollywood Press Club,** dinner meeting at the Beverly Wilshire hotel, Beverly Hills, Calif. Paul Adorian, general director of Associated-Rediffusion Ltd., London, will make the main address.

Oct. 10-11—**Television—Its Role in the Democratic Process,** conference sponsored by Reed College, Portland, Ore. Speakers include Senator Warren G. Magnuson (D-Wash.); Frank Stanton, president of CBS Inc.; Robert Kintner, president of NBC; FCC Commissioner Kenneth A. Cox; Robert D. Swezey, director of NAB code authority; Lawrence Laurent, radio-TV critic, *The Washington Post.*

Oct. 10-12—Annual fall conference of **Alabama Broadcasters Association,** Hotel Stafford, Tuscaloosa. Registration begins 3 p.m. Oct. 10, followed by social hour and meetings of board of directors and past presidents. Part of the program on Oct. 11-12 will be held in the Union Building on campus of University of Alabama, with members attending the Alabama-Florida football game on afternoon of Oct. 12.

Oct. 11-13—**American Women in Radio and Television** west-central area conference. Holiday Inn South, Des Moines, Iowa.

*Oct. 12—Annual fall meeting of UPI Broadcasters of Michigan. Ann Arbor.

Oct. 12-13—Fall meeting of the **Illinois News Broadcasters Association,** de Ville Motor hotel, St. Louis.

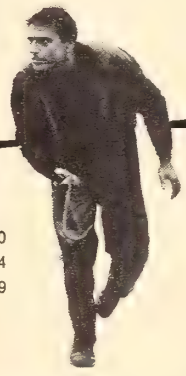
Oct. 12-13—Meeting of **Missouri Associated Press Radio-TV Association,** Arrowhead Lodge, Lake Ozark.

Oct. 13-18—**Second Advanced Advertising**

P.S.
WOR-TV, New York, showed
"VIEW FROM THE BRIDGE"
as the preceding ad insert
went to press. Results...

"It topped the 6 station market during prime time!"

"20.2 Nielsen.* 28.9% audience share!"



* WOR-TV	20.2	WPIX	10.0
WNBC-TV	13.7	WABC-TV	8.4
WCBS-TV	13.0	WNEW-TV	3.9

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cinema 70

United Press International news produces!

cinema 70
means great stars great directors great stories

Choose a director of extraordinary genius. For stars, give him the world's most accomplished actors and actresses. Let him work from great scripts prepared by outstanding literary talent.


Anna Magnani


Fernandel


Hayley Mills


Laurence Harvey


Maria Schell


Alastair Sim


Julie Harris


Peter Sellers


Peter Ustinov



Such great directorial and literary talent as: J. Lee Thompson • Jack Clayton • Sidney Lumet • Rene Clement • Roberto Rossellini • Jean Renoir • Federico Fellini • Vittorio de Sica • Robert Bresson • Preston Sturges • Tony Richardson • Arthur Miller • James Thurber • John Osborne.

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includes

A VIEW FROM THE BRIDGE "This is a great motion picture!"—N. Y. Post

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GATE OF HELL Winner of two Academy Awards

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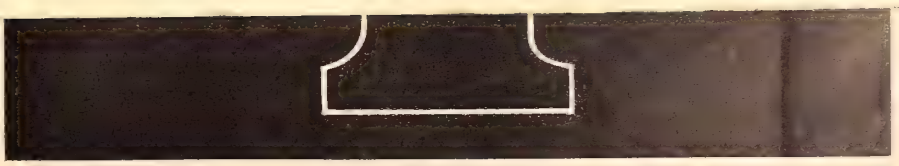
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News Broadcasters Association, de Ville Motor hotel, St. Louis.

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Oct. 13-18—**Second Advanced Advertising**



BETWEEN AVAILS

We're out selling between buys ...not just when avails are submitted. We know every personality on the stations we rep, and why local accounts use them.

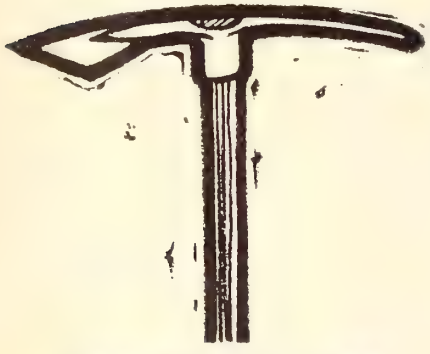
Our salesmen visit our stations.

Station Reps

BOB DORE

ASSOCIATES

11 WEST 42nd STREET, NEW YORK 36, N. Y.
CHICAGO LOS ANGELES SAN FRANCISCO



WHY SALES CLIMB ALONG THE SKYLINE

You're picking a "one-buy" TV market of over ¼ million homes with General Merchandise sales as big as the 36th metropolitan area.

SKYLINE TV NETWORK

P.O. BOX 2191 • IDAHO FALLS, IDAHO
CALL MEL WRIGHT, AREA CODE 208-523-4567
Call your Hollingbery office or Art Moore in the Northwest or John L. McGuire in Denver.

KOOK Billings / KFBB Great Falls / KXLF Butte
KID Idaho Falls / KMVT Twin Falls

Management Course of the Association of National Advertisers, Hotel Moraine-on-the-Lake, Highland Park, Ill. R. P. Campbell, advertising manager for Post division of General Foods Corp., heads the subcommittee which is planning this course.

*Oct. 13-18—**Society of Motion Picture and Television Engineers'** 94th conference. Hotel Somerset, Boston.

Oct. 14—**ASCAP symposium** for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Harry Ruby and Arthur Hamilton will discuss popular songs of yesterday and today.

Oct. 14—New deadline for reply comments on **FCC's** proposal to adopt NAB's commercial time limits.

Oct. 14-15—Start of **NAB fall conferences.** See full list, page 20.

Oct. 14-15—**Radio Advertising Bureau** management conference at The Executive Inn, Detroit.

Oct. 14-15—Twelfth annual convention of **the North Dakota Broadcasters Association,** Ray hotel, Dickinson.

Oct. 14-18—**Fifteenth** annual fall convention of **Audio Engineering Society,** Barbizon Plaza hotel, New York.

Oct. 15-17—**Ninth Tri-Service Conference on Electromagnetic Compatibility** at Museum of Science and Industry, Chicago. Leading scientists will discuss the growing problem of radio frequency interference. Lieutenant General James D. O'Connell (USA-Ret.), director of the joint advisory committee of the Institute of Electrical and Electronic Engineers and the Electronic Industries Association, will give a luncheon address Oct. 15 on "Teamwork in Spectrum Conservation."

Oct. 16—**Pulse "Man of The Year" luncheon,** honoring John Kluge, president of Metromedia. Plaza hotel, New York.

Oct. 16—Deadline for reply comments on **FCC's** rulemaking to control the development of AM and FM radio services.

Oct. 16-18—Fifteenth annual convention and election of officers of the **Indiana Broadcasters Association,** French Lick Sheraton hotel. Speakers include Indiana Governor Matthew E. Welsh and Senator Vance Hartke. Others on the agenda are Edmund Bunker, Radio Advertising Bureau; Pete Cash, Television Bureau of Advertising; and Charles Tower, executive vice president of Corinthian Broadcasting Corp.

Oct. 16-18—**Indiana Associated Press Radio-TV Association,** French Lick.

Oct. 17-18—**American Association of Advertising Agencies** (AAAA) central region meeting, Sheraton hotel, Chicago.

Oct. 18—Effective date of **FCC** rule allowing employment of part-time engineers at certain AM and FM stations. Extended from former date of Aug. 19.

Oct. 18—Meeting of the **Alabama AP Broadcasters Association,** Birmingham.

Oct. 20—**Hollywood Museum** ground-breaking ceremonies, 2 p.m., at museum site across from the Hollywood Bowl. Lloyd Sigmon, KMPC Los Angeles; Walt Disney, Walt Disney Studios; Otto K. Olesen, former postmaster, and Jack L. Warner, Warner Brothers Pictures, are co-chairmen.

Oct. 20-21—Meeting of **Texas Association of Broadcasters,** Cabana hotel, Dallas.

Oct. 21—**ASCAP symposium** for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Country, Western music, folk songs and teen-age music discussed by Richard Costing.

Oct. 22-23—**Midwest Educational Broadcast Music Directors** conference, Indiana University, Bloomington.

Oct. 23—Second radio programing seminar under auspices of **Mark Century Corp.,** New

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*Reg. U. S. Patent Office

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educational television:



help for busy teachers
hope for crowded classrooms

Today, education in America faces a severe challenge. An accelerating world requires new and broader curriculums. An expanding population begs for more teachers, more classrooms.

Many communities have turned to Educational Television as an imaginative way to expand course subjects, to bring more effective teaching techniques into the classrooms without sacrificing personalized instruction.

Because of our long experience in the research and development of telephone, television, and defense communications networks, it was natural that the Bell System was called on to develop facilities for one of the first ETV networks in the country, in Hagerstown, Maryland.

We have since helped pioneer the first state-wide, closed circuit Educational Television system, in South Carolina.

In doing this, we have developed a transmission service that provides several channels of instruction. It is low in cost and makes use of the service and maintenance facilities of local Bell Telephone Companies in communities of any size.

Helping communities like yours find the answer to better learning through Educational Television is just one more way of putting Bell System research and skills to work serving you and your family.

BELL TELEPHONE SYSTEM

Owned by more than two million Americans

York. Panel members include John Thayer, WHK Cleveland; Joe Somerset, Capital Cities Broadcasting Co.; Frank Gay, D'Arcy Advertising; Robert Eastman, Robert Eastman Co., and Mitch Leigh, Music Makers Inc. Cottage Room, Hampshire House, New York.

Oct. 24—Fourth Armed Forces Television Conference, sponsored by U. S. Air Force, Lowry Air Force Base, Denver. The conference will deal primarily with educational and technical uses of television by the military services. A trip to the Air Force Academy's closed-circuit television installation is also planned.

Oct. 24-26—Meeting of the **Mutual Advertising Agency Network,** Palmer House, Chicago.

Oct. 25-27—**American Women in Radio and Television** board of directors meeting, Mayo hotel, Tulsa, Okla.

*Oct. 26—Fall meeting of **West Virginia AP Broadcast News Directors.** Clarksburg, W. Va.

Oct. 28-30—National Electronics Conference, McCormick Place, Chicago.

Oct. 28—**ASCAP symposium** for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Irving Townsend will speak on recording of movie and TV music; Larry Shayne on the publisher's function.

Oct. 28-30—Third annual meeting, **Institute of Broadcasting Financial Management,** New York Hilton at Rockefeller Center. Speakers include Pete Cash, president of the Television Bureau of Advertising, "Television Today and Tomorrow;" Edmund Bunker, president of the Radio Advertising Bureau, "Radio Today and Tomorrow;" Robert Kingston, partner in Ernst and Ernst, New York, "Internal Control;" Warde Ogden, partner in Price Waterhouse & Co., New York, "Broadcasting Accounting — New Theory and Practices," and FCC Commissioner Robert E. Lee.

NAB CONFERENCE DATES

National Association of Broadcasters fall conference dates:

Oct. 14-15, Statler-Hilton hotel, Hartford, Conn.

Oct. 17-18, Leamington hotel, Minneapolis.

Oct. 21-22, Pittsburgh Hilton hotel, Pittsburgh.

Oct. 24-25, Americana hotel, Miami Beach.

Nov. 14-15, Dinkler-Andrew Jackson hotel, Nashville.

Nov. 18-19, Texas hotel, Fort Worth.

Nov. 21-22, Cosmopolitan hotel, Denver.

Nov. 25-26, Fairmont hotel, San Francisco.

Oct. 28-31—Public hearing on S-1666, freedom of information bill, **Senate Subcommittee on Administrative Practice and Procedure,** room 2228, New House Office building, Washington, 10 a.m. each day.

Oct. 30—Newsmaker luncheon, **International Radio & Television Society,** Grand Ballroom of Waldorf Astoria, New York. John Crichton, president of the American Association of Advertising Agencies, is speaker.

Oct. 31-Nov. 1—Fall convention of the **Ohio Association of Broadcasters,** The Christopher Inn, Columbus. Speakers include Governor James A. Rhodes and Maurie Webster, vice president and general manager of CBS Radio Spot Sales.

Oct. 31-Nov. 1—**Electron Devices Meeting** of the Institute of Electrical and Electronics Engineers, Sheraton Park hotel, Washington. Speakers include John Hornbeck, formerly of Bell Telephone Labs and now president of Bellcom Inc., "Electron Devices for Space Applications"; Victor H. Grinich, Fairchild Semiconductors, "Why Field Effect Transistors?" and Lester F. Eastman, Cornell University, "Super Power Microwave Tubes." Program chairman for the meeting is Mason A. Clark, Hewlett-Packard Associates, Palo Alto, Calif.

NOVEMBER

Nov. 1-2—**Oregon Association of Broadcasters** convention, Hilton hotel, Portland. Featured speaker will be FCC Commissioner Lee Loevinger.

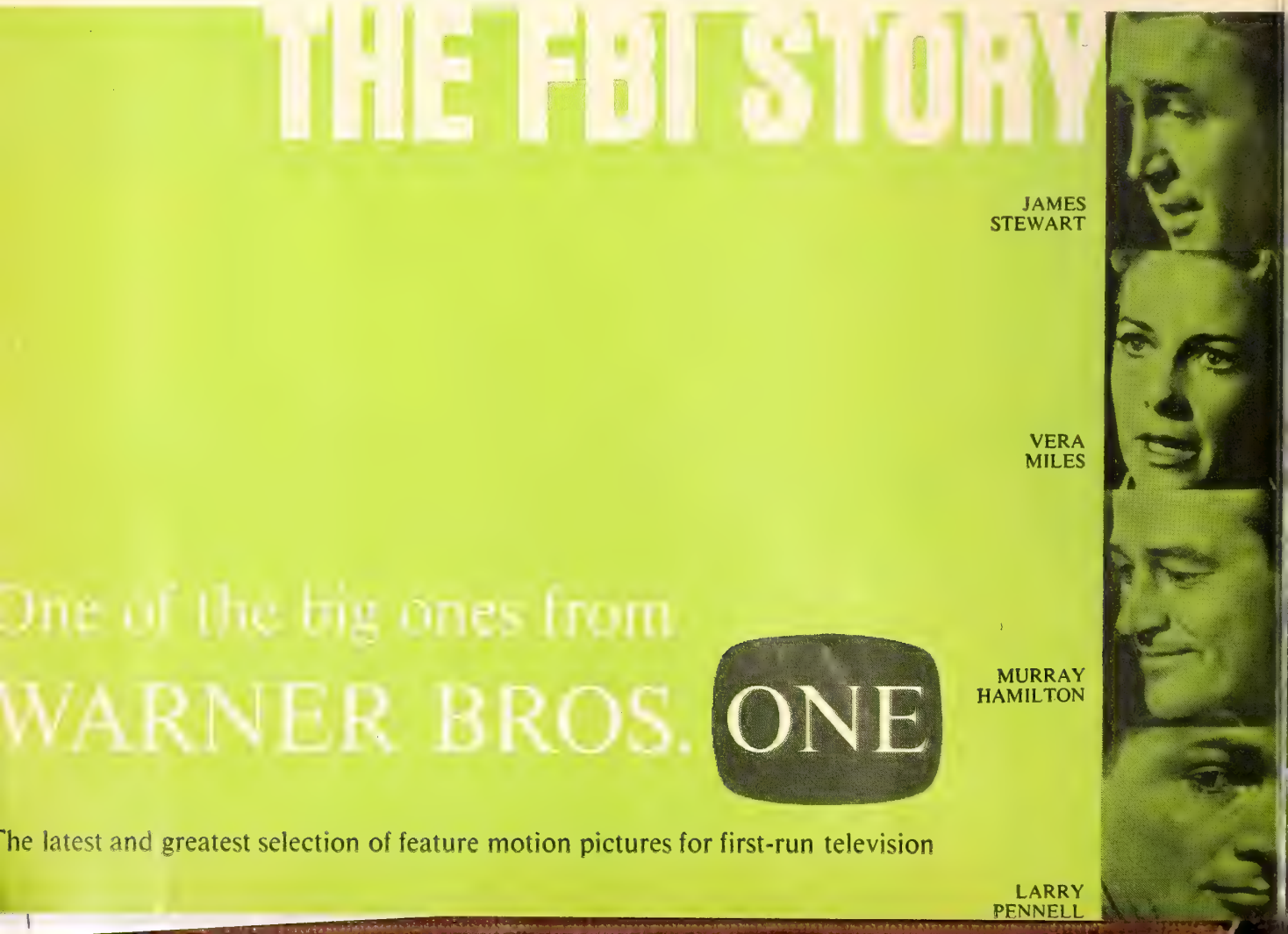
Nov. 1-2—**WSM's Grand Ole Opry** 38th anniversary celebration, Nashville.

Nov. 4-5—**Central Canadian Broadcasters Association** management and engineering convention, Royal York hotel, Toronto.

Nov. 6-7—**American Association of Advertising Agencies (AAAA)** eastern annual meeting, Waldorf-Astoria, New York.

Nov. 6-9—National convention of **Sigma Delta Chi,** professional journalistic society, Golden Triangle Motel, Norfolk, Va. Keynote speaker will be Barry Bingham, editor and publisher of the *Louisville Courier-Journal & Times.* Other speakers include Dr. Glenn Seaborg, chairman of the Atomic Energy Commission; Turner Catledge, managing editor of the *New York Times;* Blair Clark, vice president and general manager of CBS News; Palmer Hoyt, publisher of the *Denver Post;* Walter Cronkite, CBS news correspondent; Gardner Cowles, publisher of the *Des Moines Register & Tribune* and *Look* Magazine; and Charles Ferguson, senior editor of *Reader's Digest.*

Nov. 7-8—**College Majors Conference,** series of seminars for college seniors majoring in broadcasting and advertising, sponsored by International Radio and Television Society, Hotel Roosevelt, New York.



Nov. 7-9—Annual fall meeting of the **Washington State Association of Broadcasters**, Ridpath hotel, Spokane.

Nov. 8-10—**California Exposition of American Progress** (acknowledging the Negro consumer) 12 noon to 10 p.m., Long Beach Sports Arena, Long Beach, Calif.

Nov. 10-12—**ACRTF Convention**, Quebec City, Canada.

Nov. 10-13—Annual meeting of the **Association of National Advertisers**, The Homestead, Hot Springs, Va.

Nov. 16—Annual meeting of **UPI Broadcasters of Pennsylvania**, Governor's Room, Penn-Harris hotel, Harrisburg.

Nov. 16—Second annual **Wyoming Associated Press Broadcast News Clinic**, Gladstone hotel, Casper, Wyo.

Nov. 17-20—**National Association of Educational Broadcasters** national convention. Hotel Schroeder, Milwaukee. Wis. Banquet speaker is FCC Chairman E. William Henry.

Nov. 17-20—**Broadcasters Promotion Association** annual convention, Jack Tar hotel, San Francisco. Joseph P. Constantino, KTVU(TV) Oakland-San Francisco, is convention general chairman.

Nov. 19-21—**Television Bureau of Advertising** holds its annual membership meeting, Sheraton-Blackstone hotel, Chicago.

Nov. 20—**American Association of Advertising Agencies (AAAA)** east-central region meeting, Statler Hilton, Cleveland.

Nov. 22—**National Academy of Television Arts and Sciences**. New York chapter, holds "Close-Up" dinner and show lampooning comedian Jackie Gleason. Hilton hotel, New York.

Nov. 22-23—Combined meeting of **Wisconsin Associated Press** newspaper and broadcasting members, Milwaukee.

*Nov. 29-Dec. 1—Annual convention of the **National Association of Radio and TV Farm Directors**, Chicago.

DECEMBER

Dec. 3-5—Winter conference of **Electronic Industries Association**, Statler-Hilton hotel, Los Angeles.

Dec. 5-6—Fourteenth conference of the **Professional Technical Group on Vehicular Communications**, Adolphus hotel, Dallas.

Dec. 6—**Association of National Advertisers'** workshop on planning and evaluation, The Plaza, New York.

JANUARY 1964

Jan. 8—Newsmaker luncheon, **International Radio & Television Society**, Grand Ballroom of Waldorf Astoria, New York. News analysis and forecast by a panel of Chet Huntley, Walter Cronkite and Ron Cochran.

Jan. 21-23—**National Religious Broadcasters convention, Mayflower hotel, Washington.**

Jan. 21-23—Nineteenth annual **Georgia Radio-TV Institute**, co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens.

Jan. 24-26—Mid-winter convention of the **Advertising Association of the West**, Bakersfield, Calif.

Jan. 24-26—**American Women in Radio and Television** board of directors meeting, Hilton hotel, New York.

FEBRUARY

*Feb. 3-5—Second annual **Electronic Marketing Conference** of the Electronic Sales-Marketing Association (ESMA), Barbizon Plaza hotel, New York.

Feb. 5—Newsmaker luncheon, **International Radio & Television Society**, Grand Ballroom of Waldorf Astoria, New York. National Association of Broadcasters President LeRoy Collins is speaker.

Feb. 5-7—**National Winter Convention on Military Electronics**, Ambassador hotel, Los Angeles. C. D. Perrine, executive vice president of General Dynamics/Pomona, is convention chairman.

Feb. 8-16—**International TV and Equipment Market**, Lyons, France.

*Feb. 25—**International Broadcasting Awards** banquet, 8 p.m., Hollywood Palladium. Presentation of trophies for best commercials on radio and television in any part of the world in 1962.

Feb. 26-28—**Ninth Scintillation and Semiconductor Counter Symposium**, under the sponsorship of the Institute of Electrical and Electronics Engineers, the Atomic Energy Commission, and the National Bureau of Standards. Hotel Shoreham, Washington. Program committee chairman is W. A. Higinbotham, Brookhaven National Laboratory, Upton, L. I., N. Y. The deadline for abstracts is Dec. 1.

MARCH

March 23-26—International convention of the **Institute of Electrical and Electronics Engineers**, New York Hilton hotel and New York Coliseum, New York.

APRIL

April 5-8—Annual convention of the **National Association of Broadcasters**, Conrad Hilton hotel, Chicago.

April 13—Newsmaker luncheon, **International Radio & Television Society**, Grand Ballroom of Waldorf Astoria, New York. Robert Moses, president of New York World's Fair 1964-1965 Corp., is speaker.

April 30-May 3—Thirteenth annual convention of the **American Women in Radio and Television**, Mayo hotel, Tulsa, Okla.



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is the one-station network

This year there's a different look ...a different feeling—an exciting new sight and sound of "network" on New York's Prestige Independent.

Seven nights of every week, viewers will see the kind of shows on WPIX/11 that they might expect only from a network. Caliber shows. Unusual shows. Powerful shows. Programming that provides advertisers with impressive support for their important messages.

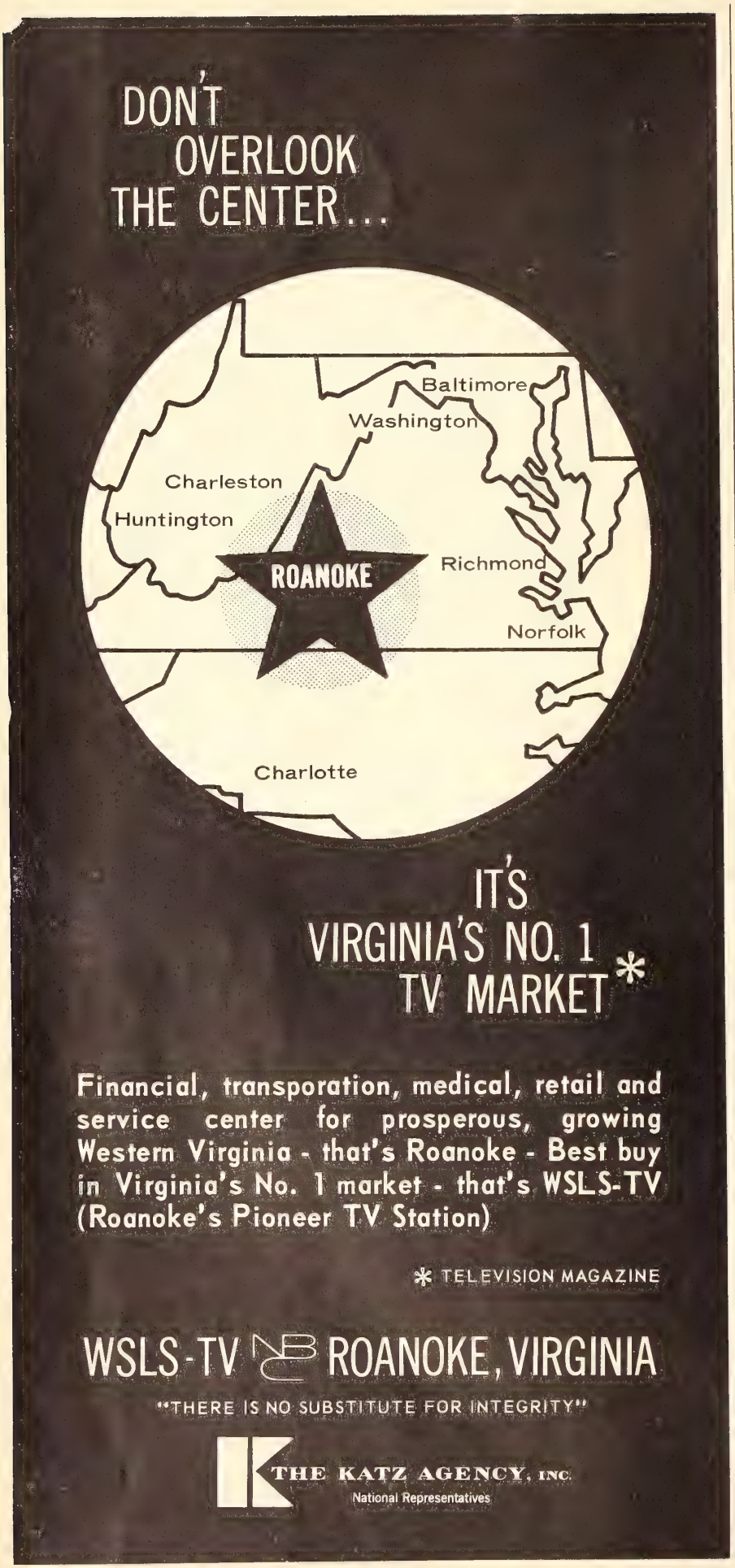
If your "work-horse" is the 60-second commercial, put it to work where every exciting minute counts—in Prime Time Programming with the Network Look —on WPIX/11, the One Station Network.

WPIX TV/11
THE ONE STATION NETWORK
NEW YORK

Left to Right:
Sebastian Cabot, "Checkmate" / Dick Powell, "The Dick Powell Theatre" / Troy Donahue, "Hawaiian Eye" / Boris Karloff, "Thriller" / Steve Allen, "The Steve Allen Show" / David Susskind, "Open End" / Leopold Stokowski, "Great Music" / Paul Burke, "Naked City".



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OPEN MIKE

'Hogwash'

EDITOR: This is an open letter to your MONDAY MEMO guest, Craig Moodie of Armstrong Cork Co. (BROADCASTING, Sept. 16).

In my estimation, this is hogwash.

Doesn't Mr. Moodie realize that most of his dealers carry a large variety of lines other than his Armstrong line? Doesn't he realize that most of these other manufacturers are also spending money on a national level? How can a dealer pick up the tab 100% for each ad he carries to follow up at a local level? As for the local station getting a group of dealers to split a co-op ad campaign locally, these men are competitors. Why get together to boost the other fellow's business?

If the local follow-up is as important as Mr. Moodie feels it is—and I agree with him that his national advertising dollar is being largely wasted without that local follow-up—then let Mr. Moodie's company do one of two things: increase its ad budget to allow local dealers some co-op money to add to their own on a local level, or sponsor a Danny Kaye only two-thirds of the time so dealers (can be given) some help.—*Cy Newman, president, HD Productions, Bon Air, Va.*

Subscriptions for Congress

EDITOR: The Missouri Broadcasters' Association appreciates the coverage given our delegation's trip to Washington (BROADCASTING, Sept. 16). Since your magazine is by far the industry leader . . . we are wondering how many of the Missouri congressmen and senators subscribe to it. We want to purchase subscriptions for all those who do not take BROADCASTING.—*Don C. Dailey, president, Missouri Broadcasters' Association.*

The last word?

EDITOR: I regret that I was not explicit enough in my letter (BROADCASTING, Sept. 16) so as to obviate the necessity of the letter from Mr. Rosenblatt (BROADCASTING, Sept. 23).

To clarify my position, I was referring specifically to the material from Sears. And I was also referring in general to the proliferation of "news releases," "public service announcements" and "new product information" which radio stations get from commercial enterprises.

This commercial material, regardless of source, should not be broadcast unless it is paid for. We carry enough legitimate public service without using the commercial material for free.—*Robert T. McVay, owner,* KRSA *Salinas, Calif.*



Here are enough copies for all your products...

Just fill them in and mail to Blair. Tell us who you want to reach, their age, education, etc. Our Bull's Eye Marketing Service will dig into National Survey #1 and come up with an audience tailor-made to your needs. Find out how well America's most influential group of radio stations, the Blair Group Plan, can work for you.

P.S. If your pen point isn't sharp enough, drop us a line. We'll send you as many big versions as you need.

THE BLAIR GROUP PLAN

Contact the nearest Blair office: **New York**—717 Fifth Avenue, New York 22, New York; **Chicago**—645 North Michigan Avenue, Chicago 11, Illinois; **Atlanta**—1375 Peachtree St., N.E., Atlanta 9, Georgia; **Boston**—118 Newbury Street, Boston 16, Massachusetts; **Dallas**—3028 Southland Center, Dallas 1, Texas; **Detroit**—Eleven Boulevard W. Building, 2990 West Grand Boulevard, Detroit 2, Michigan; **Los Angeles**—3460 Wilshire Blvd., Los Angeles, California; **Philadelphia**—1617 Pennsylvania Blvd., Philadelphia 3, Pennsylvania; **St. Louis**—630 Paul Brown Bldg., St. Louis 1, Missouri; **San Francisco**—155 Sansome St., San Francisco 4, Calif.


Radio
gives America
news, music, sports
entertainment,
vital services...
and now America's history
and heritage...

■ Americans want to know about their country's history. So the Storer Broadcasting Company has produced **American History V,** a stimulating, authoritative radio series that traces our nation's chronicle from Plymouth Rock to foreign aid in 65 fascinating five-minute programs. Dr. Russell Caldwell, Associate Professor of History, University of Southern California, is writer/narrator for **American History V.** It's available now for your station.

■ Your station also can feature series four of **Voices of Freedom**—15 new and inspiring one-minute messages on American ideals voiced by outstanding personalities and public figures. More than 500 stations have carried the first three series of these capsule talks, produced by Storer in cooperation with the Freedoms Foundation at Valley Forge.

■ **Give freedom a share of your day's programming.** For the 65-segment **American History V,** send $30.00 to cover mailing, tapes and dubbing. Write KGBS-Radio, 338 S. Western Avenue, Los Angeles 5, California.

For series four of **Voices of Freedom** send a $2.00 deposit to WIBG-Radio, Suburban Station Building, 1617 Pennsylvania Blvd., Philadelphia 3, Pennsylvania.

LOS ANGELES *KGBS*	PHILADELPHIA *WIBG*	CLEVELAND *WJW*	NEW YORK *WHN*	TOLEDO *WSPD*	DETROIT *WJBK*
MIAMI *WGBS*	MILWAUKEE *WITI-TV*	CLEVELAND *WJW-TV*	ATLANTA *WAGA-TV*	TOLEDO *WSPD-TV*	DETROIT *WJBK-TV*

STORER
BROADCASTING COMPANY



MONDAY MEMO from GORDON GELFOND, David Olen Advertising

A program of general appeal for specialized audience

Since the Southern California plumbing industry promotion fund came into being on July 1, 1960, the Plumbing Industry Progress and Education fund (PIPE) campaigns have made effective use of broadcast communications media and one first-of-its-kind program has been created in the process.

The selected agency determined that the initial phase objectives were: (a) establishment of a recognition symbol; (b) educating the public to the advantages of calling in a PIPE contractor, plumber or pipefitter for needed work. The agency staff created the now-familiar PIPE trademark emblem, to identify participating members as craftsmen of higher skills for performing quality work. The emblem was translated into journeymen's badges, decals for contractor vehicles, stationery and jobsite displays.

TV to Start ▪ Television, obviously, was the outstanding vehicle for establishing visual recognition of the PIPE trademark and promoting a coupling of the symbol with extra-quality craftsmanship in the public mind. Four television commercials were created in this first phase. The number one spot was devoted entirely to the emblem. The second put across the demanding training program for journeymen plumbers qualified to wear the PIPE badge. A third commercial showed specific examples of work performed by PIPE plumbers and pipefitters—from million-dollar research piping assemblies in missile plants to a simple leaky faucet repair. The fourth explained the formation of PIPE as a cooperative effort to improve quality standards in plumbing and by indirection established confidence in the PIPE craftsmen. The initial PIPE campaign used news programs on five Southern California television stations on a five-times weekly basis.

Then Radio ▪ When the PIPE emblem was "fixed" via the television programs in the first year, it was determined that the campaign could be supplemented by wide use of radio. Three radio spots were produced to sell home modernization jobs and industrial-commercial maintenance plans for the industry. These second-year radio spots expanded the PIPE "reach" and multiplied the effectiveness of the program. Throughout the first three years, television news programs were the foundation of the campaign, although billboards were keyed in to underline special themes.

A bright and breezy singing commercial, created experimentally for the PIPE radio programs, proved so effective that a new animated commercial was developed for television to exploit this singing spot. In this period, the commercials moved into "item" selling of specific appliance fixtures and services—water heaters, garbage disposers, bathroom remodeling and the like. The nine counties of Southern California within the PIPE jurisdiction were blanketed by the purchase of time on five TV stations.

Internal Selling Job ▪ One of the age-old problems in the whole construction industry has been lack of standardized job specifications, which results in contract misunderstandings and losses estimated in the millions over the United States. As part of its industry promotion program, the PIPE technical division undertook the pioneering task of developing standard specifications for plumbing, heating, cooling and industrial process piping.

It was obvious that one of the client's main needs at this point was gaining acceptance of these standard specifications by other segments of the industry. The agency developed an all-out campaign of reaching the key elements in the building industry through personal contact by field representatives. Trade advertising was also used extensively.

Radio, Again ▪ But the need for a more effective job in creating industry acceptance of the standard specifications remained. The agency came up with the idea of a construction news program on radio, in such a format as to have general interest, but containing real "meat" news of bids, contract awards and similar information for the construction industry. No such program had ever been attempted, so far as could be determined, and the agency almost immediately ran into the "it can't be done" problem. But the idea survived.

In Southern California, *Daily Construction Reports,* is a prime source of news for construction people. The agency entered into a contract with its publishers for exclusive broadcast rights to highlight portions of the voluminous building report. (The paper receives a daily plug on the program.) One of the agency writers checks in at the paper while the reporters are preparing next day's edition. From their carbons, he prepares the nightly broadcast, relayed by teletype to the stations. To increase local impact in specific areas, the agency created localized weekly construction news programs, broadcast on Saturday mornings in 11 cities outside the Los Angeles metropolitan area.

Although based entirely on the day's building reports and aimed primarily at architects, contractors and executives in the trade, the program stresses the importance of the multi-million dollar construction industry to the general economy. Reports over the nine counties indicate it is having its hoped-for effect, in reaching the construction industry groups with PIPE's "intramural" messages such as standard specifications. The goodwill generated by the institutional character of the program among the general public is an unexpected public relations dividend.

A New Broadcast Theory ▪ PIPE is extending its use of media in view of the record of effectiveness to date. The radio programing has lately been augmented by spot announcements on 40 radio stations, a campaign that began in midsummer. That radio-television is invaluable in a program like PIPE is not news at this late date, but that a program of general appeal can be designed for a specific audience may open up some possibilties for future brainstorming.



Gordon Gelfond, vice president of David Olen Advertising, Los Angeles, has been with the agency since April 1959. He has worked continuously on the PIPE account since its inception and has been responsible for most of the media buying. Prior to joining David Olen Advertising, he was with Nelson Advertising Agency and Gordon Gelfond Advertising, all of Los Angeles. Mr. Gelfond was graduated from UCLA in 1951. He is married and has two sons.



It Takes RPM To Move The Goods!

Ratings . . .
Programming . . .
Merchandising . . .

RATINGS · PROGRAMMING · MERCHANDISING · RpM!

. . . the three-way push that moves the goods over WELI's RPM Radio! Depend on BIG-Buy WELI to deliver the rich, New Haven-centered market!

National Sales: H-R Representatives, Inc.; Boston: Eckels & Co.

WELI 5000 WATTS / THE SOUND OF NEW HAVEN / 960 K.C.





A PICTURE OF GOOD SELLING

Oil moves the finished products and raw materials that salesmen sell, and when trains, trucks, planes, ships and factories call for fuel—and more fuel—THAT is a sign of good business...a sign of good selling.

Good selling has never been so important to so many Americans as it is today...but America has never had a salesman quite like television ...spot television.

The television stations represented by Peters, Griffin, Woodward are welcomed regularly into MILLIONS of American homes where they spend more than 5 hours each day entertaining, informing and selling...selling by demonstrating and displaying the goods and services that keep our economy rolling.

In SPOT TELEVISION the advertiser can specify the number, the timing and the type of his television salescalls in EVERY market...and THAT is good selling!



PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

NEW YORK / CHICAGO / DETROIT / PHILADELPHIA
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REPRESENTS THESE TELEVISION STATIONS:

EAST–SOUTHEAST

WAST	Albany-Schenectady-Troy	ABC
WWJ-TV	Detroit	NBC
WZZM-TV	Grand Rapids-Kalamazoo-Muskegon	ABC
WPIX	New York	IND
WSTV-TV	Steubenville-Wheeling	CBS-ABC
WNYS-TV	Syracuse	ABC
WCSC-TV	Charleston, S.C.	CBS
WIS-TV	Columbia, S.C.	NBC
WLOS-TV	Greenville, Asheville, Spartanburg	ABC
WFGA-TV	Jacksonville	NBC
WTVJ	Miami	CBS
WSFA-TV	Montgomery	NBC-ABC
WSIX-TV	Nashville	ABC
WDBJ-TV	Roanoke	CBS
WSJS-TV	Winston-Salem - Greensboro	NBC

MIDWEST–SOUTHWEST

WCIA-TV	Champaign-Urbana	CBS
WOC-TV	Davenport-Rock Island	NBC
WHO-TV	Des Moines	NBC
WDSM-TV	Duluth-Superior	NBC
WDAY-TV	Fargo	NBC
WISC-TV	Madison, Wisc.	CBS
WCCO-TV	Minneapolis-St. Paul	CBS
WMBD-TV	Peoria	CBS
KPLR-TV	St. Louis	IND
KFDM-TV	Beaumont	CBS
KRIS-TV	Corpus Christi	NBC
WBAP-TV	Fort Worth-Dallas	NBC
KENS-TV	San Antonio	CBS

MOUNTAIN AND WEST

KVOS-TV	Bellingham (Vancouver-Victoria)	CBS
KBOI-TV	Boise	CBS
KBTV	Denver	ABC
KGMB-TV	Honolulu	CBS
KHAU-KONC-TV	Hawaii	
KTLA	Los Angeles	IND
KSL-TV	Salt Lake City	CBS
KRON-TV	San Francisco	NBC
KIRO-TV	Seattle-Tacoma	CBS



CG can get you rolling in Indiana. If you want it to drive <u>your</u> auto sales faster, give a honk to ATS.

John F. Dille, Jr., *President*



IN TV: WSJV-TV (28), South Bend-Elkhart; WKJG-TV (33), Ft. Wayne
RADIO: WTRC-AM and FM, Elkhart; WKJG-AM, Ft. Wayne
NEWSPAPERS: *The Elkhart Truth* (Eve.); *The Mishawaka Times* (Morn.)

CALL ATS TODAY!

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
October 7, 1963, Vol. 65, No. 15

NETWORK RADIO SALES: $50 MILLION

Experts agree totals of four will be near that mark this year

Three networks expect profit, fourth near break-even point

Are spot sales suffering? Salesmen argue the question

Network radio, which less than a decade ago was held together more by fear than by hope, appeared last week to have a firm grip on what then seemed completely out of reach—not only survival, but profitability.

A canvass of the four national radio networks showed that gradually accelerating sales over the past three years, combined with complete overhauls of their respective operations, have brought them to the point where three expect to show a distinct profit this year.

The fourth, ABC Radio, reported business gains to match or exceed those of its rivals, and some sources—non-ABC—speculated that red ink, to the extent that it still exists, may stem as much from the caprices of bookkeeping as from strict operating imbalances.

Sales $50 Million ▪ The consensus of authorities was that total radio network time sales this year may reach $50 million—not a lot when compared to the $134 million in sunlit 1948 and only a fraction of network television's $520.2 million last year, but still 25% above network radio's estimate for 1962.

Individually, some experts thought the total would fall short of $50 million, while others thought it would exceed that mark. The comparable figures for 1962 have not yet been made public by FCC, but they are expected by most observers to total about $40 million. BROADCASTING estimated last February that they would come to $39.4 million, or almost 10% higher than the FCC figure for 1961 (BROADCASTING, Feb. 18).

The four networks' estimates of their respective sales gains, 1963 over 1962, average about 30%.

ABC Radio officials say their sales in the first half of this year were up 24% from the same period a year ago and for the full year will run about 32% ahead. CBS Radio authorities say their first half was up 37% and that sales going into the final quarter are 47% ahead of the full year 1962. Mutual puts its current position 27% above this time a year ago and says the year ought to be up by 20 to 30%. NBC Radio says its first-half business was up 10%, its third quarter up 17% and its full year should exceed 1962 by about 15%.

Is Spot Suffering? ▪ There are, as there always have been, complaints by spot radio salesmen that network's gains were acquired at the expense of spot radio. "We just can't compete with the cheap prices the networks offer," is a common protest by spot salesmen. "We're trying to sell time while the networks give it away" is another.

The number of spot accounts that have defected to network—wholly or partly—is long and tends to get longer, they assert. DuPont antifreeze and Fisher Body are two cited as having switched completely from spot to network.

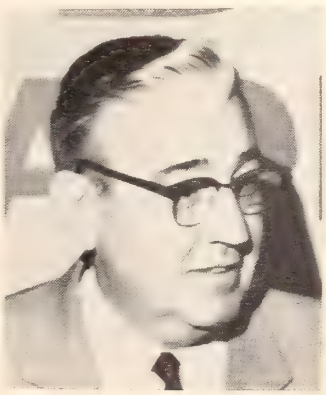
The complaint is not unanimous among spot salesmen, however. At least some report—but ask that their names not be used—that dollar defections have not figured significantly in network radio's recent climb.

The networks, of course, deny that they're sharpshooting spot accounts. The standard answer of William K. McDaniel, executive vice president in charge of NBC Radio, for instance, is that the spot salesmen's complaints are out of date. "If all four networks were completely sold out at card rates," he asserts, "this would amount to less than 5% of all the dollars that are spent in radio."

Business Booming ▪ Wherever network radio's business comes from, nobody denies that it's been coming fast and heavy, at least by late-1950 stand-



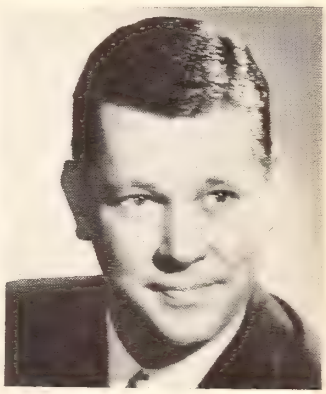
Mr. Pauley



Mr. Hayes



Mr. Hurleigh



Mr. McDaniel

Heads of the four radio networks agreed on the improvement in business last week and attributed it to the inherent value of the medium. ABC Radio President Robert Pauley pointed out that there's "been a swing-back to the recognition of radio's values." Arthur Hull Hayes, CBS Radio president, said the same thing in different language—"we're back in vogue again." Mutual President Robert Hurleigh pointed out to a group of agency executives that radio is the only medium that can reach an audience in motion. William K. McDaniel, executive vice president in charge of NBC Radio, told spot radio critics that if all four networks were completely sold out at card rates it "would amount to less than 5% of all the dollars that are spent in radio."

Affiliates bask in good-business glow

CBS RADIO 80-90% SOLD OUT; PAYMENTS WILL DOUBLE ESTIMATE

In an atmosphere reminiscent of pre-television network radio conventions, the CBS Radio affiliates held their annual meeting last week and got glowing reports on the immediate past, the present and the future of their network and of their prospects as affiliates.

It was without doubt the happiest of the 10 annual conventions held thus far by the CBS Radio Affiliates Association. It was also the biggest turnout of CBS radio affiliates in history—296 representatives of 133 of the 222 affiliated stations.

▪ Arthur Hull Hayes, president of the CBS Radio division, got the meeting off on a pleasing note by advising the affiliates that, thanks to a strong sales surge, their total payments from the network this year will be more than double what was estimated when the new payment plan was announced a year ago.

▪ The stations were told that network time has been 80% sold out since March, on the average, and that in some weeks it has been more than 90% sold out. Officials said privately that sales—with three months to go—are 47% higher than total sales in 1962. The network, which has verged on black ink for the last couple of years, will definitely operate at a profit for 1963 (see page 33).

▪ A new sales presentation, aimed at "dispelling outmoded concepts of radio as an advertising medium," was unveiled and appeared to generate unusually warm enthusiasm among the affiliates.

▪ The affiliates were given an economic analysis to warm the cockles of any advertising salesman's heart: that a $2 billion, or 15%, increase in advertising expenditures may be needed in 1964-65 to push living standards up to where they ought to be, and that the 1963 advertising level of $13 billion may need to reach $29 billion a year by 1974.

The convention, held Tuesday and Wednesday in New York, also was told by CBS President Frank Stanton that broadcasters must use—but not abuse—the right to editorialize (see page 84), and heard CBS News President Richard S. Salant attack "checkbook journalism," or what he called the growing practice of buying exclusive rights to hard-news stories (page 84).

"Today we look back on a year of unprecedented success and ahead to a future that seems very rosy," Mr. Hayes said in his keynote report. He attributed the gains in large measure to years of experimentation in the development of "a network product that does what network radio can do better than any other medium—move information to the public with unbeatable speed and accuracy and provide intimate, warm personality entertainment for the housewife in the morning hours."

He said radio has been and still is underpriced, and that despite the CBS Radio network's recently announced general rate increase (BROADCASTING, Sept. 9), "none of us are receiving a commensurate rate of return for what we offer."

Mr. Hayes cautioned, however, that although the recent increase won't be the last, "as we raise our rates we must give full value, continually experiment with our programs, be open for new ideas." Stations, too, must continue to improve their local programing in order to continue expanding radio's values and its audiences, he asserted.

Sales Surge ▪ In his address, according to reports from the closed meeting, Mr. Hayes also stressed the continuing surge of network sales by noting that payments to the affiliates in the second half of this year will be 137% higher than originally estimated for this period.

He anticipated questions about the effect that CBS Radio's increased lineup of affiliates might have on individual station payments. The network currently has 222 affiliates, as against 204 a year ago and 213 in 1960. Mr. Hayes assured the affiliates that the longer lineup would not impinge on payments, which are based on "CSU's" — commercial sponsor units—sold and carried.

He also anticipated another question that reportedly was discussed further by affiliates in their private session, when no network officials were present: whether overcommercialization is involved in the use of three commercials on 10-minute newscasts. Mr. Hayes reportedly told the affiliates that, in the opinion of authorities, the commercial pattern does not exceed code limits.

One network proposal that officials had hoped to bring to a decision by convention time was a suggestion that the affiliates clear an additional 95 minutes a week for network sale. The proposal, reportedly developed in cooperation with several affiliates, was submitted in a letter a few weeks ago.

Not Enough Answers ▪ But, Mr. Hayes reported, according to participants in the meeting, that only half of the affiliates had replied, and that although almost 80% of these approved the plan and less than 5% specifically opposed it, the network did not propose to act without more complete returns. He urged the stations to submit their answers, one way or the other.

The plan would increase some five-minute newscasts to 10 minutes, add another 10 minutes of news Monday through Friday, add a review of the week's news on Saturday and reclassify the Alexander Kendrick news report as network time. The appeal to affiliates is that, if sold, the extra network time would increase their network compensation.

The general economic analysis, coupled with an admonition to "stop underestimating your sales potentials," was presented by Arno H. Johnson, vice president and senior economist of J. Walter Thompson Co., New York.

New Money ▪ To utilize the increased productivity and growth of the labor force, Mr. Johnson said. "over $220 billion must be added to personal consumption in the United States in the next decade (from $370 billion in 1963 to over $590 billion by 1974, a 60% increase), and some $55 billion must be added to private investment for new plant and equip-

ards. Even the most ardent critics of network commercial practices concede the resurgence has developed into one of broadcasting's biggest comeback stories.

The current pace of business looks doubly remarkable against the background of the middle and late 1950's. With TV's soaring rise, network radio business was sliding so fast, and had already slid so far, that there was open speculation over whether any network would survive.

They still don't like to admit it, but it was widely believed that if one network would take the initiative and close down, at least some of the others would quickly—and gladly—follow suit, but

ment, construction and industrial goods.

This means that selling and advertising will be forced to play an increasingly important role."

What the challenge amounts to, he said, is adding in the next 10 years "the equivalent of 35% more than the entire growth in consumption in the 320 years from the landing of the Mayflower at Plymouth in 1620 to the best prewar year of 1940." The consumer, he said, is "the real key to economic growth," and selling and advertising are "the educational and catalytic force to change latent needs into insistent desires."

Mr. Johnson said the immediate problem is not lack of purchasing power but "lack of confidence and lack of insistent demand."

SRO Presentation ▪ CBS Radio's new presentation, "SRO-1964," got a warm reception from the affiliates although officials made clear it is not in finished form. The "SRO" is an acronysm for Standard Ritual Opposition—a group of "illusions" that the presentation answers.

These illusions include the arguments that "television has replaced radio," that "only teen-agers listen to radio," that "only old people listen to radio," that "network radio's on the rocks," that radio is "to complicated to buy," and that "you gotta have pictures to sell my product."

The presentation, combining 16 mm film and a wide-screen film strip and with narration by CBS newsman Walter Cronkite, will be shown to advertisers and agencies in major markets including New York, Chicago, Los Angeles, San Francisco and Detroit. First showing is scheduled Oct. 16 in Detroit.

In another convention report W. Thomas Dawson, vice president for information services, said network promotion included 18 different ads in 84 insertions in *Time, Look* and the MacFadden woman's group during 1963 and that the network will continue the campaign during the year ahead.

Thomas K. Fisher, vice president and general counsel of CBS Inc., reported on Washington attitudes toward broadcasting questions, and George J. Arkedis, CBS Radio vice president for network sales, summarized 1963 sales results and introduced the "SRO-1964" presentation.

The affiliates wound up the convention by adopting a series of resolutions hailing CBS Radio and its executives for "expanding leadership" in programing and for "success in spearheading the economic resurgence of network radio"; commending CBS News; thanking and supporting Dr. Stanton's "tireless efforts to advance freedom of editorial expression by broadcasters," and expressing appreciation to E. K. (Joe) Hartenbower, KCMO Kansas City, Mo., for his work as retiring chairman of the affiliates association.



E. K. Hartenbower (l), retiring chairman of the board of the CBS Radio Affiliates Association and Dr. Frank Stanton, CBS president, heard reports that network sales to date are 47% higher than total sales were in 1962. Dr. Stanton told stations they should "use but not abuse" their right to editorialize.

that all were afraid to take the first step lest the FCC react adversely toward their companion television properties. Nobody wanted to be instrumental in closing down a medium that offered the only hope for reaching all Americans quickly in a national emergency.

Authoritative reports said the officials of one network did decide to close down, but were dissuaded by an urgent telephone call from Washington representatives pleading that the step might be fatal to the company's television hopes. At another radio network, officials now acknowledge that at one point in 1956 "practically the only business we had in the house was a cancellation notice."

1955-58 Low Ebb ▪ The worst years were those from about 1955 to 1957 or 1958. In 1955 NBC officials acknowledged a $2 million loss on their radio network operations, and in 1956—now described as NBC Radio's worst year—its billings sank to $12,250,000 and losses rose to $3.4 million. Mutual officials point out that they had announced losses of $1 million or more per year for 10 years.

No network claimed to have regained profitability on an annual basis until 1960. A second made it a two-network club in 1962, and not until this year has a majority claimed to have turned the corner on a calendar-year basis.

Faced with the need to make the best of a bad situation, the networks stripped for action and cast about for formats that would fit into "the new radio." What they were looking for was a service that would appeal to affiliates—many of whom were becoming disenchanted with affiliation in their discovery of the audience appeals of local music and news—and which would at least pay its own way.

Nobody found the answer on the first try. The process took longer for some than for others, but they all reached their present formats by trial and error.

The institution of paying affiliates to carry network programs, once an important figure in station revenues, was abandoned by two networks, Mutual and CBS Radio, in favor of a system of furnishing "free" programs to stations as the quid pro quo for the stations carrying network commercial programs. CBS Radio returned to a money compensation system a year ago, but Mutual continues with its "swap" system, which it insists makes the most sense.

Various Formats ▪ In programing, the networks arrived at different formats, but all have this characteristic: an emphasis on news and other programing having "immediacy." Some still furnish almost continuous programing—mostly music—that affiliates are free to use or not use, but the essential network feed amounts to only a fraction of the 70 or 75 hours that used to be sent out over the network lines each week. In this basic programing the primary emphasis is on "service that only a network can provide—service that stations can't perform for themselves."

Behind the obviously growing advertiser acceptance of this "new" brand of network radio are several important factors, in the opinion of the men who oversee it. What they all add up to, as CBS Radio President Arthur Hull Hayes said at an uncommonly enthusiastic con-

NETWORK RADIO SALES: $50 MILLION continued

vention of affiliates last week (see page 34), is that "we're back in vogue again." Or, as ABC Radio president Robert Pauley describes it, "there's been a swing-back to the recognition of radio's values."

Among the factors cited most often as contributing to the swing-back are the fact that audiences obviously go for the "new" brand of programing; the continually mounting sale of radio sets; the increasing mobility of the radio audience (which when in motion, as Mutual president Robert Hurleigh told approximately 100 agency representatives in a series of sales-presentation breakfasts last week, can be reached by practically no medium except radio); increased recognition of the magnitude of the out-of-home audience; some advertiser concern over TV prices and, probably most important of all, radio's repeated demonstration that it can get good sales results at low costs.

Here, network by network, is a summary of their respective comebacks—and how far they've come:

ABC RADIO

President Robert Pauley says this year's sales will exceed 1962's by 32%, calls 1963 business unexcelled in the last eight years and probably longer. "Our records up to 1955 are all in storage," he explains.

These gains, he says, could have been greater. In the current year, he told a regional meeting of affiliates a few weeks ago, ABC Radio has rejected more than $3 million in business because it didn't consider the programing proposed by the advertisers to be "top-flight."

Much of network radio's gains he attributes to Sindlinger & Co.'s efforts to measure the full scope of the radio audience. Mr. Pauley himself figured prominently in these efforts, retaining the Sindlinger organization to make radio audience measurements after protesting bitterly that A. C. Nielsen Co. was "shortchanging" radio by measuring only part of the audience.

He also feels that documentation, by ABC and some of the other networks, of a number of major radio sales successes contributed importantly in reawakening advertiser interest.

Like most of the other networks, ABC Radio undertook a number of changes before settling on its current program format.

Considered Quitting ▪ At one point, in 1958, officials verged on a decision to close down in the face of losses running at a rate of about $4 million a year. They also considered briefly the possibility of cutting back to a press type syndicated news service.

Instead, they stripped back to *Breakfast Club*—then and now an institution on ABC—news and commercial religious programs, of which ABC then had several.

There were other changes, including a short-lived experiment in all-live entertainment programing, before the current pattern emerged. More than three years ago ABC Radio concluded that a network cannot survive on news alone, decided also to feed music programing only on a sustaining basis, settled on a policy of concentrating on programs that (1) have "immediacy" and (2) are beyond the reach of local-station production.

It introduced *Flair,* which affiliates could use either in segments or as a whole program, but subsequently decided that these were losing "immediacy" and also that the comedy portions were competing with comedy records—the Vaughan Meader, Shelley Berman, Bob Newhart and similar records—that stations could acquire locally.

Switch Format ▪ Accordingly ABC Radio switched its emphasis to featurettes based on news of the day, 3½ minute *Flair Reports* programs that it feeds at the rate of six a day. In these and in its newscasts—which it retained, of course, along with *Breakfast Club*—a special effort is made to incorporate the voices of the newsmakers.

The network also carries running accounts of major news events, as in the case of the Joseph Valachi testimony in the Senate investigation of syndicated crime, and also provides "fill" programing for affiliates who want to use it.

Mr. Pauley anticipates a trend to program sponsorships, thinks radio drama is in for "a great resurgence," points out that ABC Radio is in the process of initiating a dramatic series that will be offered on a co-op basis this fall.

CBS RADIO

Arthur Hull Hayes, CBS Radio president, reports CBS Radio has already put 47% more billings on the books this year than it did in all of 1962, says there's no possible way it could fail to make "a solid profit" for 1963 (for more details, see CBS Radio affiliates convention story, page 34).

His network stresses news and informational programing, but with a block of name-star entertainment shows for housewives in the mornings. Mr. Hayes traces the evolution of the current pattern to late 1960, when the network decided to cut back and then lop off the soap operas that for years

Mars returns to radio

Mars Inc. is going back into radio for the first time since it sponsored *Dr. IQ* (on NBC) back in the 1930's and early '40's. Using Stan Freberg minutes and 30s' the candy company will be on NBC Radio, CBS Radio and Mutual as well as 60 independents for a total of 600 stations. Commercials will start Oct. 6. Needham, Louis & Brorby is the agency.

FROM SOAP OPERAS TO SYMPHONIES

Fels buying Philadelphia Orchestra concerts on FM

Once upon a time, the main contribution of soap companies to American culture was their sponsorship of radio soap operas.

This past weekend, Fels & Co., soap and detergent maker, began sponsorship of broadcasts by the Philadelphia Orchestra on 22 radio stations. The tape network for the symphonic broadcasts is made up of three AM-FM stations and 19 FM-only operations. Half of them (11) will present the broadcasts in stereo-multiplex.

The last of the weekly-concert length symphony broadcasts on the radio networks ended this past spring when CBS Radio terminated its 33-year-old series of New York Philharmonic broadcasts. Sunday (Oct. 6), the Philharmonic started live broadcasts on its own network of 55 stations (BROADCASTING, Sept. 16).

The Fels program is being packaged by the S. E. Zubrow Co., Philadelphia (the Fels agency), and is available for sale to stations not purchased by Fels. The 39-week series will present 28 concerts conducted by Eugene Ormandy, music director of the Philadelphia Orchestra. The remaining 11 weeks will have guest conductors. The programs will be recorded in Philadelphia's Academy of Music during the orchestra's Friday afternoon series. If Mr. Ormandy is not satisfied with the orchestra's performance, the Saturday concert will be recorded. Each concert will be broadcast two weeks after recording.

A Zubrow spokesman said last week that recent surveys show there are about 15 million FM homes, most of which are above average in income and of large family size. Surveys, he continued, also show that FM commercials are more easily remembered than those in other media. It was these facts that led Fels to attempt to sell its products through the FM broadcasts, he added.

WELCOME TO Megacity 70 75



...the tenth largest consumer market in America

Small in size, massive in potential... that's the area within seventy miles of routes 70 and 75 in Ohio. In it are **seven** metro areas... three and one-half million people... **tenth** largest consumer market in America!

People can spend up to seven billion dollars here every year. And a huge segment of this market is within the powerful signals of WHIO-TV, AM, FM.

Let George P. Hollingbery give you facts and figures on the fabulous potential in Megacity 70-75... and how much of it WHIO-TV, AM, and FM can deliver.

WHIO-TV • CBS • CHANNEL 7

WHIO

WHIO-AM-FM • DAYTON, OHIO

Associated with WSB, WSB-TV, Atlanta, Georgia, WSOC, WSOC-TV, Charlotte, North Carolina and WIOD-AM-FM, Miami, Florida

were network radio's daytime mainstay.

The format has been modified annually, now includes Arthur Godfrey, Art Linkletter, Garry Moore and Durward Kirby on weekday morning, 10-minute newscasts on the hour on weekdays, 63 *Dimension* news features a week, daily and weekend sportscasts and a number of regularly scheduled public affairs programs.

Product Diversification ▪ CBS Radio detects no new trend to or from program sponsorships, does see a trend already afoot toward "wider and wider product diversification in our medium."

As a result of the program consolidation into about 25 hours a week of commercial time, plus about 25 weekly hours of sustaining programing, mostly public affairs, Mr. Hayes feels it has been possible to "consolidate our sales efforts around programing that network radio can do better than any other medium—fast, accurate news and timely information."

He notes that CBS Radio also has consistently developed major sales presentations and traveled them "to every major market from New York to San Francisco," and in addition has been "the only network, to our knowledge, to back up our programing with a million dollars of advertising a year, aimed not only at the listener but at the trade."

MBS

Mutual first detected business comeback signs in late 1959, saw them materialize into an upturn in 1960, according to President Robert F. Hurleigh. He says the network came close to turning a profit in 1961, "definitely" showed a profit in 1962 and ought to do even better this year.

Right now, he says, Mutual's sales are running 27% ahead of the comparable period of 1962, and billings for 1963 ought to be at least 20 to 30% higher than 1962's—20 to 25% higher if the current pace should slacken a little, but 27 to 30% higher if they maintain or accelerate momentum.

Like the other networks, Mutual tried to overcome the post-TV decline in a number of ways. One Mutual plan was a form of "guaranteed circulation" offered by the network in 1956.

But the principal instrument of recovery, in President Hurleigh's opinion, emerged from the decision to strip Mutual's network programing to news, sports, public affairs and special events.

This decision, reached after a year's planning, went into effect in June 1957 and involved the most far-reaching network changes inaugurated up to that time. The old concept of option time was replaced by one in which the stations agreed to clear a certain amount of network news programs in return for network-supplied music that they could use or sell as they wished.

Mutual Plan ▪ It was—and is—a "swap time" or "barter" arrangement. The network makes its money by selling its five-minute newscasts (17 a day, on the half-hour) and the 25-minute daily *World Today* wrapups. The stations clear these programs in return for 55 minutes of free programing, mostly music, out of every hour from 6 a.m. to midnight, plus an hour a day of sports, stock market, farm and other news that can be recorded and inserted in local newscasts.

President Hurleigh feels that this operation was the first to apprehend and adjust to the changing radio patterns of the 1950's.

Mr. Hurleigh says that Mutual—which put new, higher rates into effect on July 1—currently has about 75 to 80% of its commercial positions sold, which means that few premium positions are going begging.

Sexy spots on the phone

A new kind of advertising, commercials by telephone, was introduced in Los Angeles last week when Paramount Pictures, distributor of the theatrical movie, "A New Kind of Love," took large space on the newspaper movie pages to invite readers to call Hollywood 9-7396 to hear commercials which the city's radio stations had refused to broadcast. "We think they may be influenced by the fact that these spots amusingly discuss (horrors!) S-E-X," the copy stated. KABC, KNX and KGBS were offered but rejected the radio spots for the picture.

He credits the rejuvenated network radio situation to a variety of factors including a noticeably more enthusiastic attitude on the part of a number of agencies; a concern over the costs of television in the case of some advertisers; and growing awareness—through repeated demonstration—that radio can sell if it's given the chance.

No Picture Needed ▪ Mr. Hurleigh feels agencies and advertisers are increasingly aware that "you don't need a picture to get the picture" of the sales points of most products. A new product or a new model of an old product might benefit from being pictured, he reasons, but otherwise words or a jingle can do just as well—and much less expensively.

Mr. Hurleigh can't see Mutual changing its mode of operation basically, but he does think it possible that in a few years networks will be doing more programing than now—though he doesn't know what form that programing may take. He does not, however, think it's apt to be drama.

NBC RADIO

William K. McDaniel, executive vice president in charge of the radio network, reports than an estimated 15% gain in sales this year will give NBC Radio its fourth straight year in the black—and its best year for as far back as the available records go, 1951.

The continuing comeback, he said, traces primarily to "pioneering in the development of a service which furnishes stations programs they could not attempt locally." Essentially, on NBC that is news, *Monitor*, sports and special news events. Returning to the affiliates much time that used to be programed by the network has also played a part, he feels, by giving the stations ample time to establish "a unique local sound."

Another factor, he feels, has been increased television costs which caused many multi-brand advertisers—as well as small advertisers who didn't feel they could afford TV—to turn to radio for additional (or full) support of each brand.

He points out that NBC Radio increased its rates in April 1961, says it may raise them again next year. "Network radio," he says, "is still the most underpriced medium."

May Expand ▪ He also discloses that NBC Radio is considering expanding its lineup of affiliates. It now has 191 affiliates and is seriously studying approximately 30 additional markets with an eye to adding outlets there.

NBC Radio's current program format evolved out of changes that started in the mid-1960's and included the weekend *Monitor* (and for a time a daily counterpart called *Weekday*, which subsequently was replaced by two hours of name-band programing called *Bandstand* until this, too, was dropped); the introduction of the five-minute news on the hour series in 1957 and a "hot line" system enabling the network to break into affiliates' local programing for major news reports.

A substantial part of NBC Radio's sales resurgence is attributed by Mr. McDaniel to aggressive promotion of frequency of advertising via hourly news, *Emphasis* and *Monitor*, plus "intensive research to show radio's ability to round out a media schedule—particularly its ability to complement TV."

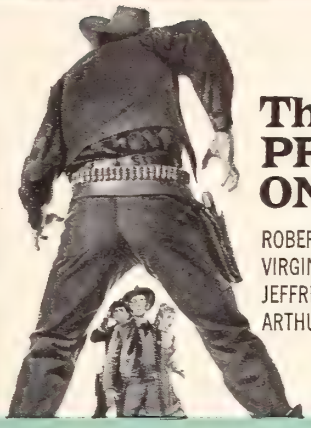
Because NBC Radio has cut its commercial time by more than half—from about 72 hours a week before 1960 to about 28 weekly hours since then—Mr. McDaniel says it's difficult to compare current business with that of NBC Radio's "worst" year of 1956. But on an hour-for-hour basis he estimates it's about 350% higher now.

Volume 7 "Films of the 50's" from Seven Arts



Will Success Spoil Rock Hunter?

JAYNE MANSFIELD
TONY RANDALL
BETSY DRAKE
JOAN BLONDELL



The PROUD ONES

ROBERT RYAN
VIRGINIA MAYO
JEFFREY HUNTER
ARTHUR O'CONNELL

Mr. Belvedere Rings the Bell

CLIFTON WEBB ZERO MOSTEL HUGH MARLOWE
JOANNE DRU





DESK SET

SPENCER TRACY KATHARINE HEPBURN
GIG YOUNG DINA MERRILL JOAN BLONDELL



THE RIVER'S EDGE

ANTHONY QUINN
RAY MILLAND DEBRA PAGET

Fifty outstanding motion pictures selected to entertain and build your audience. Exciting movies from Seven Arts' new offering of "Films of the 50's" . . . Volume 7.

Contact your nearest Seven Arts' salesman at the offices listed below for a complete listing of the 50 films contained in Volume 7.

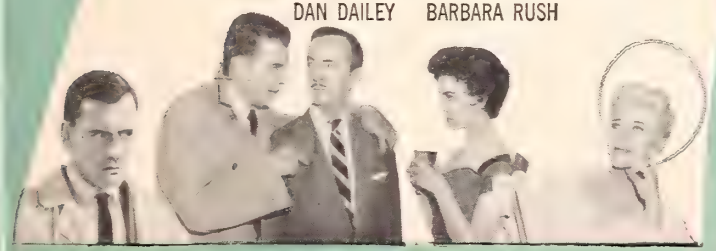


A HATFUL OF RAIN

EVA MARIE SAINT
ANTHONY FRANCIOSA
DON MURRAY
LLOYD NOLAN

OH, MEN! OH, WOMEN!

TONY RANDALL GINGER ROGERS DAVID NIVEN
DAN DAILEY BARBARA RUSH

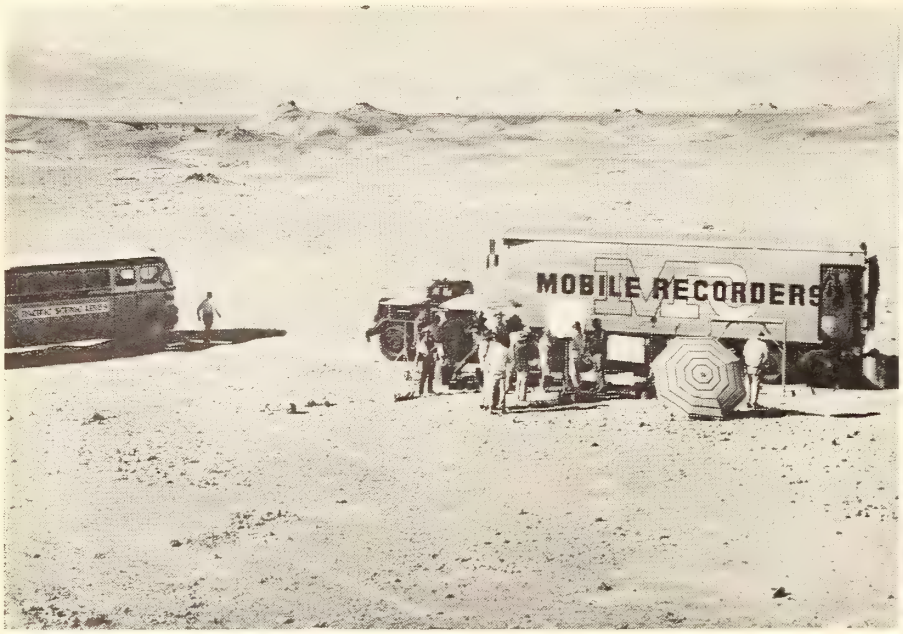


SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105
DALLAS: 5641 Charleston Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193
Distributed outside United States and Canada Cable: Sevenlon London

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

Individual feature prices upon request.





COMMERCIAL PREVIEW: Princess Dial on the desert

Last week's heat wave in Los Angeles was just a pleasant, cool memory to executives of Armour & Co., Foote, Cone & Belding (both Chicago) and Filmfair Inc. (Hollywood), who went on location to shoot parts of a Princess Dial soap commercial. The "safari" traveled onto the Mojave Desert where temperatures ranged up to 118 degrees. Two truckloads of equipment (left) were hauled 170 miles from Los Angeles to the shadeless desert for shooting that emphasized the drying forces of sun, wind and heat. And, since no breeze was stirring a fan was played on model Pat White for part of the sequence (right).

The commercial will be used later this month on 11 daytime shows on ABC-TV in Armour's schedule.

Loevinger undecided on commercial rules

REGIONAL RAB MEETINGS HEAR AGENCY SPEAKERS, TOO

FCC Commissioner Lee Loevinger at the RAB management conference in Palo Alto Oct. 3 indicated to broadcasters that he hasn't yet made up his mind on the proposed rulemaking on commercial time limitations and said that published reports to the effect he's lined up with Chairman E. William Henry in favor of the proposed rulemaking were incorrect. He also said it was his opinion that any eventual rule adoption would at the very least differ from NAB code provisions and might be "substantially different."

Commissioner Loevinger said that he had a background in survey work, having obtained a degree in the field before he turned to law, and that long before revelations were made before the Harris subcommittee he had been "outraged over the years by the kind of nonsense being peddled by Nielsen." He said: "Nielsen comes in and gives a very pious defense in which he quotes recognized principles of research. The trouble is that the principles have nothing to do with the type of activity which this company happens to be engaged in. It's like a bank robber quoting the Ten Commandments."

New 'Magic' Needed ▪ Walter Guild, president of Guild, Bascom & Bonfigli, San Francisco agency, told the conference that radio must find new "magic" if it is going to continue to be influential as an advertising force. He said radio should hire the "best research brains" to determine:

1. What elements of entertainment, communication and persuasion radio possesses that are unique to that medium.

2. How best these magic powers can be used.

"What a wonderful position radio would occupy if it had such information about itself," he said. Such a psychoanalysis of radio would not be too difficult, he felt.

At the RAB meeting in Chicago last week the story of how Wade Advertising, Chicago, decided to become a radio sponsor itself was told by the agency's president, Hal H. Thurber. Wade sponsors an evening market news summary each weekday on WBBM Chicago called *Business Day*.

Mr. Thurber said that the agency in the past few years has increased its billings from about $11.5 million to a present total of $28.5 million. He told the RAB group that "most of that increase has come through the growth of our clients, and most of that growth has been due to the electronic media, television and radio."

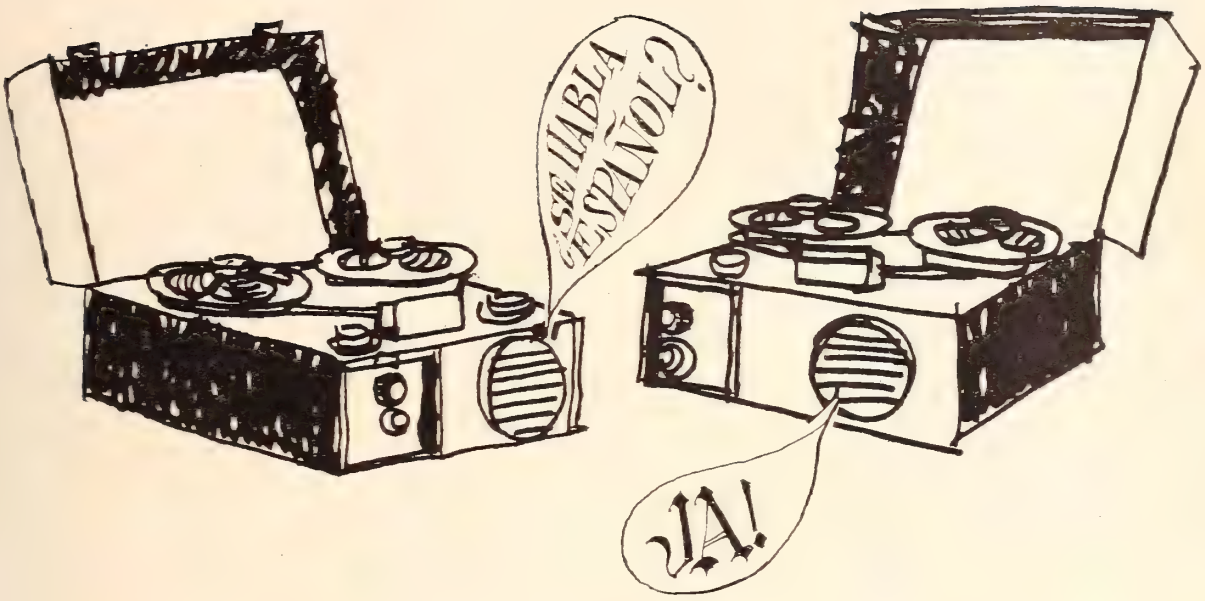
Wade spends more than half of its billings in broadcast, he noted.

Sold on Broadcast ▪ "So we started out practicing what we preached by deciding that there might be a way for us to publicize ourselves on the air," he recalled. Thus, last year Wade sponsored a weekly program on WGN-TV Chicago, *Mid-America Marketing on the March*, and this fall chose its radio series. The TV show featured as guests the top executives of a broad range of midwest companies. There are no commercials other than sponsor identification.

Mr. Thurber said that Wade's experience with the "soft sell" approach has paid off: the agency recently won Falstaff Brewing Corp.'s Pacific division account.

Don't underrate soft sell, Mr. Thurber told the RAB meeting. "Making friends is the first step in making a sale," he said, "and you don't make friends by shouting at people."

Also appearing before the RAB



puzzle:

Do We Speak Your Language?

Tucked away in a remote corner of Washington, inaccessible to everything except WMAL-TV's signal* and the CIA, is a language school for Peace Corps candidates. In this polyglot ivory tower, pandemonium reigns. Though each student knows two foreign languages, in the fine old tradition of government classification none has been assigned to a country whose language he speaks. Nor do any two speak the same two languages. The languages: French, Spanish, German, Dutch, Arabic, Turkish. We'll call each man by the name of the language he's studying.

Mr. Spanish speaks Dutch and German. One of his colleagues speaks Dutch and Arabic. Mr. French and Mr. Dutch speak Arabic, German, Turkish and Spanish between them. Both the men studying the languages spoken by Mr. Dutch speak French. What were the two foreign languages spoken by the man studying Turkish?

Talk turkey to us. Reward follows.

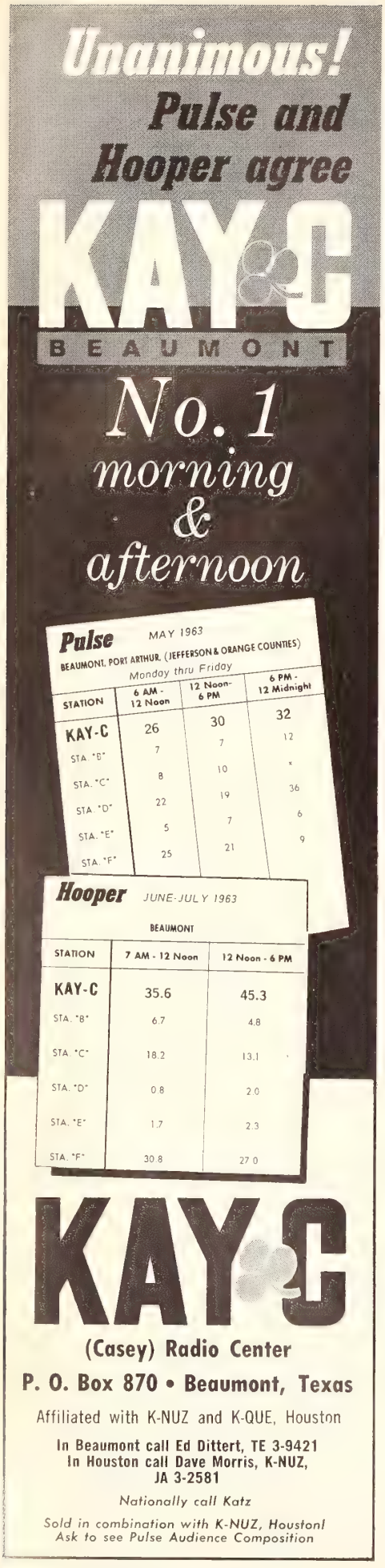
**WMAL-TV reaches Washington's remotest corners with balanced programming calculated to reach buyers for your clients' products. Fourteen great new ABC-TV shows, more than 28 hours of new local programming each week, spark our happy new TV viewing year. Acclaimed by young and old, firm and infirm, critic and claque alike. Inquiries invited by Harrington, Righter & Parsons, Inc.*

Puzzle adaptation courtesy Dover Publications, New York 14, N. Y.
Address answers to: Puzzle #85, WMAL-TV, Washington 8, D. C.

wmal-tv abc

Evening Star Broadcasting Company
WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.
Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.



Chicago meeting was Robert E. L. Richardson, who resigned last month as associate counsel to the house subcommittee on investigations. Mr. Richardson's talk on how stations may use ratings safely without getting into trouble was patterned on his earlier presentation in the RAB meeting in Dallas (BROADCASTING, Sept. 23). A copy is being sent RAB members.

Westinghouse expands its ABC-TV daytime schedule

The portable appliance division of Westinghouse Electric Corp. will expand its participating sponsorship of ABC-TV daytime programs this fall because of the success it has experienced this past spring and summer, W. H. Knoerr, advertising manager of the division, reported last week.

Two ABC-TV daytime shows, *The Price Is Right* and *Trailmaster* are being added to *Queen For a Day, The Tennessee Ernie Ford Show* and *Who Do You Trust.* Mr. Knoerr said a highlight of the new campaign will be commercials spotlighting the national introduction of the Westinghouse cordless electric toothbrush. The agency for the division is Grey Advertising, New York.

K&E to study use of code vs. noncode stations

Kenyon & Eckhardt is conducting a study to determine if it is economically feasible for its clients to restrict their spot radio-TV campaigns to stations that subscribe to the NAB code or have "equivalent" standards.

Starting last week, K&E began a study of the cost and efficiency of specific spot schedules if placed only on code or equivalent stations. Each of these analyses will cover such media considerations as cost, coverage, reach and frequency. When completed, each study will be sent to the client in question for its evaluation.

Stephens Dietz, executive vice president of K&E, said the study is being undertaken because the agency believes in supporting self-regulation as the best alternative to government regulation in the area of "commercial excesses." He indicated that if K&E analyses show that code or equivalent stations can deliver messages on an economic basis, the agency will recommend their usage to the client. Spot schedules for at least six important clients will be studied by Nov. 15, he said.

This basic policy shift, Mr. Dietz said, could become effective this fall and winter for some clients if the move proves to be practicable.

Pacific Gas buys 'Battle Line'

A regional sale on the first-run *Battle Line* actuality series has been made by Official Films to Pacific Gas & Electric Co., San Francisco, for seven California markets, Seymour Reed, Official president announced last week. The agency for the sponsor is BBDO, San Francisco.

The markets covered in the Pacific Gas purchase are San Francisco, Bakersfield, Chico-Redding, Eureka, Fresno, Salinas, and San Luis Obispo-Santa Barbara, and raises the number of markets in which *Battle Line* has been sold to 100, according to Mr. Reed.

Music goes round and wines pour out

Two wine makers are resorting to musical successes of yesteryears in their sales messages this fall.

CVA Co. (Cresta Blanca and Roma wines), Chicago, through Clinton E. Frank, that city, will launch a multimillion dollar saturation campaign this fall including radio, TV and newspaper supplements. TV spot buying will be in 25 major markets.

Featured in the air campaign will be the "C-R-E-S-T-A (pause) B-L-A-N-C-A" jingle, written by Morton Gould more than 20 years ago. Nelson Riddle provided the revised orchestration that will highlight the advertising program, scheduled to continue through spring.

The familiar tune, "That's Amore," is back on radio with a new set of lyrics in a two-state, 12-city saturation campaign for Paisano wine that started in September and will run through next June. E. & J. Gallo Winery purchased the commercial rights to the song from Paramount Music for a 10-year period and an undisclosed sum of money. The Gallo agency, Carson/Roberts, Los Angeles, handled the negotiations for the tune and bought the time on stations in Los Angeles, San Francisco, Fresno, Sacramento and Stockton in California, and in New York, Syracuse, Buffalo, Rochester and the Albany-Schenectady-Troy market, all New York. A number of stations are being used in each market, with 165 of the musical spots on the air each week in Los Angeles alone.

Warner Toub, C/R account supervisor, negotiated the deal. Larry Orenstein, C/R creative supervisor, wrote the new lyrics. Bob Emmeneger produced the spot.

Live and Lively!

For 8 years we've been Local, Live and Lively. When you buy this television station you buy a slice of the lives of people in Central Iowa. We hit 'em where they live! Take a look at our **Monday through Friday Log** of live telecasts—

6:40 to 6:45 — Pastor's Study
Ministers discuss daily life and religion informally.

7:15 to 8:00 — Bill Riley's Breakfast Club
Over 71,500 family members now!

9:30 to 10:00 — Keep Trim
Probably the only Physical Fitness Program conducted by a Football Coach and his wife.

12:00 to 12:05 — Don Soliday News
A major TV Newscast with plenty of pictures, videotape and local film. Includes weather and markets.

12:05 to 12:15 — On Camera with Russ VanDyke
Our News Director gets the man-on-the street's opinion of current news events.

12:15 to 12:30 — Don Soliday Show
Such features as handicraft instruction, helpful information from the Credit Bureau and Better Business Bureau . . . in-depth interviews with local people in the news.

1:00 to 1:30 — Mary Jane Chinn Show
Almost half of the program daily devoted to a fashion show. Also, sewing, cooking and gardening hints by authorities. Book reviews and a weekly report from the State Women's Clubs.

3:45 to 3:50 — Walt Reno plays "O Gee"
A new game that our viewers can play at home.

3:55 to 4:55 — Variety Theater
A Cub Scout, Brownie, or Blue Bird group are Bill Riley's guests every weekday. Films such as "Cartoon Classics" and "Mickey Mouse Club."

4:55 to 5:00 — TV News with Dick Eaton
Tells of upcoming and tonight's TV programs of special cultural, civic and educational interest. Of regular programs and guest stars, too.

6:00 to 6:10 — Paul Rhoades News
Local and regional News by our veteran Managing News Editor.

6:10 to 6:20 — Don Soliday News
Our own interpretation of what is important on the world and national scene . . . completely written and produced for the Central Iowa Viewer.

6:20 to 6:30 — Bud Sobel Sports
Late scores, sports news, and features with emphasis on the local schools and athletes.

10:00 to 10:20 — Russ VanDyke News
The highest-rated local newscast in a multiple-station market. Russ Van Dyke, our News and Public Affairs Director, has been with KRNT for over 20 years.

10:20 to 10:30 — Ron Shoop Sports
Our Sports Director features interviews with both local and national athletes, coaches, and sports figures. Of course, the latest scores and sports news, too.

ALSO LIVE:

Sundays 10:30 a.m. Central Iowa Church of the Air
Ministers, Choir Directors, Organists and entire church choirs from all over our area present this service.

Sundays 5:30 p.m. Iowa State Fair Talent Search
Talented teenagers from all over the state in competition for $2,000 put up by the State of Iowa. Over 52 shows in local communities are conducted in conjunction with this program.

Tuesdays 6:30 p.m. People's Press Conference
The most outstanding community service program in Central Iowa. Viewers phone in their questions to leaders and authorities on vital city, county and state issues.

Fridays 10:30 p.m. Mary Jane Chinn
Primarily an entertaining interview show with interesting guests, local, regional and national. They come from all fields—Politics, Medicine, Show Business, Government, the Fine Arts.

Saturdays 5:00 p.m. Talent Sprouts
Talented youngsters from 2 to 12 are given the opportunity to perform.

This schedule isn't the new Channel 8 Look for Fall. 80% of these programs have been on for over 5 years. Many since KRNT-TV went on the air in 1955.

Our program philosophy has been "Local, Live and Lively" from the beginning. Not only because we thought it serves our community best . . . it also SELLS for our clients best.

Live and Local KRNT Television with its survey-proved "most accurate news" and "most believable personalities" creates enthusiasm for products. It generates buying excitement. That's why KRNT-TV continues to do around 80% of the local business year after year after year.

Buy this Local, Live, and Lively station. You'll get action fast.

KRNT-TV

Channel 8 in Des Moines

An Operation of Cowles Magazines and Broadcasting, Inc.

Represented by The Katz Agency

'Magilla Gorilla and Friends' to sell Ideal Toys

The Ideal Toy Corp., which will invest $30 million over the next five years to sponsor four animated series in more than 150 TV markets (BROADCASTING, Aug. 26), has chosen a new Hanna-Barbera program, *Magilla Gorilla and Friends,* to start its campaign in January.

Abe Kent, Ideal vice president in charge of advertising, promotion and merchandising, explained last week that more than a dozen stations in key markets already have been signed by the agency, Grey Advertising, and said in some areas —New York and Los Angeles, for example—Ideal has the choice of several outlets to carry the program and advertising. With major markets cleared, Mr. Kent observed other areas will be lined up between now and January.

The *Magilla* program will be in three segments that total 30 minutes with commercials. One segment, spotlights "Magilla," a lovable gorilla; another features "Mushmouse and Punkin' Puss," a cat and a mouse feuding in a hillbilly setting, and "Ricochet Rabbit and Droop-A-Long Coyote," casting a rabbit and a coyote in the roles of a fast, tricky sheriff and his slow, bumbling deputy, repectively.

The fourth program in the Ideal line-up is one that is still in the developmental stage. It will be a half-hour cartoon series highlighting an "exploitable" character and will begin on stations in August 1964.

Mr. Kent said Grey has been concentrating on obtaining early evening time slots (from 5-6:30 p.m.) to reach both the children and the adult audience.

Ideal selected the January start of its campaign, bypassing the Christmas 1963 activity, because it considers the toy industry to be moving into a "year-round" business approach, according to Mr. Kent. The investment of $30 million by Ideal over the next five years, he stressed, means the company is directing its entire consumer advertising budget into TV. Ideal will supplement its cartoon purchases with spot TV and perhaps network buys during the pre-Christmas season.

The purchase of the four series provides Ideal with the opportunity of merchandising the cartoon personalities involved.



Ricochet Rabbit



Magilla Gorilla



Droop-A-Long Coyote

Automotive Radio Group opens new offices

Automotive Radio Group Inc., Detroit, formed originally to offer a "package network" of stations to advertisers in the auto products field, has opened offices in other cities and will offer its station packages to advertisers in all categories, it was announced last week by ARG President Edwin R. Peterson Jr. ARG's station list now totals about 600, he said, including outlets in most major markets and in all 50 states.

Mr. Peterson announced that John T. Hartigan, formerly media supervisor of Compton Advertising, Chicago, has joined ARG as partner and executive vice president, managing the firm's new Chicago office at 230 North Michigan Avenue (phone 372-0038).

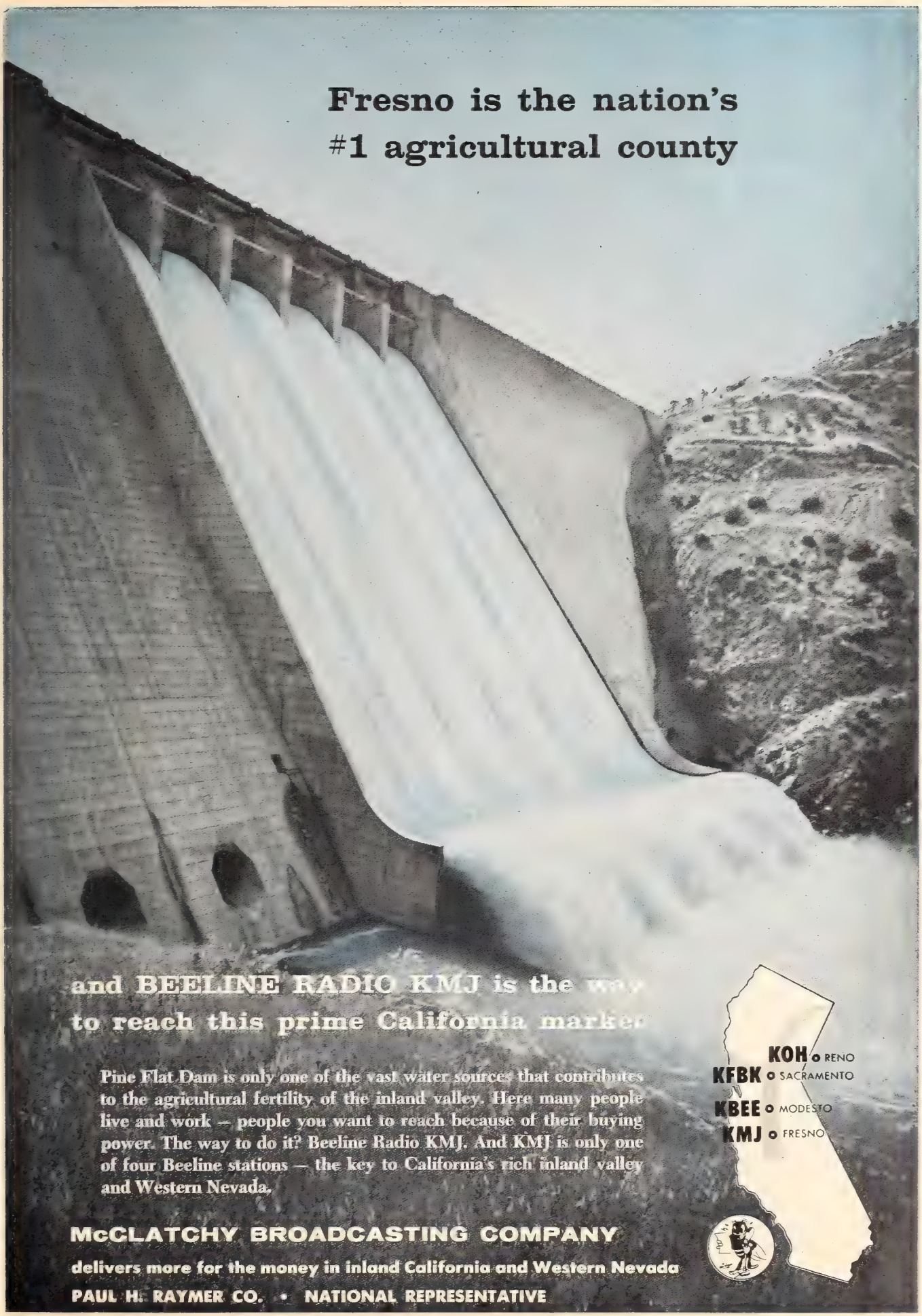
ARG also has named J. A. Forsyth vice president of West Coast operations, with headquarters in San Francisco's Russ Building (phone Yukon 1-6038). Mr. Forsyth heads his own business investment firm there and has named an associate, Tom Lynch, to manage ARG's new Los Angeles office at 3600 Wilshire Boulevard (phone 383-0757). Mr. Peterson said ARG's New York office will be opened about Jan. 1.

Business briefly . . .

The Plymouth Valiant Dealers of the West, through N. W. Ayer & Son, Los Angeles, is sponsoring three five-minute weekday broadcasts and two five-minute shows on the weekend, covering the 1963 Sahara Invitational Golf Tournament direct from Las Vegas Oct. 14-20, on a special 18-station CBS sports network.

Shell Oil Co., New York, last week bought half sponsorship of *A Man Called Mays* that was scheduled for NBC-TV, 10-11 p.m. yesterday (Sunday). Agency was Ogilvy, Benson & Mather, New York. United Vintners' Inc. (Italian Swiss Colony) through Honig-Cooper and Harrington, that city, had purchased a minute in the show, with the remaining two minutes available to stations on a co-op basis.

American Safety Razor Co., subsidiary of Philip Morris, has begun the biggest television campaign in its history promoting Personna and Pal Stainless steel blades. Through Dec. 31, the razor company has schedules in CBS-TV shows, *Jackie Gleason, Red Skelton, Perry Mason, Route 66, Alfred Hitchcock, Rawhide, East Side-West Side, Evening News* and *NFL Football* in addition to spot buys in 32 major markets. Agency is Benton & Bowles.


Fresno is the nation's
#1 agricultural county
and BEELINE RADIO KMJ is the way
to reach this prime California market
Pine Flat Dam is only one of the vast water sources that contributes to the agricultural fertility of the inland valley. Here many people live and work — people you want to reach because of their buying power. The way to do it? Beeline Radio KMJ. And KMJ is only one of four Beeline stations — the key to California's rich inland valley and Western Nevada.
KOH RENO
KFBK SACRAMENTO
KBEE MODESTO
KMJ FRESNO
McCLATCHY BROADCASTING COMPANY
delivers more for the money in inland California and Western Nevada
PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE

What ARF wants to do about ratings

ON AGENDA: VALIDATION OF OTHERS' WORK PLUS ORIGINAL RESEARCH

The Advertising Research Foundation last week clarified the extent to which it intends to get involved in analysis of the audience measurements. But reaction to the statement by research firm directors indicated a wide divergence of opinion as to just where and how far ARF should go.

Dr. Lyndon O. Brown, ARF chairman who delivered the policy statement at the foundation's ninth annual conference, noted that "ARF does not intend to inject itself in areas which are primarily the responsibilities of broadcasters." He presented three general fields where the foundation hopes to move in audience research analysis.

The first would be in continued availability of ARF facilities for analysis of established measurement techniques of independent services to be offered at the request and expense of the individual service.

Next, the foundation will "concentrate a large part of its activities . . . in methodological studies designed to improve techniques and advance the standards of audience measurement." According to ARF, this would involve a series of limited projects each designed to resolve a specific methodological problem. Dr. Brown indicated that resources for these studies would have to come from advertiser, agency and media sources.

ARF also intends to originate experimental research projects of its own. Considering the current problems in broadcast audience measurements, the foundation proposes to research such areas as effect on viewing habits of meter installation or diary keeping, difference in viewing habits between homes which have meters or diaries and those which refuse them, specific differences between viewing by individuals and set tuning, and accuracy of the recall method in telephone and personal interview.

ARF is currently discussing with the Radio Advertising Bureau the latter's projected $200,000 radio rating methodology study and is involved in an American Research Bureau rating study.

Varied Response ▪ Initial reaction to the statement by research companies themselves fell far short of unanimous approval of its particulars. Five research firms presented their views on the ARF policy in a panel discussion immediately after Dr. Brown's statement.

A. C. Nielsen Jr., president of A. C. Nielsen Co., referring to ARF's proposed methodological research projects, urged cooperation in such work between ARF and the National Association of Broadcasters' Ratings Council. He expressed concern at the possibility of having to choose between the projects of NAB and ARF and warned against duplicated effort of the two groups.

Mr. Nielsen said the four specific questions of broadcast research methods suggested in the ARF statement for ARF-initiated studies had already been answered by special studies made in the past at considerable expense. He suggested that before ARF embark on specific studies it should poll its membership to determine questions of greatest concern.

W. R. Simmons, president of the research firm bearing his name, said that his company would willingly change its research technique if it were proven faulty by a definitive study. Simmons now uses a 24-hour aided recall method.

The Simmons company already has a close association with ARF. It subjected its media studies to ARF review this year and has requested the same service for its TV and magazine studies in 1964, including observation of field work.

ARB Backing ▪ James W. Seiler, director of the American Research Bureau, indicated full cooperation by his firm with the ARF proposals which he termed "excellent." However, he had suggestions of his own as to where ARF might best begin to direct its efforts.

The advertising community, Mr. Seiler said, has never yet defined what it wants measured. "There's no definition of what a TV viewer is," he asserted. The first ARF consideration, he said, might be to clarify what is being measured. Outlining a first-things-first policy, Mr. Seiler suggested an ARF publication on how ratings can and ought to be used.

Alfred Politz, president of Alfred



Dr. Lyndon O. Brown, chairman of the Advertising Research Foundation, delivers an ARF policy statement on the foundation's future involvement in the area of audience measurement research to over 1,000 advertiser, agency and media executives and a panel of five directors of major research firms. The panelists (l-r): W. R. Simmons, president, W. R. Simmons and Associates Research; Alfred Politz, president, Alfred Politz Research; Phillip W. Wenig president, SRDS Data; A. C. Nielsen Jr., president, A. C. Nielsen, and James W. Seiler, director, American Research Bureau.

The ARF message and its evaluation by the research firm heads were part of the Ninth Annual ARF Conference held last Tuesday in New York.

Politz Research, warned against "ARF's possible role in advising the advertising fraternity as to what kind of information they should have." He said "the further it steers away from such advice, the more it will contribute to the progress of media research." He advised the ARF to confine itself to investigations of "whether organizations do what they say, and say what they do."

ARF's function would best be a policing organization, Mr. Politz stated, checking the work of interviewers in the field and reviewing the actual questionnaires before the research company sees them.

SRDS Data Inc.'s opinion of the ARF statement as expressed by president Phillip W. Wenig was one of "minor disappointment." Mr. Wenig said the foundation was falling short of its potential and that areas selected for study are "of a lower order" than they should be.

He stated that research in the area must be conducted with a view to computerized use of media data. He revealed that a forthcoming all-media SRDS Data project would be submitted to ARF for analysis.

Relation of computers to the audience research problem was also discussed by Stanley D. Canter, vice president and research director of Ogilvy, Benson & Mather, at a later session of the ARF conference.

Mr. Canter suggested that agencies pool their funds to gain full benefits that he feels computers promise in media selection. He added that he intends to discuss with ARF its possible role in such a project. He said his agency is "ready to contribute both money and talent to such a common endeavor."

The Pulse Inc., a major audience research firm, was not invited to participate on the ARF panel. Dr. Sydney Roslow, Pulse director, told BROADCASTING last week that he could not yet comment on the foundation's policy statement.

NAB View ▪ Queried later, Donald H. McGannon of Westinghouse Broadcasting, chairman of the NAB research committee and of the NAB Ratings Council, said ARF's statement did not seem to indicate a policy greatly different from what he had thought ARF's policy already was, but that it appeared now to be on a somewhat higher level than before.

He said that he and his NAB groups —which have docketed broadcast audience research methodology as one of their basic concerns—welcomed ARF into this area. The more complete the partnership at work on this problem, he said, the more complete the solution is apt to be.

TWO SUPPORT RATINGS IN 'RANGES'

Washington investigator, TvB, join in urging change

Charles P. Howze Jr., chief counsel of the House Subcommittee on Investigations, and the Television Bureau of Advertising last week joined those who are urging the reporting of broadcast ratings in ranges rather than in precise figures.

Speaking before the Advertising Research Foundation conference in New York, Mr. Howze said that radio-TV time is bought on the basis of ratings that are "imbued with a degree of precision that not even the rating companies in their more candid moments claim for them."

The chief counsel of the subcommittee which conducted a two-year investigation of ratings, joined other government officials who earlier had warned the industry that it must cure ratings abuses. He reminded his ARF audience of the possibility of government control of the rating business and said that legislation in the field is being discussed. He placed part of the blame for alleged misuse of rating data on "laziness—an unwillingness to bother with statistical complexities and to evaluate the numbers in the context of other pertinent facts."

On reporting in ranges, Mr. Howze said it might be a good idea for researchers to change the format of rating reports "to dramatize the fact of statistical variance. There are quite a few sophisticated users of ratings who understand the fallibility of absolute numbers, but I fear they are hopelessly outnumbered by those who do not." He expressed amazement that broadcasters and advertisers have accepted audience measurement figures without criticism for so long.

Mr. Howze warned the broadcasting and advertising industries that it is time to discard practices of the past and adopt needed reform which, he said, will not be as painful as first appears.

TvB on Ranges ▪ In coming out for reporting, TvB's president, Norman E. Cash, suggested that the difficulty presented by the complexity of figures which such range statistics would represent to media decision makers was outweighed by the sounder decisions they would afford.

Mr. Cash qualified the TvB position, noting that "our people say such 'ranges or error' could be just as misleading as the small differences to which they would be applied. But," he said, "this in no way reduces our need for such figures or our willingness to work with them once applicable ones can be determined."

TvB, along with the Radio Advertising Bureau and ARF, had previously been cited by Ruth Jones, of J. Walter Thompson, and head of the Broadcast Media Committee of the American Association of Advertising Agencies, as proponents of the range concept (CLOSED CIRCUIT, Sept. 23).

Vote Against Ranges ▪ James Seiler, director of American Research Bureau, took an opposite view on range reporting. Mr. Seller said the principal objection is that inexperienced users would take range reports to imply that the true figure could just as easily be at any point within the reported range, rather than the median figure, presently published as a rating.

Statistical laws specify that in a majority of cases results would cluster around the center, with a rapid dropping-off toward the extremes, he said. There also is a technical problem in

Showdown for ARF?

If there was doubt last week as to where the Advertising Research Foundation would find financial support for its ambitious plans in the field of audience research, a concrete suggestion was available from at least one quarter.

Barton A. Cummings, chairman and chief executive officer, Compton Advertising, suggested that ARF be given the responsibility of judging the validity of data offered by the major independent research firms and that the cost be borne by ARF members—not by the research firms.

He proposed that every ARF member donate an amount for this purpose prorated on its membership category.

Mr. Cummings offered this solution in a luncheon address at the ARF's annual conference (story, page 46) in which he described the current state of audience measurement research as having drifted "into the calcification of techniques whose value is dubious to us in many cases and which has certainly proved exploitable by people in high places."

"If the challenge is not met," he said, "the advertising community will have to face this question: Does the ARF serve any useful purpose?"

Mr. Cummings said he hoped to see the ARF develop as "the watchdog of the research industry."

range reporting, Mr. Seiler said, in that no audience measurement service has a pure probability sample.

"In our opinion, were ranges to be used there would be a great tendency for many sellers of time to use only the high point of the range and buyers the low point as a demonstration of where the audience might be," Mr. Seiler concluded.

Richardson, Sparger back in news

BOTH ARE NOW WORKING IN MARKET RESEARCH

Two Oklahomans, who as investigators for a House subcommittee, turned the broadcast research business upside down last spring, talked about their new jobs in private enterprise last week. Each is related to market research.

Both denied suggestions that their work represents any conflict of interest, especially since they are no longer connected with the government.

Robert E. L. Richardson, former associate counsel for the House Special Subcommittee on Investigations, told the Radio Advertising Bureau's management conference in Chicago that his main interest is to prepare to run for Congress in Oklahoma. If he had been interested in concentrating on a career as a broadcast consultant, he said he would have opened an office in New York or Washington, not in Weatherford, Okla.

Presently a consultant for the McLendon stations, Mr. Richardson spoke at RAB meetings last month and urged broadcasters to check out research before using it in sales and promotion (BROADCASTING, Sept. 23, 16).

Rex Sparger, like Mr. Richardson, a former member of the Oklahoma legislature and a co-investigator during their 18-month examination of the research field for the subcommittee (BROADCASTING, Feb. 18, et seq.), is now employed as West Coast representative of the Albert E. Sindlinger Co. of Philadelphia, it was learned last week.

Mr. Sparger told BROADCASTING that his work for Sindlinger will be exclusively in the sales field, primarily in research for the motion picture industry. He also will solicit clients for a planned local radio research service by Sindlinger, a major market research firm that has expanded in the broadcast field since the spring hearing.

Albert E. Sindlinger, president, was a principal witness in the rating hearing and won approval from its members and staff for his professional standards and for information about the A. C. Nielsen Co., largest in the field and a major competitor of Mr. Sindlinger's for several decades.

In his appearance before the RAB meeting in Chicago, Mr. Richardson defended his proposal that broadcasters check research before using it. He said that those who call the idea "impractical" because it might require research companies to hire additional employes, should know that at least two firms (American Research Bureau and C. E. Hooper) permit such inspections of their work.

His critics, Mr. Richardson said, "ought to be more concerned about the stations and the weight that has been rested upon them by the FCC and the Federal Trade Commission." Both agencies have told broadcasters that they will be held responsible for research reports they use, regardless of disclaimers of responsibility for accuracy (BROADCASTING, June 17, et seq.).

Replies to Editorial ▪ Mr. Richardson called attention at the RAB meeting to "a trade paper editorial" that first criticized him for seeking clients from among broadcasters and secondly for creating a problem in the ratings business. (The editorial appeared in BROADCASTING Sept. 23.) His plans are to run for Congress, Mr. Richardson explained, his ambition for several years. This is why he opened a law office in Weatherford after leaving the subcommittee last month, he said. "My time is limited and I am not seeking more clients," he added.

Mr. Sparger, now living in Hollywood, pointed out last week that the subcommittee hearing did not involve California except for San Diego; therefore he felt no conflict of interest between his new job and his work for the subcommittee. He notified Representative Oren Harris (D-Ark.), chairman of the subcommittee and its parent, the House Commerce Committee, that he was leaving the staff because of poor health (CLOSED CIRCUIT, April 8).



Rex Sparger (l), West Coast sales representative for Albert E. Sindlinger Co., market research firm, and Robert E. L. Richardson, research consultant to the McLendon stations, are shown consulting with each other prior to a congressional hearing session last spring. Both were employed then as investigators for the House Special Subcommittee on Investigations, the unit that blew the whistle on some problems in the broadcast research and ratings field.

NBC-TV sells daytime

NBC-TV announced sales to advertisers in its daytime schedule which the network said represented nearly $7 million in time billings over a six-week period. Major purchases included Sterling Drug Inc., which through Dancer-Sample, renewed four programs; General Mills Inc., through Needham, Louis & Broby, buying into nine shows, and General Foods Corp., handled by Young & Rubicam expanding its schedule by placing orders in four daytime shows. NBC-TV said two daytime color shows, *Missing Links* and *Merv Griffin's Word for Word,* attracted 35 advertisers before their respective Sept. 9 and 30 starts. The latter show is near a sold-out position.

Agency appointments...

▪ The American Home Products Corp. has appointed Cunningham & Walsh of New York for Aero Shave, an account formerly handled by Tatham-Laird Inc., Chicago. C&W reports that approximately all of the estimated $1 million in yearly billings on the account will go into TV. Last year, an estimated $944,500 of Aero Shave billing went into TV (gross time billings).

▪ Waring Products Co., New York, has appointed The Zakin Co., that city, as agency for the Waring Blendor and other electrical appliances and for Waring's commercial products division. Waring is a division of Dynamics Corporation of America.

▪ Claussen Bakeries Inc., Augusta, Ga., has appointed Cargill, Wilson and Acree Inc., Richmond, Va., to handle its advertising account. Claussen is owned by Fuqua Industries, which owns WJBF-TV Augusta. The new account will be serviced by CW&A's Charlotte, N. C., office.

▪ Falstaff Brewing Corp. has appointed Wade Advertising, Los Angeles, to handle all advertising for the brewery's Pacific division, made up of California, Nevada and Hawaii. Dancer-Fitzgerald-



TV PRODUCTION FACILITIES

1. Four studio TK-60 black & white cameras; three remote cameras in mobile unit.
2. Two studios (65' x 75' and 45' x 45').
3. Eighteen-foot turntable in large studio.
4. Panorama and pedestal camera dollies.
5. Rear screen projection.
6. Special effects amplifiers, dual system.
7. Two full-color RCA TR-22 video tape recorders.
8. Full-color projection facilities.
9. One 3-V color projection camera; two monochrome film cameras; two synchronized 35 mm slide projectors; four 16 mm film projectors.
10. Cartridge RCA audio tape facilities.

BROADCAST CENTRE

to the QUAD-CITY Market

The WOC Stations climax 42 years of radio and 14 years of television service in the public interest — and in the service of their advertisers.

WOC AM-FM-TV DAVENPORT, IOWA

Represented Nationally by Peters, Griffin, Woodward, Inc.



Wall, American style

We have our walls, too. But the big difference is the *purpose*. And our kind of purpose keeps such walls standing, keeps Americans rallying to defend and strengthen our country. The Payroll Savings Plan for U. S. Savings Bonds is a good example of how Americans rally to a good cause. When you install a Plan in your company, you harness the power of your payroll in strengthening our country. You help encourage thrift that increases reserve buying power and individual independence. Keep our kind of wall standing forever. For help in installing and promoting a Payroll Savings Plan for U. S. Savings Bonds, call your State Savings Bonds Director. Or write Treasury Department, U.S. Savings Bonds Division, Washington 25, D.C.

Keep Freedom in Your Future... **U. S. SAVINGS BONDS**

The U. S. Government does not pay for this advertisement. The Treasury Department thanks, for their patriotism, The Advertising Council and this magazine.

Sample, New York, will continue as national agency on the account, serving the other 27 states of the firm's 30-state marketing area. The remainder of 1963 will be a "period of transition," George Holtmann, Falstaff advertising director, said, when Wade will prepare "a bold and innovational approach to an advertising campaign for the Pacific division," which will be started in 1964.

▪ Hilton Credit Corp. has named McCann-Erickson, Los Angeles, to handle advertising for Carte Blanche, whose budget is $750,000, including both media and direct mail advertising. Russ Jones will be account director.

▪ General Foods Inc., Puerto Rican Cement Company and Farmacias Moscoso Inc. have appointed Young and Rubicam, Puerto Rico, as agency.

▪ Sicks Rainier Brewing Co., Seattle, has appointed Doyle Dane Bernbach Inc., Los Angeles, to handle advertising of Rainier ale in addition to Rainier beer for which DDB has been the agency since 1961.

Rep appointments . . .

▪ KTVW(TV) Seattle-Tacoma, Wash.; KCTO(TV) Denver: Roger O'Connor Inc., New York, named national representative.

▪ WTMC Ocala, Fla.; WGGG Gainesville, Fla.; WDDT Greenville, Miss.; WDMS Lynchburg, Va.: WAGR Lumberton, N. C.; WBAG Burlington, N. C., and WEMD Easton, Md.: Hal Walton & Co. Inc., New York, as national representative.

▪ KREM-AM-TV Spokane, Wash.: John Blair companies named exclusive national representatives.

ABC-TV showing interest in Thanksgiving special

A one-hour TV special for children, *The Cowboy and The Tiger,* is now fully sold to advertisers. Helitzer, Waring & Wayne, New York, the agency which commissioned the musical program is negotiating for a time period on Nov. 28 on ABC-TV.

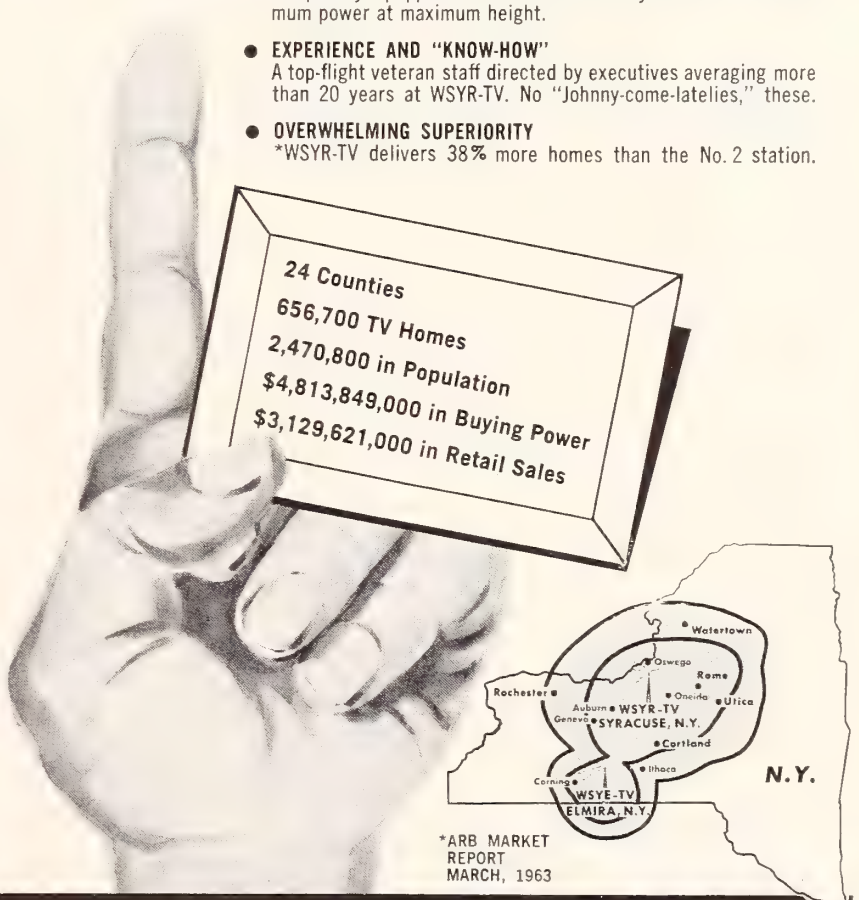
The initial plan was to telecast the program on that day (Thanksgiving) and repeat it on Sunday, Dec. 8. As conceived, the program was to be in 25 markets on a spot basis but ABC-TV reportedly has shown its interest.

The new advertiser to sign is American Doll & Toy Co., which along with Transogram Co. and the Irwin Corp. are all clients of Helitzer, Waring & Wayne. Two other advertisers on the show are Nestle's, through McCann-Erickson, and Miles Labs, through Wade Advertising.

first every day

. . .and here's why:

- **EXCITING, COLORFUL LOCAL PROGRAMMING**
  Central New York's greatest news department; Upstate New York's only live musical variety show; celebrity-filled live women's show; outstanding documentaries that out-rate network programs.
- **GREATEST TV PERSONALITIES**
  Fred Hillegas, Joel Mareiniss, Jerry Barsha and experienced news staff of seven; Denny Sullivan and the WSYR Gang, musical variety show starring Eileen Wehner and Fred Krick; Bill O'Donnell, sports; Ed Murphy, movies and weather; Kay Russell, women; "Salty Sam," Popeye host. Central New York's greatest salesmen!
- **BEST TECHNICAL FACILITIES**
  In Central New York—first with color; first with video tape; first with a modern, completely-equipped TV center and the only channel with maximum power at maximum height.
- **EXPERIENCE AND "KNOW-HOW"**
  A top-flight veteran staff directed by executives averaging more than 20 years at WSYR-TV. No "Johnny-come-latelies," these.
- **OVERWHELMING SUPERIORITY**
  *WSYR-TV delivers 38% more homes than the No. 2 station.



*ARB MARKET REPORT MARCH, 1963

WSYR • TV

NBC Affiliate

Channel 3 • SYRACUSE, N. Y. • 100 KW

Plus WSYE-TV channel 18 ELMIRA, N.Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

SPOT TV BILLINGS PER FAMILY

TvAR analysis shows national average reaching new high of $10.99 per family; markets range from $15.21 to $3.53

Advertisers' spot television billings in 1962 varied, market by market, from a high of $15.21 per TV family to a low of $3.53, or an increase in a year's time of about $1.50 and 50 cents, respectively.

These extremes, and comparisons, are available in Television Advertising Representatives' fourth annual analysis of "Spot Television Expenditures Per Family," which is being released today (Oct. 7). The figures were derived by applying TELEVISION magazine's estimates of TV homes against the FCC's spot TV dollar figures, market by market. FCC placed total spot billings, for time only, in 1962 at $539 million (BROADCASTING,, Sept. 23).

The national average shot up from $9.65 per TV family in 1961 and $10.03 in 1960 to a new high in 1962 of $10.99.

The $15.21 per family high point was reached in two markets—in Chicago (also the heaviest per-family spending market in 1961) and in Buffalo-Niagara Falls (second heaviest average in 1961). At the other end of the scale: the combined market of Evansville, Ind., and Henderson, Ky., averaged $3.53 per family.

Second highest per-family average—$14.07—was in the combined market of Houston-Galveston.

In announcing the new TvAR study, Robert Hoffman, the rep's marketing and research vice president, who supervised the study, noted that for the most part per-family outlays varied with the size of the market, and that in the top 20 TV markets, the expenditures on spot averaged $11.03 per family as compared to $8.92 in markets below No. 20 and on down to No. 40. Below No. 40 the average was $5.73.

Variations exist among markets even in the top 10 where the range went from the $15.21 average in Chicago to $9.84 in Boston. From the viewpoint of TV homes, Mr. Hoffman, noted a difference in spot TV per-family billing in two markets comparable in size in the count of TV homes. For example: $8.13 in Cincinnati compared to $11.43 in Baltimore.

Mr. Hoffman, in analyzing the report, also emphasized that his company made no comparisons between the 1961 and 1960 per-family figures for individual markets because changes in TELEVISION's market definitions made them unmeaningful.

The TvAR calculations cover markets for which FCC figures are available: those with three or more reporting stations. They exclude Detroit because FCC figures do not include billings for CKLW-TV Windsor-Detroit. Also, the Buffalo-Niagara figure does not include Canadian viewers. For combination markets with varying set counts, TvAR has made separate computations which are presented in an appendix following the regular list.

The list and the appendix:

Market (1)	Spot TV billings Source: FCC report	Television families July 1962(2)	Spot TV billngs per TV family
New York	$63,523,000	5,370,000	$11.83
Los Angeles	36,164,000	2,902,000	12.46
Chicago	34,200,000	2,248,000	15.21
Philadelphia	22,533,000	2,036,000	11.07
Boston	17,541,000	1,783,000	9.84
Detroit	(a)	(a)	(a)
San Francisco	14,009,000	1,352,000	10.36
Cleveland	13,829,000	1,272,000	10.87
Pittsburgh	12,910,000	1,236,000	10.44
Washington	9,231,000	862,000	10.71
St. Louis	9,391,000	807,000	11.64
Dallas-Fort Worth	7,323,000	744,000	9.84
Minneapolis-St. Paul	6,487,000	738,000	8.79
Cincinnati	5,989,000	737,000	8.13
Baltimore	8,414,000	736,000	11.43
Milwaukee	7,019,000	632,000	11.11
Kansas City, Mo.	6,536,000	598,000	10.93
Seattle-Tacoma	6,173,000	582,000	10.61
Miami	6,719,000	581,000	11.56
Atlanta	4,900,000	576,000	8.51
Buffalo-Niagara Falls	8,698,000	572,000	15.21
Grand Rapids-Kalamazoo, Mich.	4,382,000	547,000	8.01
Houston-Galveston	6,979,000	496,000	14.07
Memphis	3,323,000	493,000	6.74
Columbus, Ohio	5,722,000	475,000	12.05
Portland, Ore.	4,743,000	469,000	10.11
Syracuse	4,429,000	461,000	9.61
Sacramento-Stockton, Calif.	4,383,000	455,000	9.63
Asheville, N. C., Greenville, Spartanburg, S. C.	1,586,000	440,000	3.60
Nashville	2,220,000	437,000	5.08
Tampa-St. Petersburg, Fla.	3,909,000	433,000	9.03
New Orleans	3,927,000	423,000	9.28
Albany-Schenectady-Troy	4,172,000	422,000	9.89
Louisville	3,999,000	413,000	9.68
Denver	4,294,000	355,000	12.10
Oklahoma City-Enid	3,421,000	344,000	9.94
San Antonio, Tex.	2,438,000	336,000	7.26
Rochester, N. Y.	2,742,000	325,000	8.44
Tulsa, Okla.	2,359,000	322,000	7.33
Omaha	3,059,000	319,000	9.59
Norfolk-Portsmouth Newport News-Hampton, Va.	2,134,000	310,000	6.88
Cedar Rapids-Waterloo, Iowa	1,399,000	304,000	4.60
Orlando-Daytona Beach, Fla.	1,325,000	298,000	4.45
Shreveport, La., Texarkana	1,593,000	294,000	5.42
Scranton-Wilkes Barre, Pa.	1,433,000	292,000	4.91
Richmond-Petersburg, Va.	1,417,000	287,000	4.94
Wichita-Hutchinson, Kan.	1,919,000	279,000	6.88
Spokane	2,042,000	259,000	7.88
Salt Lake City-Ogden-Provo	1,652,000	254,000	6.50
Madison, Tenn.	1,190,000	246,000	4.84
Knoxville, Tenn.	1,321,000	244,000	5.41
Little Rock, Ark.	1,081,000	236,000	4.58
Phoenix, Ariz.	2,252,000	234,000	9.62
Columbia, S. C.	928,000	224,000	4 14
Evansville, Ind.-Henderson, Ky.	763,000	216,000	3.53
Chattanooga	895,000	206,000	4.34
Fresno, Calif.	1,822,000	190,000	9.59
Youngstown, Ohio	1,077,000	172,000	6.26
Peoria, Ill.	1,122,000	168,000	6.68
Fort Wayne, Ind.	1,143,000	168,000	6.80
Beaumont-Port Arthur, Tex.	928,000	162,000	5.73
Albuquerque, N. M.	670,000	156,000	4.29
South Bend-Elkhart	836,000	141,000	5.93
Charleston, S. C.	515,000	141,000	3.65
Bakersfield, Calif.	744,000	139,000	5.35
Honolulu	963,000	138,000	6.98
Amarillo, Tex.	627,000	119,000	5 27
Tucson, Ariz.	526,000	103,000	5.11
El Paso, Tex.	682,000	103,000	6.62
Colorado Springs-Pueblo	531,000	95,000	5.59
Las Vegas-Henderson, Nev.	279,000	47,000	5.94

(a) Data for Detroit have been excluded inasmuch as the FCC total for that market does not include billings for station CKLW-TV. Excluding CKLW-TV, billings per family came to $8.17 in 1962.

(1) Excludes TV areas where FCC billing figures represent a combination of 2 or more markets with varying set counts. (Overall figures for these areas are appended.)

(2) Source: Television Magazine, July 1962.

As noted, the data shown in this report *exclude* those television areas where the FCC billing figures represent a

Broadcasters produce the spots, Lufthansa produces smiles

Last November Lufthansa German Airlines started a test campaign using 11 FM stations in Los Angeles. The goal was to secure leads—and only qualified leads—for a European tour priced at $1,029 per passenger. The stations broadcast three one-minute spots a day, using copy supplied by Lufthansa (there was no agency involved). At end of three months they had delivered only 64 leads.

The FM stations were even less satisfied than Lufthansa with this meager showing. They took their problem to the promotion committee of the FM Broadcasting Association of Southern California, which went to work on it, coming up with six new spots, 50-second transcriptions, plus 10-second live tags.

These new spots glittered with glamour, where the old ones had been stodgily factual. "Did you ever dream it would be possible to fly to Europe and back via intercontinental jet, visit nine countries and 35 different cities, enjoy excellent hotel accommodations and motor tour through the Old World for little more than $1,000?," one transcribed commercial began. It continued with phrases like "lucky guests of the FM Listeners' Friendship Tours" and "superb service and choice continental cuisine" and "charming little out-of-the-way places that the average tourist never visits."

The live tag asked the listener to "write or phone today for a complimentary dinner at one of Rome's most luxurious restaurants plus your choice of a bottle of Chanel No. 5 or a complete styling from an internationally famous French hair dresser."

The first week the new copy was used, Lufthansa got 125 leads and before the campaign ended the airline had received a total of 910 qualified leads, all requesting complete literature on the tour. In March, everyone who had written the FM stations for literature about the tour was invited to an evening meeting to see a fashion show of travel clothes, two 20-minute films of European scenes and a sales presentation on the tour. The FM stations received 1,373 additional requests for tickets for that affair, filling the grand ballroom of the Statler-Hilton with qualified prospects for the European air tour.

From Bj. Hamrick, FMBASC president, comes the final commercial: "Anyone knowing the difficulty of getting any sizable number of Los Angelenos out to an evening meeting downtown—let alone to a meeting where it was obvious they would get a sales talk—let alone persons who could afford a $1,000 European tour—knows what an astounding demonstration this was of the power FM has to reach and activate upper-middle income prospects."

combination of two or more markets with varying counts (e.g., Hartford-New Haven-New Britain-Waterbury).

Since these "combinations" frequently include markets of varying size, the billings per TV family would not necessarily apply equally throughout each of these FCC-designated areas. For purposes of completeness, these areas are shown below with the spot television billings per family computed on the basis of the largest TV market in each group.

	Spot TV billings	TV families July 1962	Spot TV billings per family
Hartford-New Haven-New Britain-Waterbury	$7,927,000	709,000	$11.18
Indianapolis-Bloomington	6,598,000	680,000	9.70
Johnstown-Altoona, Pa.	2,302,000	574,000	4.01
Lancaster-Harrisburg-York-Lebanon, Pa.	2,946,000	561,000	5.25
Charleston-Huntington-Oak Hill, W. Va.-Ashland, Ky.	2,107,000	425,000	4.96
Flint-Saginaw-Bay City, Mich.	2,072,000	388,000	5.34
Poland Spring-Portland, Me.	1,753,000	327,000	5.36

	Spot TV billings	TV families July 1962	Spot TV billings per family
Champaign-Springfield-Decatur-Urbana-Danville, Ill.	1,858,000	324,000	5.73
Roanoke-Lynchburg, Va.	1,225,000	320,000	3.83
Green Bay-Marinette, Wis.	1,331,000	308,000	4.32
Ames-Des Moines	2,473,000	284,000	8.71
Mobile, Ala.-Pensacola, Fla.	1,367,000	270,000	5.06
Paducah-Cape Girardeau, Mo.-Harrisburg, Ill.	1,008,000	238,000	4.24
Lincoln-Hastings-Kearney, Neb.	886,000	206,000	4.30
Austin-Rochester, Minn.-Mason City, Iowa	602,000	180,000	3.34

RADIO MARKING TIME WITHOUT IMAGE

Maneloveg says major status will come with 'profile'

What is radio's image as an advertising medium today? Its image is no image at all. Both question and abrupt answer were presented in New York last week by Herb Maneloveg, vice president and media director, BBDO, at a CBS Radio Spot Sales clinic.

Mr. Maneloveg challenged the radio industry to provide media planners with a "national radio profile." When this is done, he said, radio will return as a major medium. If it's not done, radio will slip from the plateau where he feels it is now marking time.

Radio people are directing the information in their sales pitch to media buyers rather than media planners, a serious mistake, he said and added that BBDO is "guessing" at radio's value as an ad medium. He called the radio data which BBDO feeds to its computer for media selection "contrived." He said:

"We don't perhaps, give radio a very good exposure score. We estimate that about 60% of radio's audience is actually aware of a commercial message."

Mr. Maneloveg outlined information his agency considers essential to an adequate radio study:

- Coverage of all major markets.
- Estimation of metropolitan and nonmetropolitan audience by station.
- Estimation of total audience.
- Coverage of all time periods showing homes and listeners per quarter hour and demographic data including breakdowns by sex, income, age.
- Record of in-home and out-of-home audience.

If stations will support such a national study Mr. Maneloveg said, BBDO will help to underwrite it. In the past, he noted, such studies have been neglected because of a combination of agency and station apathy, mainly to the cost of such a venture. He added that BBDO had supported Pulse last year in a Pulse LQR survey that yielded some demographic data but that other agencies had shied away from such research support (BBDO reportedly contributed about $2,000 to the Pulse study mentioned by Mr. Maneloveg).

He referred to radio measurement of one research firm as "a quick telephone popularity count," and added that although Pulse does give some demographic breaks, this is not enough on

Sponsors buy 'Powell'

A poll conducted by Four Star Distribution Corp. shows that the *Dick Powell Theater* is fully sponsored in 75% of the markets carrying the series. Len Firestone, vice president and general manager, reported last week that he considers this sales achievement "a record" in the syndication field. The series is sold in 38 markets.

The poll resulted in 29 replies, Mr. Firestone said, and 19 stations report the show is sold out while five stations noted that it is partially sponsored and "moving towards SRO status."

which to base a sound media decision.

What About Programing? ▪ Maury Webster, vice president and general manager of CBS Radio Spot Sales, took a different approach in discussing the key to radio's future at the clinic. That key, he averred is programing. He said that although radio will continue to be an entertainment medium, its great potential is as a medium of information and service. The proper editorial climate, he said, "is not only good for the listener, it's valuable to the advertiser."

John F. Shima, media group head at Kenyon & Eckhardt, who also addressed the clinic, expanded on the point saying: "There is little knowledge at advertising agencies of how to use programing values, little awareness of programing in radio at all."

He attributed this situation to four factors: buying ratings is too easy; the problem of understanding programing policies of 3,000 stations; lack of understanding on the part of agency people of how to use programing information and the too facile classification of stations into categories such as "rocker," "good music," or "formula."

The answer to these problems, Mr. Shima suggested, is to educate agency people to the importance of programing by such methods as station profile tapes, relation of programing to the demographic characteristics of the market and emphasis on the difference in listener attention level which specific programing produces.

Court rules 'truth' is a relative term

The eye of a television camera may be as deceiving as the human eye. What it sees may appear distorted and "reality" may need to be fabricated. However, material substitution should not be a tool for deceptive advertising.

This was the message contained in a decision handed down last week by the United States Court of Appeals, New Orleans, ordering the Federal Trade Commission to reframe its cease and desist order against Carter Products Inc., manufacturer of Rise shaving lather.

The FTC order was issued in May 1962, and ordered Carter to cease ad practices that disparaged competing products through the use of deceptive TV commercials. The commercials showed Rise as the lather "that stays moist and creamy" while showing, in action, a competing product that did not remain moist.

The competing cream was not really lather but "ultra-wet 60L," a foaming agent, and 90% water.

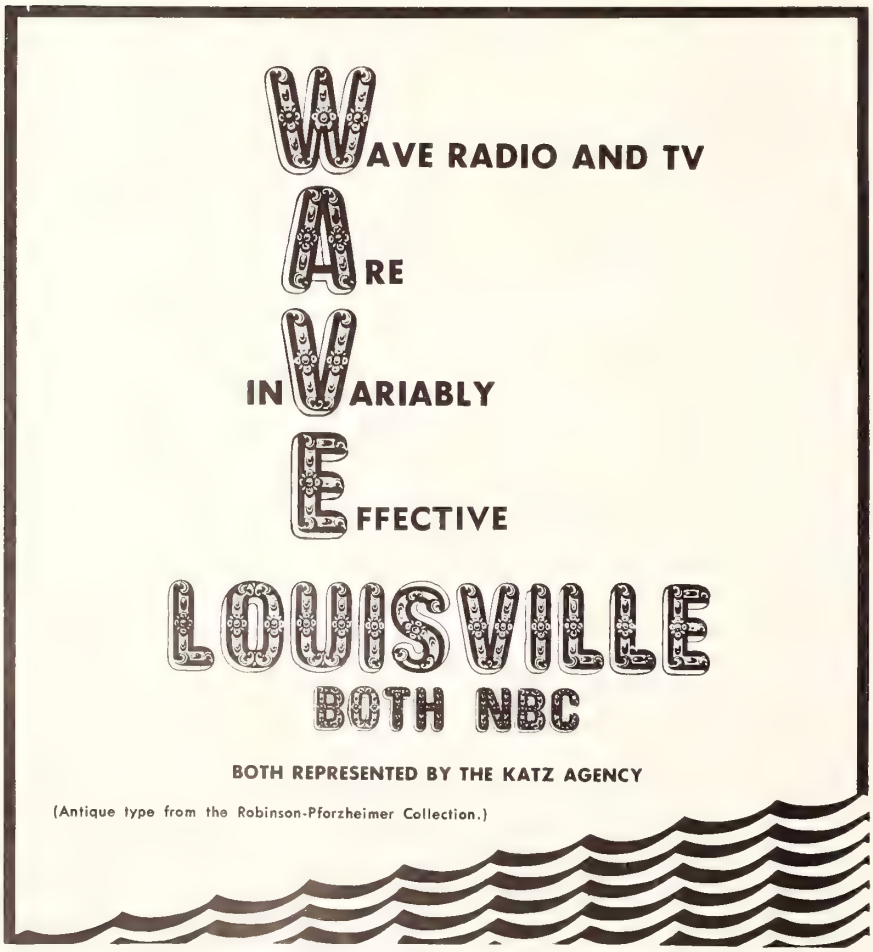
Judges John M. Wisdom, Walter P. Gewin and Orie L. Phillips presided over Carter's appeal, with Judge Wisdom writing the decision.

Judge Wisdom granted that technical shortcomings often require that substitutes be used for the real things in TV commercials. He noted, "On television truth is a relative term. Assuming that collisions between truth and salesmanship are avoidable, i.e., that mock-ups are not illegal per se, the basic problem this case presents is: what standard should the FTC and the courts work out for television commercials so that advertisers will appear to be telling the truth, consistently with Section 5 of the Federal Trade Commission Act prohibiting unfair advertising practices."

Tough Scrape ▪ Judge Wisdom wrote that the findings of the Colgate-Palmolive "sandpaper" case apply to the Carter case. In the "sandpaper" case C-P used a mock-up of sandpaper to demonstrate the soaking action of shaving cream. The FTC called the commercial deceptive, to which the court agreed but set aside the FTC's order on the grounds that the commission's criteria in arriving at its decision were unacceptable. The FTC decided that although one would not purchase shaving lather to barber sandpaper, the promotion was nevertheless deceptive.

Carter's Rise demonstrations also were consdiered "false and misleading" by the court. Judge Wisdom said, "Although we uphold the commission on the merits, we have difficulty with the order."

Following the precedent set in the C-P "sandpaper" case the FTC was ordered to modify the cease and desist order issued to Carter. The court suggested the commission delete the word "genuine" and accept mock-ups that "compensate fairly for the technical limitations of television," however prohibit simulations that distort "the actual qualities" or products depicted.



RCA BC-7

Closest to Custom in a Production Consolette!



RCA Transistorized Consolette

for Dual-Channel AM/TV and FM Stereo

Take a good look at this smart new model. Here's that "custom" appearance to satisfy the proudest management; "custom" quality and flexibility to please the most discriminating engineers...all in a production-model!

CUSTOM STYLING—Striking new lines in blue and silver bring a color accent to control rooms. Color-coded operating controls are engineered to avoid errors. Only 39" long, it is compact and self-contained...to satisfy new or existing arrangements.

CUSTOM QUALITY—The BC-7A is fully transistorized for long-term reliability. All amplifiers have input and output transformers...precise impedance matching for both program and monitoring circuits. You get quality stereo monitoring (10 watts output), quality gain controls, quality leaf-type key switches on all program circuits.

CUSTOM FLEXIBILITY—You have interchangeable plug-in modules...preamplifiers, isolation/balancing units, program amplifiers, monitoring amplifiers, cue amplifier and power supply—all in one self-contained unit. You get three-mode operation...selector switch to instantaneously convert from dual channel, parallel or stereo operation.

We can't name them all here, but we believe you will agree that this is the kind of customized styling, quality, and flexibility you want. Let your Broadcast Representative show you all the features that make this consolette your best buy. Or write RCA, Broadcast and Television Equipment, Bldg. 15-5, Camden, N.J.



Plug-in flexibility . . . preamplifiers for low-level sources . . . isolation balancing units for high level sources.



High quality mixers...ganged step-type attenuators when in stereo... individual step-type when in dual channel use.

RCA® THE MOST TRUSTED NAME IN ELECTRONICS

More opposition to commercial limits

FCC PROPOSAL CALLED ILLEGAL AND AGAINST PUBLIC INTEREST

Everyone agreed last week—any government regulation of commercial time standards for broadcasters would not only be illegal but contrary to the best interest of the public.

The FCC last Monday (Sept. 30) received more than 100 filings opposing its proposed rulemaking to adopt the commercial time standards of the National Association of Broadcasters' radio and television codes. Leading the deadline rush of comments were the three major networks, the NAB, several multiple owners and state broadcasters associations.

The NAB, as did many other commenters, predicted the eventual end of broadcasting as a free enterprise if the commission moves into commercial time regulation. This destruction of broadcasting freedom would not be in the public interest, the association said.

The NAB said for the commission to limit commercial time "would be the assertion of power never expressly conferred or even intended through inference by the Congress." The association recited legislative history to support its view. It said that when Congress created the FCC in 1934 to replace the Federal Radio Commission the legislators were aware of the problems concerning advertising in broadcasting, but "the fact that it declined to legislate in this area . . . can mean only that the Congress did not intend for the commission to determine by regulation advertising policies of stations."

The association further noted that in 1955 and 1957 bills were introduced in Congress that would have provided the commission with authority to regulate commercial policies, but that in both instances no regulation was approved. ABC and CBS joined the opinion that the commission lacks legal power to promulgate such regulation.

In Truth A Preventive ▪ The NAB pointed out that although Representative Walter Rogers (D-Tex.) has introduced a bill aimed at prohibiting the commission from adopting commercial policy regulations, this should not be interpreted, as some might, as meaning the commission presently does have the authority because if it didn't there would be no need for a preventive measure to be taken. This is not the case, the NAB said. "As we view it, Congressman Rogers's bill is a counter measure designed to resolve the matter of jurisdiction through legislative means rather than through lengthy and expensive court proceedings."

The association concluded that Congress in the past and recently has shown that it intends the responsibility to be placed on "the broadcasting licensee to select and control the advertising material which is broadcast."

NBC also told the commission that responsibility should be placed on the licensee. Rather than "promulgating a 'commission formula'" for commercial standards the commission should rely on the self-regulation of the licensee. The network said the commission's licensing procedure should emphasize self-regulation and self-development. Each licensee should, in applications for new stations and renewal applications, inform the commission "of his own conception of his public interest duties with regard to advertising material and what he does to fulfill that conception," NBC said. NBC felt this approach would take into account the varied situations that exist from community to community. Self-regulation is the answer.

Westinghouse Broadcasting Co. also suggested the commission adopt a policy similar to that described by NBC, as an efficient means for making public interest determinations.

Unlike Common Carrier ▪ A much used argument against the proposed rules is that they constitute a common carrier or public utility concept of regulation. This view is based on the belief that regulating commercial time standards is in effect regulating the income of

Henry's pen pals no match for Minow's

FCC Chairman E. William Henry's "overcommercialization" speech before the International Radio & Television Society in New York two weeks ago appears to have attracted far more interest within the broadcasting industry than outside it.

The chairman's office as of Thursday (Oct. 3) had received 125 pieces of mail—all but four of them expressing approval of the speech declaring that the commission should spell out what it means by overcommercialization.

But if reaction to former Chairman Newton N. Minow's "vast wasteland" speech is any criterion, the response to Chairman Henry's address is less than overwhelming.

Within a week of the speech in which the former chairman, in an address before the National Association of Broadcasters in May 1961, caustically criticized TV programming, 2,500 letters, cards and telegrams were received (BROADCASTING, May 22, 1961).

According to a breakdown made by Chairman Henry's office of the mail he received, some 80 correspondents complained about the frequency of commercials. The length and taste of commercials, as well as their volume or loudness also was criticized.

Howell Speaks ▪ One of those opposing the chairman's address was Rex G. Howell, a 36-year broadcasting veteran and a member of the NAB radio board. Mr. Howell apparently stung by Mr. Henry's sweeping criticism of broadcasters' commercial practices, said all licensees shouldn't be condemned for the faults of a few.

He said that during the time of the nationwide TV quiz show scandal which was sparked "by less than a dozen culpable employes," there were cases of bankers embezzling funds, of lawyers being disbarred and of physicians being charged with malpractice.

But, he asked, "Did you read any headlines of blanket indictment against these professions? Was there any movement to require government enforcement of the Canons of Judicial Ethics or the Hippocratic Oath?"

Mr. Howell welcomed Chairman Henry's proposal for a government-industry conference on commercial time standards. He said many of broadcasting's problems, "particularly the economic ones," are not fully understood by the FCC or Congress.

Mr. Howell is president of KREX-AM-FM-TV Grand Junction, KREY-TV Montrose and KGLN Glenwood Springs, all Colorado.

OINK!

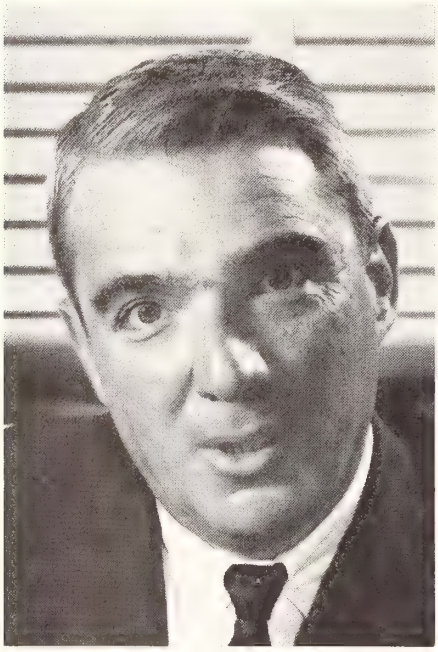


Buying a pig in a poke is no way to live high on the hog.

In some parts of the country, you can buy the two biggest tv markets in sight, and you've got most of the tv homes in the bag. ☐ Do the same thing in North Carolina, and you may be buying a pig in a poke. Down here, the two largest markets overlap like crazy. This makes it tough to tell what kind of coverage you've really bought. ☐ The logical way to cover North Carolina with tv is by combining Charlotte with Raleigh. ☐ The Raleigh-Charlotte combination gives you unduplicated coverage of more people than any other two-station buy. And coverage of the counties that rack up 88% of all retail sales. ☐ Who to buy in Raleigh? We'd say WRAL-TV. But don't take our word for it. ☐ Call up that guy from H-R. He'll show you plenty of proof that WRAL-TV really brings home the bacon for advertisers.

WRAL-TV, RALEIGH-DURHAM, N. C.

WWDC radio salutes Washington's finest



This young, hard-hitting executive is Sy Seleznow, dynamic Merchandising Vice President for the Washington Division of the Grand Union Company. He is responsible for many "firsts" in the brilliant direction of his division's merchandising. The current "Total Value" campaign created by Seleznow has produced quite a stir in supermarket circles. Better still, it is ringing the cash registers in 34 Grand Union supermarkets locally. This "sound of music" would not be possible without the role played by WWDC—*"the station that keeps people in mind."* Alvin Epstein, Inc. has been the agency for radio and TV for 12 years.

Represented nationally by John Blair & Company

BLAIR GROUP PLAN MEMBER

WWDC RADIO WASHINGTON D. C.

a licensee, such as the rates charged by public utilities are controlled. CBS pointed out that this public utility concept is definitely prohibited by the Communications Act which states that broadcasters are not to be considered common carriers.

The West Virginia Broadcasters Association called the proposed rules "raw and unabashed public utility regulation" of the industry.

The NAB said the power to control commercial time is "the power to destroy. . . . We submit that as the First Amendment prohibits the exercise of such power over newspapers, it prohibits the exercise over broadcasters."

ABC told the commission that advertising is covered by the First Amendment just as editorial content is protected from censorship. ABC quoted the Supreme Court decision in Grossjean v. American Press Co. in 1936. This case decided that a 2% license tax levied in Louisiana on newspapers having a circulation greater than 20,000—for the privilege of ". . . selling, or making any charge for, advertising or advertisements"—violated the First Amendment. The decision said by restraining revenue, circulation could also be directly restricted. Storer Broadcasting Co. and others joined this opinion.

"If the commission today, no less than the legislature of Louisiana, can restrict the amount of advertising carried by broadcasting stations to a given figure, it can tomorrow prescribe a lower figure," ABC said.

Head Counting No Account ▪ CBS told the commission that many of the licensees that do not now subscribe to the NAB codes would be among those exempted from the proposed rules if they are adopted. CBS pointed out that the proposed exemption of stations that can show they would not be able to economically survive under the rules has a current bearing on the number of code subscribers. However, the network said, the number of code subscribers has shown a steady increase over the years. CBS noted that in January 1959, 60% of television stations subscribed and 15% of radio stations; today 70% of the former and 38% of the latter are subscribers. CBS predicts the number of subscribers will continue to grow.

Westinghouse told the commission that although the code subscription figures are what they are it found that 98.7% of all TV homes are within the coverage area of stations subscribing to the NAB code. (Westinghouse includes all counties in which TV station subscribers have 50% or better circulation [excluding Hawaii and Alaska].) The group owner also found 97% of the population within the 272 metropolitan areas of the U. S. served by radio stations subscribing to the code. (The company's figures don't include stations in nonmetropolitan areas or nonmetropolitan coverage of metropolitan stations.)

Westinghouse said the public therefore is in a position to tune in code or noncode stations.

CBS pointed out that FCC Chairman E. William Henry, when speaking to the International Radio and Television Society on Sept. 24 (BROADCASTING, Sept. 30), said in reference to the 2,500 complaints the commission had received about commercials, that only 35% (875) were concerned with the length and frequency of commercials. CBS said that no doubt many of the 875 that complained would be against any commercials whatsoever.

ABC questioned whether Mr. Henry could consider 2,500 total complaints out of "some 125,000,000 literate listeners" an adequate sampling "and (without knowing more about their individual pet peeves and personal axes) whether they represent a fair cross-section of the listening or viewing public."

Cohn & Marks, a Washington communications law firm, told the commission that there is no suggestion that if the codes become rules complaints will cease. "Quite the contrary," the firm said, "members of the public frequently complain of 'overcommercialization' when the codes are being adhered to." CBS agreed that government regulation could not change the public's view of advertising.

Viewers View ▪ Dow, Lohnes and Albertson, representing a group of 28 licensees, claimed that there is no wide-

Governor opposes FCC

Tennessee's Democratic Governor Frank G. Clement has reiterated his opposition to government control of commercial time standards.

Speaking before the Tennessee Association of Broadcasters annual meeting, held Sept. 24 in Memphis, Governor Clement said, "I would like to say here that I feel a responsibility to use the influence of my office to reciprocate in helping you wherever we can."

The governor said that it is improper for the government to intrude where the public has traditionally made the decisions. He closed his talk by saying, "I am opposed to the arbitrary limitation by a Washington bureau of your advertising, your news coverage, the amount of music you can carry, or any other manifestation of the free enterprise system, and I will continue to be opposed to it."

Hottest TV Station in the Quad-Cities

(Rock Island, Moline, East Moline, Illinois and Davenport, Iowa)

We're burning all the old record books for business activity. Availabilities have been nearly SRO for first half of 1963. Reasons for our banner year: (1) audience knowledge that Channel 4 is WORTH WATCHING! (2) outstanding sales results for local and national advertisers (3) affiliation with CBS, a scorching good network. One more item: the Quad-Cities market. No cold potato, this one! Employment has just hit a new ten-year high, and business is terrific. Call Avery-Knodel, or Maurice Corken at WHBF-TV, Rock Island, Illinois.



spread evidence that the public is irritated by present commercial policies. In support of its point the firm quoted figures from a survey of 2,427 that appeared in Gary A. Steiner's book *The People Look at Television* (BROADCASTING, Feb. 18). The survey quoted 75% of those interviewed as feeling commercials were a fair price for the entertainment they received; 58% termed them helpful and informational; 43% claimed them to be more entertaining than the programs, and 36% called them a welcome break.

The law firm concluded from the survey that the public thinks of commercials as being useful and as paying for the entertainment they receive.

Wilner & Bergson, another law firm, told the commission that the rules would place broadcasters at a competitive disadvantage with other media and jeopardize the industry's economic future. The firm said the rules would force advertising costs to rise, possibly helping individual stations, but the overall result would be to drive advertisers to other media. Many other commenters joined this view.

CBS pointed out that Commissioner Lee Loevinger has described broadcasters as being restrained in the amount of broadcast time they use for commercials. Commissioner Loevinger noted that newspapers use approximately 50% of their space for advertising to gain about two-thirds of their income while broadcasters spend 25% of their broadcast time for commercials to earn all of their income.

NBC described the public as a built-in safety "fuse" that inhibits the over-commercialization of a station. The network said each licensee should decide for himself the extent he will commercialize. NBC said adoption of the NAB codes would be detrimental to self-regulation—the codes by their very nature are voluntary undertakings, it said. NBC also said it was unaware of any definitive study of what the public response to noncode stations is.

Metromedia Inc. warned the commission not to set itself up as "a national arbiter of taste."

ABC told the commission that advertising is itself a service to the public. "Advertising is the life-blood of the mass production and free enterprise system." Although viewers may occasionally complain, ABC added, it should also be noted that taxpayers usually complain when taxes fall due.

Looking back over the many comments that have been filed with the commission over the past several weeks, dealing with commercial regulation, there has been only one voice supporting adoption. This comment came from the National Association for Better Radio and Television. NAFBRAT charged that broadcasters have ignored the codes they subscribe to (BROADCASTING, Sept. 23).

Henry leaves for Geneva and London

FCC Chairman E. William Henry was scheduled to depart by air Saturday (Oct. 5) for the international radio conference on space allocations in Geneva. The conference begins today (Oct. 7) and runs to Nov. 8.

Chairman Henry, will serve as senior advisor to the U. S. delegation.

He will return by way of London, where he will spend two days conferring with officials of the BBC and the Independent Television Authority, which oversees commercial TV operations in Britain. He is scheduled to depart for home Oct. 23.

Commissioner Rosel Hyde will serve as acting FCC chairman in his absence.

A last-minute shuffle in the lineup of the U. S. delegation to the Geneva conference saw Kurt Borchardt, communications specialist on the staff of the House Commerce Committee, added to the U. S. team. He will attend the full conference. His bosses, Representatives Oren Harris (D-Ark.) and Abner W. Sibal (R-Conn.), are expected to attend part of the sessions.

The U. S. delegation is headed by Joseph H. McConnell, president of Reynolds Metals Co. and former RCA and NBC executive. Vice Chairmen are T. A. M. Craven, former FCC commissioner, and Jacob D. Beam, State Department foreign service officer.

AB-PT defendant in suit

Paul D. Newey, former chief investigator for the Office of State's Attorney in Chicago, has filed a defamation suit for nearly $4.7 million in superior court there against American Broadcasting-Paramount Theaters Inc., operator of WBKB(TV) Chicago, and an attorney, Kevin Gillogly. Mr. Newey charges injury from a statement attributed to Mr. Gillogly during a news interview on WBKB in which Mr. Gillogly discussed Mr. Newey's appearance before a local grand jury that was investigating the financial affairs of a former state's attorney.





Sell them dietary products? Fat chance!

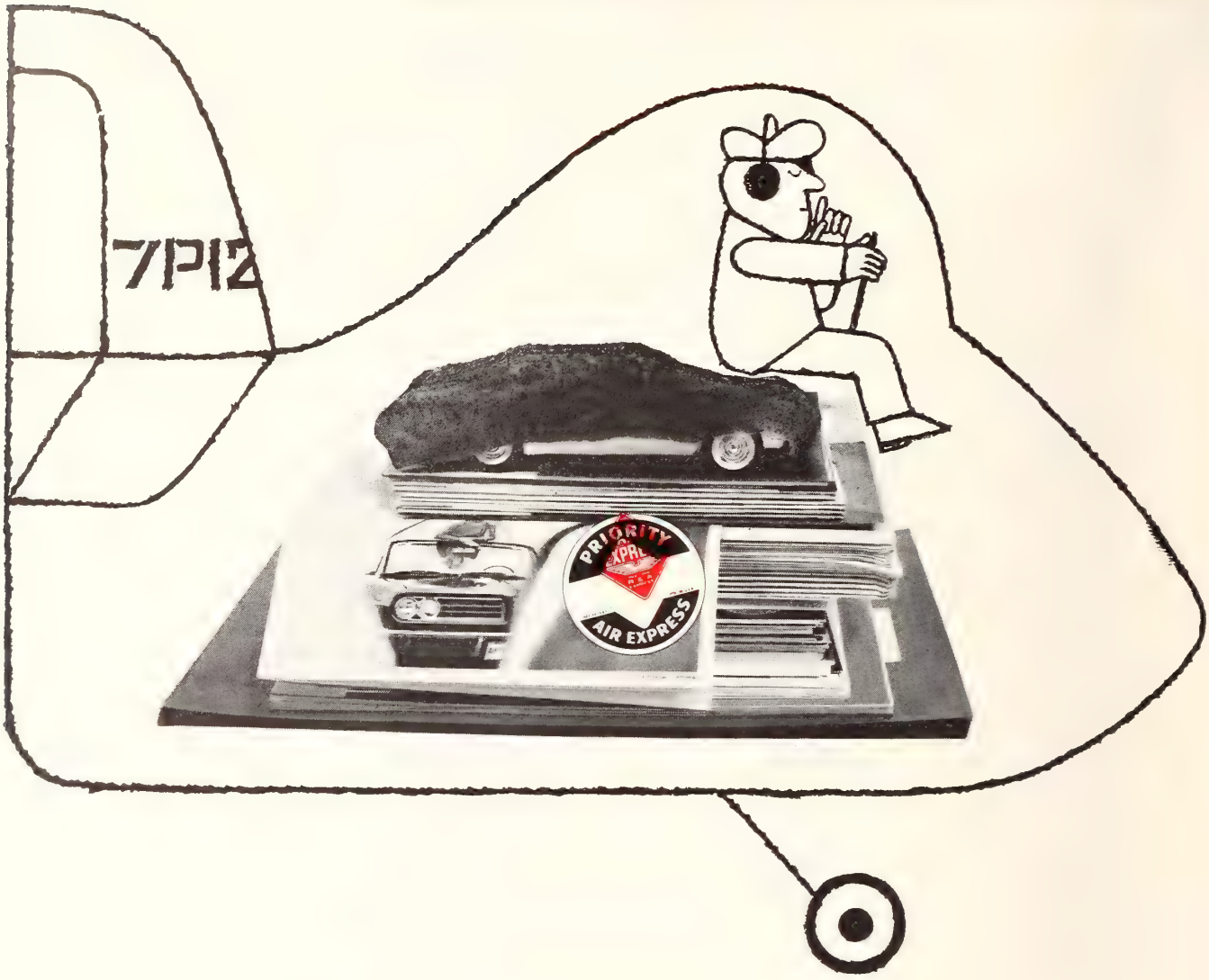
When it comes to selling dietaries, the teen market offers pretty slim pickin's. Overweight is more an adult problem. And if you want to reach adults in Indianapolis, WFBM is your station. For we are openly partial to grownups in our music and other programming. Take our disc jockeys, for instance. They lean heavily—if you'll pardon the pun—to the great show tunes and popular classics of today and yesterday. It's *their* way of swinging your ad dollars *our* way... and Indianapolis sales dollars *your* way!

Put your advertising where the money is!

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"Air Express helped us keep the Tempest Wide-Track Secret!"

— MacManus, John and Adams, Advertising Agency, Bloomfield Hills, Michigan.

AIR EXPRESS DIVISION OF REA

Air Express gives fast, simultaneous delivery of highly secret promotion materials to 3,500 Pontiac dealers!

MacManus, John and Adams Advertising Agency has the problem of releasing new car news across the country, simultaneously . . . and at the last possible moment to insure secrecy. Air Express allows them to do both.

The agency gives Air Express the addresses of their suppliers. R E A Express trucks pick up the promotion materials, rush them to nearby airports, and put them on the first outbound flights. (Air Express has official priority on all 38 scheduled airlines.) At destination airports, R E A trucks speed them to the dealers. In most cases, the entire operation is done overnight!

You may not have a Big Secret to keep, but are you sure you don't need Air Express' speed, dependability and economy?



House unit readies action on FCC's budget

MINOW TESTIMONY AT MARCH HEARING RELEASED

The House Independent Offices Appropriation Subcommittee is to meet in closed session today (Oct. 7) to consider the FCC's $16.5 million budget request for fiscal 1964. The request reflected an increase of $1.5 million over the 1963 budget.

The subcommittee held a one-day hearing with FCC witnesses back in March, and that, too, was behind closed doors, as are all House appropriation sessions.

The record of the March session was made public Sunday (Oct. 6), and an examination of the transcript shows the commission had a considerably easier time behind the House's closed doors than it did later in June in open session with the Senate's counterpart subcommittee (BROADCASTING, June 24). The Senate unit may call the FCC back but is waiting for final House action.

There were other differences than simply open and closed hearings. The Senate session marked the first congressional hearing at which Chairman E. William Henry was the commission's spokesman. And, having been the man in charge at the FCC's controversial local programing hearing held in Omaha, Chairman Henry had to face the wrath of a Nebraska senator of the opposite political party who lives in Omaha—Senator Roman L. Hruska (R-Neb.).

Teamed up with his colleague, Senator Gordon Allott (R-Colo.), Senator Hruska ripped into Chairman Henry with sharp criticism of the programing hearing. And Senator Allott added fire of his own for the commission's proposal to adopt commercial time standards similar to those in the commercial code of the National Association of Broadcasters. Senator Allott later filed formal comments with the FCC (BROADCASTING, Sept. 30).

Sotto Session ▪ The House session was handled for the FCC by then-Chairman Newton N. Minow. And, according to the printed record, the day seemed to have passed mildly for the commission, although there were some mysterious off-the-record discussions on some hot or hypothetical issues: possible ex parte contact among commissioners and elected federal officials, the history of broadcast ratings, program duplication by AM and FM stations and FCC engineering inspections.

(Off-the-record discussions that are held in open hearings may be reported by news media, but when they are conducted behind closed doors, only the participants may know of them because they are not recorded by official reporters of the committees.)

Milder in March ▪ All in all, March in the House was milder than June in the Senate for the FCC.

The House subcommittee met on March 11, about the time that the House Commerce Committee was unveiling its investigation into broadcast ratings. Mr. Minow assured the appropriations unit that while some proposals for regulating ratings had been discussed, "We have made no such proposals." Later FCC testimony on ratings was consistent with this statement (BROADCASTING, March 11, et seq.).

In a discussion of AM station earn-

McKinney to Harris: 'Fairness' isn't

A broadcaster from Representative Oren Harris's (D-Ark.) home town has advised the congressman that the FCC's holdings in fairness cases could result in broadcasters "informing ourselves right out of business."

Commenting on a recent decision on two Alabama radio stations (BROADCASTING, Sept. 23), W. N. McKinney, general manager of KELD El Dorado, Ark., wrote that according to the FCC's interpretation, "a broadcaster would spend over 50% of his air time letting all the crackpots express themselves. This, Oren, is not in the public interest."

Only last month Representative Harris, chairman of the House Commerce Committee, took the commission to task in a major speech before the Arkansas Broadcasters Association (BROADCASTING, Sept. 9). Using texts of his letters to the FCC and to a mythical broadcaster friend, Representative Harris said that the FCC's July 26 public notice on fairness "gives to the public interest standard of the Communications Act an interpretation which is contrary to the basic pattern of the act."

In the case of the two Alabama stations the FCC held that licensees are obligated to keep the public informed, and if this means giving free time to answer commercial broadcasts, then this may be necessary. However, the commission left the door open for a review of a licensee's overall performance in fulfilling his obligation to serve the public interest and provide discussion of controversial issues.

Florida conservatives to monitor radio-TV stations

An organization to insure presentation of the conservative view in controversial matters has notified Florida broadcasters that it will monitor all state TV and radio stations.

The Organization for the Protection of Conservative Opinion in Broadcasting Inc., said it plans to "analyze the news, editorial opinions, any and all commentary, and the views of individuals and organizations broadcast on all mass media communication."

Formation of state organizations with that name was proposed on Sept. 16 by Dan Smoot, of Dallas, a conservative radio and television commentator, in his weekly newsletter *The Dan Smoot Report.*

The Florida unit was chartered on Sept. 26, and its legal counsel, Ellis Rubin, said "we plan to set up similar groups in other states." Mr. Smoot is the group's consulting adviser, said Mr. Rubin.

In its letter the conservative group said the organization would answer any personal-attack broadcast involving any individual or organization espousing a conservative point of view.

In his newsletter, Mr. Smoot commented, "Every time a 'liberal' broadcast is made on a local station, touching on any subject of interest to the local Organization . . . the organization could demand free and equal time to answer. Individuals who cannot form an organization . . . can, and, should act as individuals."

Eugene Dodson, vice president and manager, WTVT(TV) Tampa-St. Petersburg, and president of the Florida Association of Broadcasters, said he had received the group's letter but noted "Each broadcaster has the responsibility to obtain a spokesman for the opposite point of view in controversial cases. No one has the right to become the spokesman for the other group on his own."

Mr. Smoot's newsletter offered "any responsible conservative" "my television film, free of charge, for rebuttal purpose" if the person gets equal time to answer a liberal broadcast "and then feels that he lacks time or facilities to prepare a proper presentation of his own views."

He said every issue of his *Report* since 1957 had been summarized for TV and radio broadcasts and the transcribed broadcasts which have been preserved "cover a wide range of subjects which liberals discuss in ways offensive to conservatives."

Mr. Smoot also suggested that the state organizations "could request transcripts of all proposed broadcasts . . . in accordance with" the FCC's July 26 statement on fairness.

Mr. Smoot said his weekly 15-minute show is on 41 TV stations—and sponsored on 33 West Coast stations by Dr. Ross Pet Food Co.—and is sponsored on 71 radio stations in 20 states.

ings, the subcommittee showed concern that 40% of the stations showed losses in 1962. Commissioner Frederick W. Ford said the commission's revised accounting form would be used in fiscal 1964 and would provide "a little more accurate picture as to who is losing money in fact and not paying it out to themselves in salaries."

When the questioning turned to the AM freeze, Representative Joe E. Evins (D-Tenn.) asked whether anyone could influence the commission into moving up a "frozen" application. Neither the President nor a member of Congress could influence a commissioner to do that, Chairman Minow said.

Representative Albert Thomas (D-Tex.), subcommittee chairman, abruptly cut off his pursuit of information about why the commission usually meets just once a week when he was told that much of the commissioner's time is spent in testifying before congressional committees. "We had 52 hearings" in the 87th Congress through September 1962 (about 21 months), said Max D. Paglin, FCC general counsel.

Government opposes KRLA in Supreme Court

The government last week told the U. S. Supreme Court that Donald Cooke received a fair hearing in FCC license renewal proceedings for KRLA Pasadena, Calif., and that there is no need to review the case.

The solicitor general, acting for the FCC, filed his opposition brief to the petition for writ of certiorari filed by KRLA last August. KRLA is asking the Supreme Court to reverse the July decision of a federal court of appeals upholding the FCC's action in denying license renewal (BROADCASTING, July 15).

The FCC denied the renewal on the grounds that Mr. Cooke had not lived up to program proposals made when he bought the station in 1959, that KRLA had falsified program logs, and that it had engaged in fraudulent contests.

Senate okays Section 315 suspension

RESOLUTION VARIES A BIT FROM HOUSE VERSION

The Senate last week okayed a resolution to suspend Section 315 of the Communications Act for next year's presidential and vice presidential campaigns.

When HJ Res 247 was passed in about 90 seconds last Wednesday (Oct. 2), no voices were raised in opposition. But, Senator Norris Cotton (R-N.H.), ranking Republican on the Senate Commerce Committee, pointed out that "there is a substantial body of evidence to indicate that Vice President Nixon may have lost the 1960 election" as a result of the joint TV appearances in that election. Nonetheless, Senator Cotton said, he supported the 1964 suspension because the 1960 broadcasts made "a tremendous contribution to the general understanding of the issues and to the general welfare of our entire system of government."

The House, which passed its own version with minor differences in June, may be asked to approve the Senate legislation as is. But that decision depends partly on a determination to be made by the House Commerce Committee, probably this week.

Virtually assurred of final passage and the signature of President Kennedy, who recommended the suspension (BROADCASTING, Feb. 25), HJ Res 247 would set up the same ground rules for political broadcasting in 1964 that allowed broadcasters to present the 1960 Great Debates.

The House and Senate commerce committees rejected legislative proposals that would have broadened the suspension or killed Section 315 altogether (BROADCASTING, Sept. 16, June 24).

The differences in the House and Senate versions involve the length of the suspension and reporting requirements. The Senate approved a 60-day suspension ending Nov. 3, 1964, the day before the election. The House, which okayed its bill before the Democrats had decided to hold their national convention late in August, passed a 75-day suspension.



GROUP W MEANS SPECIALS FOR CHILDREN...

"Romeos & Juliets"

Would you know four versions of "Romeo and Juliet"? Children do. Children in Boston, Baltimore, Cleveland, Pittsburgh, and San Francisco. They've just seen a new Group W Special. "Romeos and Juliets." A bit of Shakespeare, some Gounod, deux pas from an original ballet, and music from "West Side Story." Four variations in one hour-long show.

"Romeos and Juliets" is the kind of entertainment that does more than entertain. It awakens a child's mind. Introduces him to art and literature on his own terms. Over the past two years, Group W has been producing children's specials—thirteen in all. Programs of fun like "Magic, Magic, Magic" with Magician Milbourne Christopher, Julie Harris and Zero Mostel. Puppetry with Bil and Cora Baird and their marionettes.

Children present a special challenge to a broadcaster. A challenge to stimulate their curiosity; open doors to new worlds. Group W uses its creative, management and financial resources to make television for young people something very special through programs like "Romeos and Juliets."

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CLEVELAND KYW · KYW-TV
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CHICAGO WIND
SAN FRANCISCO KPIX

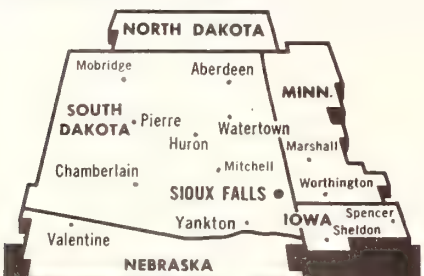
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*ARB Sioux Falls TV Audience estimate. Feb.-March '63. 9 a.m. to midnight, 7 days a week.



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CBS • ABC
KELO-tv • KDLO-tv • KPLO-tv
(interconnected)
JOE FLOYD, President
Evans Nord, Executive Vice-Pres. & Gen. Mgr.
Larry Bentson, Vice-Pres.
Represented nationally by H-R
In Minneapolis by Wayne Evans
General Offices: Sioux Falls, S. D.

PACIFICA DECISION MAY BE NEAR

Commission gets staff report on outstanding applications

The Pacifica Foundation case, which has been sidetracked in the recesses of the FCC for four years, appeared last week to be finally moving into a position where the commission could take action on it.

A staff report on Pacifica, licensee of four listener-supported FM stations whose cultural and sometimes unconventional programing has occasionally shocked listeners, has been submitted to the commission.

It's understood that the report, if approved, would lead to qualified grants of four outstanding Pacifica applications—three for renewal of licensees and one for a license to cover a construction permit.

Two sets of issues are involved. One concerns obscenities. The other, growing out of a Senate Internal Security Subcommittee hearing last winter, involves possible Communist infiltration of Pacifica's stations (BROADCASTING, Jan. 14, et seq.).

The commission staff, reportedly, recommends "washing out" the complaints about obscenity. But it would make any grant to Pacifica "without prejudice" to any further action the commission might take regarding the Communist infiltration question.

Action Not Imminent ▪ There was no indication last week how soon the commission would act on the Pacifica license applications. The report itself technically does not present them to the commission for a decision on whether to approve them to the commission or set them for hearing. Commission approval would be expected to swiftly follow acceptance of the staff recommendations. But some officials predicted that the commission would want all questions concerning Pacifica answered before deciding on the case.

But the report is believed to be the first one on Pacifica to be submitted to the commission since the case originated in 1959 after complaints were received about the programing of some of the foundation's stations.

Pacifica's applications for renewal of KPFA(FM) Berkeley and for a license to cover a construction permit for KPFK(FM) Los Angeles, both California, have been pending since 1959. Its applications for renewal of WBAI (FM) New York and KPFB(FM) Berkeley, have been on deferred status since 1960 and 1962, respectively.

The commission staff is said to have recommended wiping out the obscenity complaints after consulting with the Justice Department. That department is said to feel there are no grounds for action since the complaints involve language in poetry and other works of recognized literary merit that were read on the air.

The commission staff is also said to have noted that the material which gave rise to complaints was carried late at night and was not broadcast repeatedly.

Senate Inquiry ▪ Although the Pacifica case has been hanging fire for four years, it didn't attract any attention until the Senate Internal Security Subcommittee hearing last winter. Senator Thomas J. Dodd (D-Conn.), who presided at the closed-door sessions, said the hearing was to determine whether Communists had infiltrated the Pacifica stations.

Pacifica officials acknowledged that Communist party members had appeared as commentators on their stations. But, they said, representatives of right wing groups, including the John Birch Society, had also broadcast on the stations.

One Pacifica spokesman told the subcommittee that the foundation believes the public should have "access to the full spectrum" of political ideas.

The subcommittee two months ago made public the testimony taken during the hearing (BROADCASTING, July 29). But it has neither issued any report, nor made any recommendations. This puts the commission in the position of resolving a delicate issue raised by a Senate subcommittee.

Senator Kenneth B. Keating (R-N. Y) is the only member of the subcommittee to have commented on the hearing publicly. Shortly after the testimony was published, he said it wasn't the subcommittee's function "to judge or condemn any individual, but it is useful that certain facts were brought

Surgery for Murrow

Edward R. Murrow, director of the U. S. Information Agency, was scheduled to undergo major surgery Saturday (Oct. 5) at the Washington Hospital Center to free a blocked bronchial tube.

The former CBS vice president and CBS News correspondent noticed speech difficulty during engagements in Philadelphia a week earlier. Mr. Murrow contracted pneumonia during a Middle East inspection tour almost exactly a year ago. He was hospitalized then for several weeks.

to light so that the directors of the Pacifica Foundation and the public can approach the problem fully informed" (BROADCASTING, Aug. 5).

At the time of the hearing, Trevor Thomas, acting president of Pacifica, said FCC officials told him that the inquiry had "some bearing" on the commission's delay in acting on the license applications. Actually, however, the hearing jarred the FCC into action on the case. Until then, one commission official frankly admitted, "we were spinning our wheels."

Denver pay-TV gets third extension

Denver's pay TV test station KCTO (TV), channel 2, last week was granted a one-month temporary extension of its deadline for commencing trials. The commission said the extension runs from Oct. 3.

KCTO asked for a six-month extension because Macfadden Teleglobe Denver Corp., which is arranging programing has had difficulty obtaining film. The lack of scheduled programs has kept MTD from getting more than 500 hundred subscribers, the company said. The commission requires that prospective subscribers be provided with a list of programs the pay TV system will carry.

MTD originally asked KCTO to request a nine-month extension.

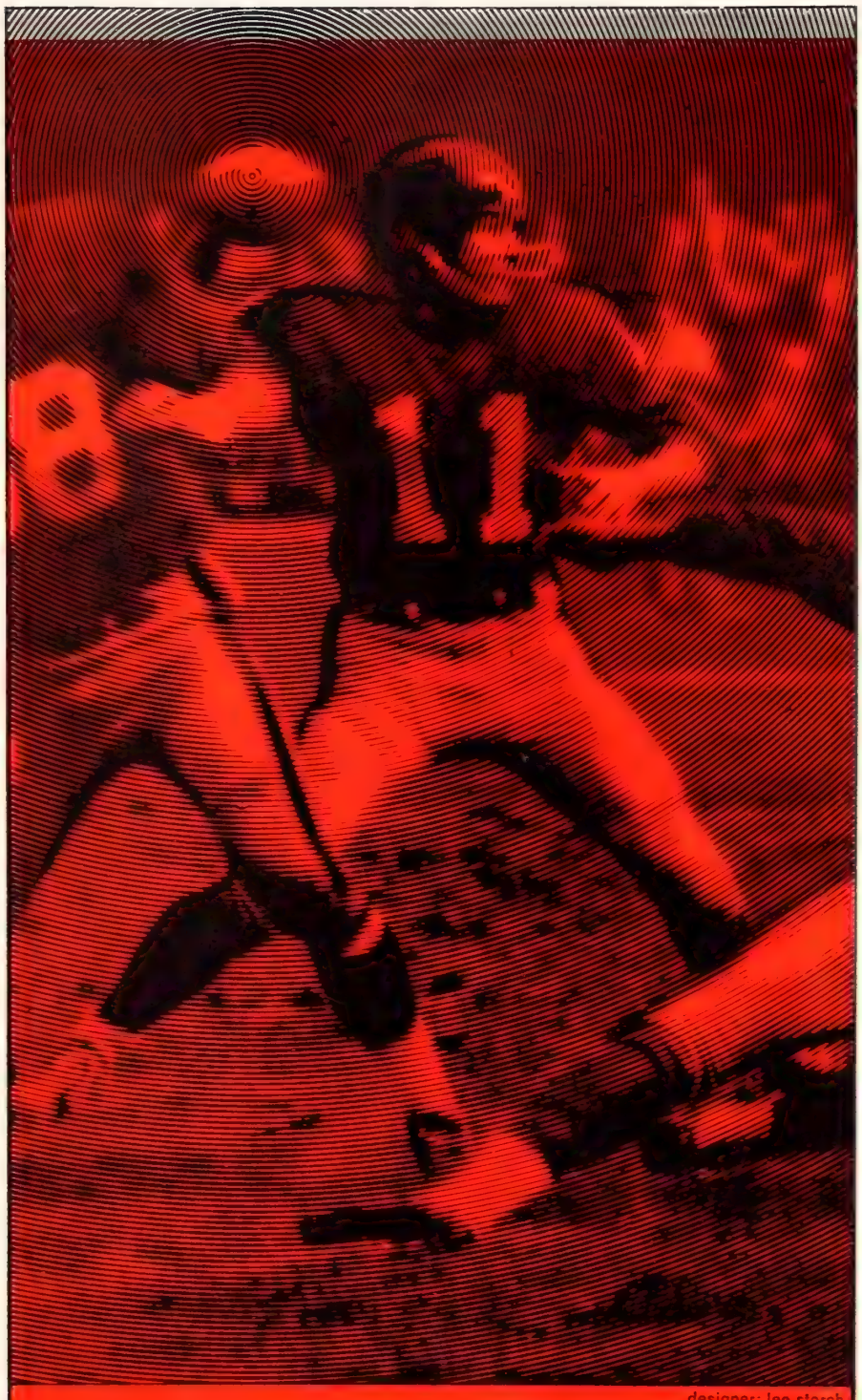
The commission said the temporary extension was granted pending receipt of addition information from KCTO. This is the third extension that has been granted.

Vaseline agrees to FTC consent order

Cheseborough - Pond's Inc., New York, agreed last week to abide by an order of the Federal Trade Commission prohibiting it from making "misleading claims" for Vaseline petroleum jelly in radio, TV and other advertising. Vaseline's consent to abide by the order does not constitute an admission that misleading claims were made in the past.

The FTC complaint had challenged various Vaseline advertising claims and maintained that the Cheseborough-Pond's product will not afford substantial protection against infection or form a protective barrier for the skin; is of no benefit in the treatment of open wounds or burns except to the extent of temporarily relieving pain.

Under the order, Vaseline will not be permitted to claim that it is a substitute for a first aid kit or that it will soothe and soften the skin better than similar products.


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TV code board still unsure of its path

SESSION WITH COLLINS LEAVES MEMBERS 'CONFUSED, DISAPPOINTED'

There was no meeting of the minds in Washington last week on the future directions and policies of the television code of the National Association of Broadcasters.

NAB President LeRoy Collins was expected to clarify policies as he appeared before a Monday (Sept. 30) meeting of the TV code board, but the nine members left town "confused" and "disappointed."

In a 30-minute prepared talk, Governor Collins stressed that the code should be a "dynamic" instrument to serve as the "champion of the public interest" —with benefits for and to the industry playing a secondary role. The NAB president was not specific in his thinking of the direction the codes should take in the years to come and, according to code board members, shed no further light on the subject during 90 minutes of questions by the code board.

This led to much criticism of the governor's position by a majority of those present—most of whom felt the NAB president should have given the code board concrete proposals. "I was utterly confused on the governor's position," one said. "We don't know what the president's policy is," he said. "You have seen his statement. Do you?"

Another member expressed "keen disappointment" that the governor did not come in with a program for the board to consider. He and others noted the "complete lack of liaison" between the governor and the board as well as the NAB president and the code authority staff. The board agreed that there must be improved and continuing liaison with the NAB president and plans to invite Governor Collins to sit in on all future meetings of the TV code board.

Governor Collins maintained that it was not incumbent upon him to be more specific at this time. "My area of concern is not with specifics," he said two days after the meeting. The code board meeting was not the time or place for details, he said, in stressing that it would be up to the new code director to work out the specifics of future code activities.

"I would have been impinging upon his domain had I made concrete suggestions," Governor Collins maintained. "My discussion [with the board] was limited to broad-gauge thinking."

Robert D. Swezey has resigned as code authority director effective Oct. 15, although he has agreed to remain on a part-time basis until a new man is selected.

Violators Beware ▪ In other business, the TV code board ordered the staff to move "immediately for definitive action" against 17 TV code subscriber stations who have been "repeated violators" of the commercial time standard provisions of the code during prime viewing hours. A "substantial number" of other stations were placed under "close scrutiny" by the code authority.

A code official said the first 17 stations will either have to comply with the code, resign, or have their membership revoked. Monitoring has disclosed that these stations either regularly program more than 17.2% commercial time during prime hours or violate code rules on multiple spots, or both. Their violations come under the June amendment to the time standards limiting commercial time during three daily prime hours to 17.2%. In addition, the code provides that a station break shall consist of not more than two spots (commercial or public service), plus identification, with the break not to exceed 70 seconds during prime time.

The second group of stations also is being checked for commercial violations, although there has been no indication that the infractions have been "repeated." Some have not as yet replied to inquiries by the code authority. In other instances, additional monitoring will be undertaken.

Both Mr. Swezey and William D. Pabst, TV code chairman from KTVU (TV) Oakland-San Francisco, stressed that very little trouble is expected in securing compliance from most of the stations, particularly those in the latter group. Mr. Swezey pointed out that the NAB's monitoring program is much improved, with all subscribers checked at least twice a year.

Mr. Pabst said that the staff has been instructed to make a detailed study of the experiences of subscribers in the application of the controversial time standard, with particular emphasis on the effect of the June change. Areas of difficulties in station interpretations will be pinpointed, he said. The chairman said that he contemplated the appointment of a code board subcommittee to make recommendations on the time standards and all approaches to TV advertising prior to the January code meeting.

Together Or Not ▪ In his presentation to the code board, Governor Collins said that "we should know at least if our broad-gauge thinking is together, and if it is not, strive in good faith to close the gaps. . . . I deeply hope that we can be assured of a unity of purpose within your board as we face the future. . . . I trust you will agree that to get a superior code job done, your assignment calls for objectivity and courageous effort, recognizing that on rare occasions such may be in conflict with the viewpoints . . ." of broadcasters.

If the industry had now the kind of codes it is capable of making, "no FCC chairman would dare speak as [E. William] Henry did in New York last week," Governor Collins said (BROADCASTING, Sept. 30). "The call to action is not merely the rumble of distant thunder portending greater government intervention. It is the roar of clear, present duty calling us all to better effort."

The NAB president noted that very highly respected broadcasters have characterized the codes as something to be "feared and resisted. The most widely read and most generously supported of our trade journals continually demeans the code and, I expect, receives warm praise and few complaints for doing so," he said.

Desired Course ▪ In his prepared statement, Governor Collins said that

Swezey praised by board

Robert D. Swezey, retiring director of the National Association of Broadcasters radio and TV codes, received the "gratitude and appreciation" of the TV Code Board in a formal resolution adopted at the board's meeting last week. Mr. Swezey was praised for the "energetic and constructive directions he has given to the office which he has held."

Signed to a $40,000-a-year contract for two years in 1961, Mr. Swezey announced his plans not to seek renewal several weeks ago (BROADCASTING, Aug. 19). He has agreed to remain in the job until a new director is selected. The original contract expires Oct. 15, after which date his salary will be cut in half since he does not expect to devote full time to the job.

the code must move down a new course based on acceptance of the proposition that the prime purpose of the code is to serve the best interests of the public. This means, he said, that the broadcasters' private interests should be incidental and subordinate to service to the public.

"When an issue arises under the code the first question to be resolved should be where does the public interest lie?" he said. This already is the present, clearly established policy of the NAB in administering the code, he said, "and it is a stronger allegiance to this concept that I say is the first need ahead."

To operate the code as the public's champion, the NAB must have more courage, more imagination and more idealism, Governor Collins said. "The code must be administered as a positive, affirmative, constructive force to improve television's service. . . . This means that the code should not wait for trouble, but should look for all signs of it and promptly get in motion preventive procedures. It should not be satisfied to help the broadcaster 'get by,' but should challenge him and aid him to do his best."

The NAB president said that his program would necessitate a "far greater effort in research," conferences, workshops and meetings in which talent and the public would be invited along with broadcasters. "It would mean a public relations effort to project the code as not only something in which the public has an interest, but in which it also has a working stake," Governor Collins said.

Code efforts have been "grossly inadequate" in many areas of TV advertising where there are "serious troubles," he said. These relate, aside from the time standards, "to interruptions, to poor quality, to clutter, to believability, to taste," he told the code board members. "Mr. Henry and the FCC are worrying about commercials. So are advertising agencies. So are congressmen. So are the people. So are some broadcasters — but not enough. We know there are serious troubles in this field, but we have not done enough about getting the facts and developing solutions."

The code must strive for qualitative commercial standards, Governor Collins stressed. "We have spoken of their virtue," he said, "but we have done little if anything to prove out any workable pattern of practical application. I am not sure we can, but we must at least try."

The NAB president said that his concern was not alone with "fires that need putting out. I am even more concerned with the fires we should kindle. . . . These are the fires of excitement and pride in the greatness of this industry."

No Czar, But ▪ The new code authority director will have "vast powers to develop and initiate concepts far more dynamic than the cautious trails of the past," Governor Collins said. The director's actions will be subject to review, he said, but "if he feels that code amendments are necessary, he will also need your [code board's] understanding and cooperation." In answer to questions by code board members, Governor Collins said that he did not envisage the new director as a "czar."

In an interview Wednesday, he said the code by-laws give the director broad powers which have not been used in the past. The director is charged with setting the policy and making code interpretations, he said, while the code board recommends to the TV board and rules on appeals of the director's decisions. Governor Collins said that he was recommending no change in this procedure.

Some of those at the Monday meeting questioned whether the governor's presentation was overly critical of Mr. Swezey and his administration. Not so, said the NAB president. "All of us will miss Bob Swezey, of course," he said. "At a very important time, and under many handicaps, he has rendered a highly competent and valuable service. He and I, in the candor that should go with mutual respect, agree that we do not view future code needs precisely eye-to-eye. . . ."

Later, Governor Collins said that it is impossible to make recommendations on how better to do things in the future without implying that something has been lacking in the past. "My statement was given in that spirit and not to demean Mr. Swezey," he said.

In speaking to the board, the NAB president said that a re-evaluation of code directions is needed and "made all the more necessary" by Mr. Swezey's resignation. "Up to this time I have made no overt effort to get a new director, primarily because I will want to represent to any prospective appointee the nature of the job that will be expected of him and also appraise his qualifications in this light," he said. "And, if possible, some common accord on our needs should be reached between your board and the TV board and me, first."

The NAB president has the authority to pick a new director, subject to the approval of the combined NAB radio and TV boards. The code boards have no jurisdiction in the matter.

Wrong Directions ▪ The NAB president discussed — and rejected — two other possible courses of future action for the codes. One, he said, would be to abandon the code as a structural self-regulatory force and substitute a



Bob Swezey (l), outgoing director of the NAB codes, and Roger W. Clipp, vice president-general manager of the Triangle Stations, engrossed in a serious discussion on the TV code.



Robert W. Ferguson (l), executive vice president-general manager of WTRF-TV Wheeling, W. Va., has the undivided attention of NAB President LeRoy Collins at last week's TV Code Board meeting.

GOING ON 27!



Swimsuit styling by Catalina

More top-name shows are now on Ch. 27—to make WKOW-TV's new local film lineup the biggest and brightest in Madison market history!

Every-week favorites like HENNESSEY, starring Jackie Cooper . . . BIOGRAPHY with Mike Wallace . . . TRAILS WEST, brand new to the Madison market.

And right across the board, Monday thru Friday, GROUCHO MARX . . . ART LINKLETTER'S PEOPLE ARE FUNNY . . . ADVENTURES IN PARADISE . . . THE REBEL . . . THE RIFLEMAN, with Chuck Connors.

And an exciting new format for WKOW-TV's legions of late evening viewers. THE NEW BREED . . . 87TH PRECINCT . . . and the star-studded DICK POWELL THEATRE.

For participations in these strong local shows — and adjacencies to ABC-TV's exciting new network lineup—now's the time to switch your pitch to WKOW-TV. Why don't you get going on 27?

WKOW TV abc

Madison, Wis.

TONY MOE, Vice-Pres. & Gen. Mgr.
Ben Hovel, Gen. Sales Mgr.
Larry Bentson, Pres.
Joe Floyd, Vice-Pres.

represented by Adam Young

A MIDCO station

broadcaster "Hippocratic Oath." Secondly, he said, the code could continue on its present course of the minimum self-regulation necessary as a defense against the pressures of the public and the government.

The latter, he said, is almost wholly defensive—"or to provide a very good-looking suit to dress up in for public appearances." This is all that many broadcasters want, Governor Collins pointed out. "We must face this squarely: Many in our ranks, including some very good broadcasters, sincerely feel that the best code is the one that looks like the most but actually is the least; one that will provide the least possible impingement upon their rights to do whatever they please without hindrance from any source outside their own individual organization."

Broadcasters must make their codes the "champion of the public interest," Governor Collins said later. The "mantle" of protector of the public must be taken away from the government and placed with the broadcasters, who know how to meet the requirements of their audiences better than anyone, he said. The public, he stressed, does not know or understand the dedication of most stations to serve and the codes should be used as a means of giving assurances both as to intentions and actual performances.

The NAB president planned to make essentially the same appeal last Friday to the radio code board.

No Agreement ▪ Mr. Pabst said the TV code board had neither approved nor rejected the president's statement. He said little was known about what Governor Collins has in mind and that the board had hoped for a more well-defined plan for the future. "If you did not expect more, you were not disappointed," he said.

Mr. Pabst said the board has not rejected any of the three code approaches presented by the president and is open to all other suggestions. A clear plan will have to wait for the January meeting, at which time he expressed the hope that a new director will be on the job. "Our next meeting will be a real working session," he promised.

Notably missing from any detailed discussions at the TV code meeting was (1) the FCC's rulemaking to set a limit on commercial time with comments due last week (see page 56) and (2) Governor Collins' plans for a December meeting to discuss the problems of TV advertising. On the latter, Mr. Pabst said he did not feel this necessarily comes under the subjects with which the TV code board is concerned.

The board last week heard a presentation by Gerald Corwin of Showbiz Inc., producer of a proposed TV program *Your Daily Horoscope*. Mr. Corwin is seeking code approval for the show on astrology and his attorney said that he had received permission from the code authority to submit additional information.

All members of the TV code board were present at last Monday's meeting, as well as code authority executives from the Washington, New York and Hollywood offices. Board members, in addition to Mr. Pabst, are Roger W. Clipp, Triangle Stations; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Ernest Lee Jahncke, NBC-TV; Douglas L. Manship, WBRZ(TV) Baton Rouge, La.; Joseph H. Ream, CBS-TV; Lawrence H. Rogers II, Taft Broadcasting Co.; Alfred R. Schneider, ABC-TV; and George B. Storer, Storer Broadcasting Co.

Defective towers will be replaced

The discovery of defects in a batch of steel used in three television towers has delayed the air dates of two of the stations and created the need for replacement of a third tower already in use.

The stations are WGHP(TV) High Point, N. C., and KEND-TV Fargo, N. D., both under construction, and WIBW-TV Topeka, Kan., which shifted to a new tower Aug. 30.

The steel was supplied by Bethlehem Steel Co. for fabrication and erection by Kline Iron & Steel Co., Columbia, S. C. A Kline workman discovered "internal deviations" in the steel when the Fargo tower, destined to be 2,063 feet high, was at the half-way point of assembly of its sections on the ground.

Kline conducted tests on the High Point tower, which was nearing completion, and on the Topeka tower, which was already in use, and found the same imperfections. All three towers had been fabricated from the same Bethlehem production lot.

Kline and Bethlehem have agreed to make good. The replacement tower at WGHP(TV) High Point has been topped out, and the channel 8 station expects to be on the air by Nov. 15. Its original target date was Oct. 15. As of last week the tower of KEND-TV Fargo was one-fourth of the way, up and the station hopes to be in business on channel 11 in December.

For WIBW-TV Topeka, Kline will construct another tower alongside the 1,249-foot structure from which the station has been operating since Aug. 30. The duplication of towers will avoid interruption in the station's service.

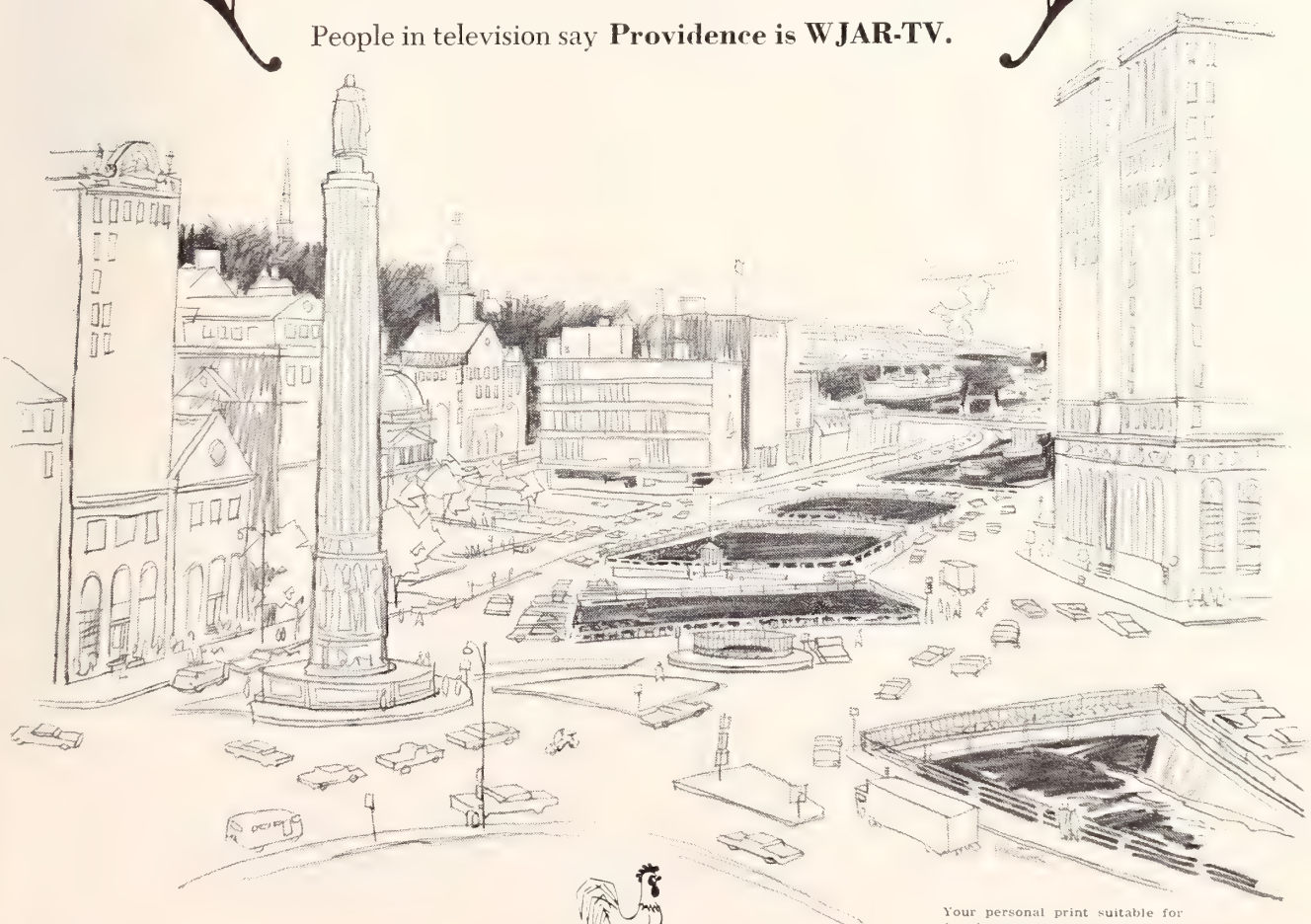
Thad M. Sandstrom, general manager of WIBW-TV, said Kline, in acting promptly "to correct fully the problems arising through no fault of their own," had confirmed "the confidence we expressed in this firm's integrity when we originally placed the order for our tower."

Widest Bridge in the World?

"Fella even packed his secretary off to the library. Couldn't believe it. Providence, he said . . . never! Widest bridge in the world? Names like Moshassuck and Woonasquatucket flowing beneath it?

Big job for the Providence folks of 1710. The Crawford Street bridge . . . 1147 feet wide . . . widest in the world . . . a part of us . . . Providence."

But then Providence is many things. It's change. A bridge from the old to the new. A market for new ideas . . . new products. A people busy at Fifth Avenue fashions, electronics, jewelry and the defense of a country. Providence is New London, Norwich and Mystic — all in Connecticut. Providence is Plymouth, Worcester and New Bedford — all in Massachusetts. Some people even say Providence is Rhode Island. People in television say **Providence is WJAR-TV.**



Your personal print suitable for framing, awaits your card or call.

FIRST TELEVISION STATION IN RHODE ISLAND

AN OUTLET CO. STATION **NBC** — Edward Petry & Co. Inc.

Ratings problems concern Missouri meeting

BROADCASTERS TOLD TO EMPHASIZE BASICS

The continuing dispute over broadcast ratings and growing regulation of radio and television by the federal government held much of the attention of the Missouri Broadcasters Association at its annual fall meeting Thursday and Friday in Jefferson City. Emphasis was placed upon the need for greater vigiliance by the individual broadcaster in dealing with both problems.

Robert E. L. Richardson, former counsel to the House Subcommittee on Regulatory Agencies, said that the subcommittee when it resumes hearings on the ratings problem will call chairmen of the boards of radio-TV sponsors and present them with the findings of the investigation. He said the advertisers will be asked to consider whether using such ratings as have been available has been a good way to decide what programs and periods to buy.

Programs Dropped ▪ Making a detailed critical review of virtually all of the rating services on the grounds that they are "inaccurate" and use "too small a sample," Mr. Richardson made a point of how ratings have caused the sudden demise of new programs already this fall. He singled out the cancellation of *100 Grand* after only three weeks on the air (see page 80), and noted that the rating samples were based on the 1940 census. (During the congressional hearing, the subcommittee charged that the A. C. Nielsen Co.'s survey sample was still based mainly on a design built on census data from 1940 [BROADCASTING, March 25].)

Broadcasters have sacrificed accuracy, Mr. Richardson said, and have used ratings principally as a selling tool. He warned that station licensees probably will be held responsible for authenticating the accuracy of future ratings, particularly at license renewal time.

Selling Basics ▪ John F. Hurlbut, president and general manager of WVMC Mount Carmel, Ill., pointed out that broadcasters have been so preoccupied with ratings that they have neglected to sell the basics of the broadcast media. He said the overuse of the cost-per-thousand comparison technique in competition with other media has been a disservice to radio and TV.

Pointing out that small-market radio stations have prospered without access to ratings figures, Mr. Hurlbut invited the RAB to establish an on-the-job training plan for big-market radio salesmen and key RAB personnel in the smaller markets where radio has to be sold on its merits.

Don E. Pailey, president KGBX Springfield, MBA president, said "it is clear that state associations working with the NAB must continually be ready to defend and preserve our right to do business. There are many in the present administration in Washington that do not believe broadcasting should have the freedom it now has."

Rights Threatened ▪ Mr. Dailey said that these government administrators "seek to make us a public utility even though we have the greatest broadcasting system in the world built through freedom of enterprise and private ownership." He also warned that broadcasters' right to editorialize "is slowly being regulated to death."

John L. McClay, operations vice president of Taft Broadcasting Co., observed that the formal pleadings in response to the FCC and other regulatory proceedings are not always completely adequate to present the most clear picture of industry feeling. "The individual broadcaster," he said, "or the small group of broadcasters can step into the debate faster with a greater variety of argument and with a persuasive effect that will greatly reinforce [our] case."

Mr. McClay proposed that every state broadcasters' association form a committee for the specific purpose of considering and preparing replies to the public proposals of individual FCC commissioners. He said that such proposals should be studied very carefully on their merits. The committee can then submit practical reasons for rejection if necessary.

During Thursday's meeting, the MBA members pointed out that part of their problem in Washington is the lack of knowledge about the broadcasting industry to be found among many congressmen and senators on Capitol Hill. To help meet this problem they voted to purchase subscriptions to BROADCASTING Magazine for each member of the Missouri delegation in Congress.

RAB waiting for NAB to pledge its troth—and cash

A decision is near in the six-month courtship of the National Association of Broadcasters by the Radio Advertising Bureau seeking a marriage of efforts and dollars for a study of radio research methodology.

RAB President Edmund Bunker said last week that he has asked NAB President LeRoy Collins to say "yes" or "no" by Thursday (Oct. 10) when a meeting is scheduled in Washington of the RAB-NAB liaison committee. Governor Collins agreed that the RAB has been kept waiting at the altar long enough and is due an answer, but another NAB official said it will not be forthcoming this week.

A special subcommittee of the NAB research committee has been named to study the latest RAB proposal and recommend a course of action. The subcommittee, headed by the NAB vice president for research, Melvin Goldberg, has been given until Oct. 15 to report to the full committee, headed by Donald McGannon of Westinghouse Broadcasting Co.

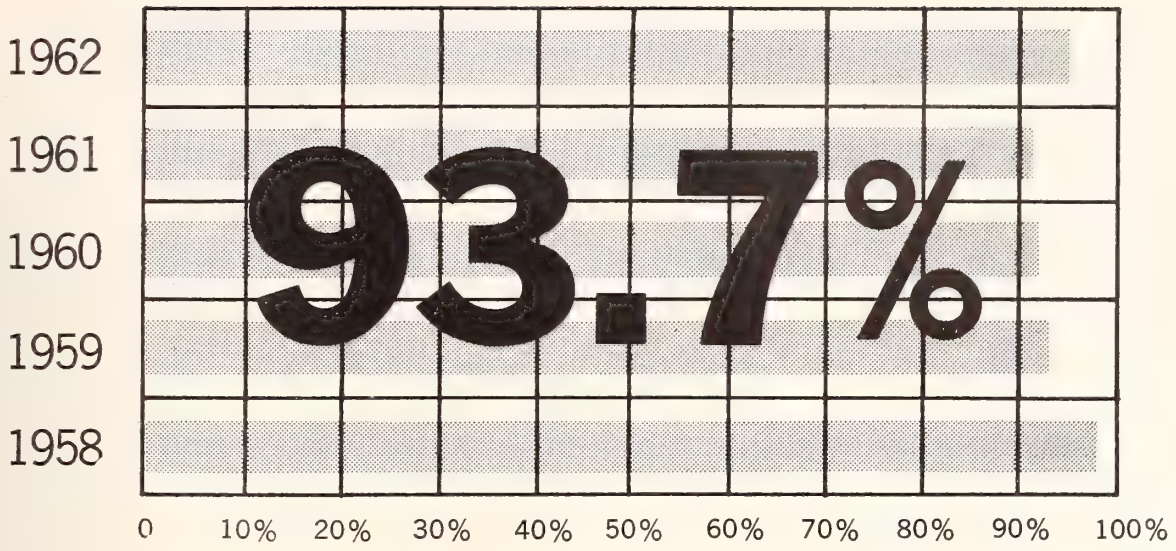
The NAB position is that the methodology study is not on the agenda for Thursday's meeting, but RAB's Bunker said "you can bet that it's our No. 1 item." NAB officials point out that its representatives at the meeting will not be empowered to consider the RAB merger, with this function invested in the research committee alone.

Mr. Bunker said that RAB is being criticized by its members for delaying the start of the study—first announced at the NAB convention last April—for so long. At that time, the radio bureau asked NAB to participate and to contribute $75,000 of the proposed $200,000 cost.

RAB, Mr. Bunker said, is prepared to start on its own Friday if it gets a turndown or no answer from the NAB the previous day. "As of Oct. 11 we are going," he said.

Mr. Goldberg, it was learned, has written members of the NAB research committee that he will recommend a joint NAB-RAB study if he is placed in complete charge. Mr. Goldberg reportedly wants it understood at the start that if the NAB participates and contributes financially that he will outrank Al Watson, who has been retained by RAB for the study.

Members of the RAB-NAB liaison committee, formed to delve into mutual areas of interest, include Messrs. Collins and Bunker, John Box Jr., WIL St. Louis; Richard Chapin, KFOR Lincoln, Neb.; Arthur Hull Hayes, CBS Radio; Robert Hurleigh, Mutual; Ben Strouse, WWDC-AM-FM Washington (NAB radio board chairman), and Vic Diehm, WAZL Hazleton, Pa. (RAB board chairman).



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the show with the Lyons share of sponsors and mail!

Ruth Lyons sponsors are among the happiest people in the world. And they stay happy for years. Prime proof of the pudding! Nu-Maid Margarine has been on the show for 21 years; Fels soap products and Folgers Coffee for 11 years; Frigidaire for 5 years. And the list goes on and on.

A big part of Ruth's 1,726,000 pieces of mail last year was her fabulously successful Telephone Exchanges for various sponsors with valuable prizes. Even though audience was not required to send in sponsors' labels, an overwhelming 98% did!

need we say more?

CROSLEY COLOR TV NETWORK

WLW-T	WLW-D	WLW-C	WLW-I
Television Cincinnati	Television Dayton	Television Columbus	Television Indianapolis

WLW Radio—Nation's Highest Fidelity Radio Station

CROSLEY BROADCASTING CORPORATION
a subsidiary of Avco

SOLD: 3 TV AND 1 RADIO STATION

Total prices for properties reach $12.5 million

Sales of broadcast stations announced last week totaled almost $12.5 million in purchase price money and involved three television and one radio station.

The TV stations:

▪ KOVR(TV) Stockton-Sacramento, Calif., sold by Metromedia Inc. to McClatchy Newspapers for $7,650,000.

▪ KTVE(TV) El Dorado, Ark.—Monroe, La., sold by Veterans Broadcasting Co. and others to J. B. Fuqua for $1.5 million.

▪ KTVO(TV) Kirksville, Mo. (Ottumwa, Iowa), sold by James J. Conroy and associate to the *Appleton* (Wis.) *Post-Cresent* for $1,255,000.

The radio station:

▪ WWRL New York, sold by William H. Reuman and group to Egmont Sonderling and associates for $2 million.

The group sales is one of the heaviest in recent months.

Negotiations for the KOVR sale, long rumored on the block for the right buyer and at the right price, were conducted by John L. Kluge, Metromedia president, and Eleanor McClatchy, president of the newspaper-broadcast group bearing her name.

In announcing the successful conclusion of the negotiations, Mr. Kluge said:

"I feel that the McClatchy organization, because of its long experience in broadcasting and a history of public service in California is particularly well equipped to continue superior television in Stockton and Sacramento."

Metromedia bought the ABC-affiliated channel 13 outlet in 1960 from the Gannett Co., Rochester, N. Y.-based newspaper-broadcast group, for $3.5 million including obligations. Gannett bought the station from Television Diablo Inc. in 1958 for $1.48 million.

McClatchy stations are KFBK-AM-FM Sacramento, KMJ-AM-FM-TV Fresno, KBEE-AM-FM Modesto, all California, and KOH Reno, Nev.

The group also owns and publishes the *Sacramento Bee, Fresno Bee* and *Modesto Bee.*

Metromedia now owns WNEW-AM-FM-TV New York, WTTG(TV) Washington,WHK-AM-FM Cleveland, WIP-AM-FM Philadelphia, WTVH(TV) Peoria, WTVH (TV) Decatur (both Illinois), KMBC-AM-FM-TV Kansas City, Mo. and KLAC-AM-FM and KTTV(TV) Los Angeles. Pending FCC approval is Metromedia's purchase of WCBM-AM-FM Baltimore.

Fuqua Buy ▪ The El Dorado, Ark., station, was bought by J. B. Fuqua owner of WJBF-TV Augusta, Ga., for $650,000 and assumption of $850,000 in liabilities. Mr. Fuqua is in the insurance business, is Democratic state chairman, a state senator and recently acquired a string of bakeries.

Veterans Broadcasting, headed by Ervin F. Lyke, owns WROC-AM-FM-TV Rochester, N. Y. Mr. Lyke is understood to be negotiating for another TV station in the East. Associated with Veterans in the ownership of the NBC-affiliated channel 10 Arkansas outlet is William H. Simon.

Handling the sale was Robert Wasdon, Tampa, Fla.

The sale of the Kirksville-Ottumwa channel 3 station to the Appleton newspaper was by Mr. Conroy and his brother-in-law, Raymond E. Russell. The Appleton newspaper owns WEAU-TV in Eau Claire, Wis., which it bought last year for $2.1 million from Morgan Murphy. It recently bought WAXX Chippewa Falls, Wis. Mr. Conroy will remain as a consultant.

The station, which began operating in 1956, is licensed to Kirksville, but its principal office is in Ottumwa: it has studios there and in Lancaster, Mo.

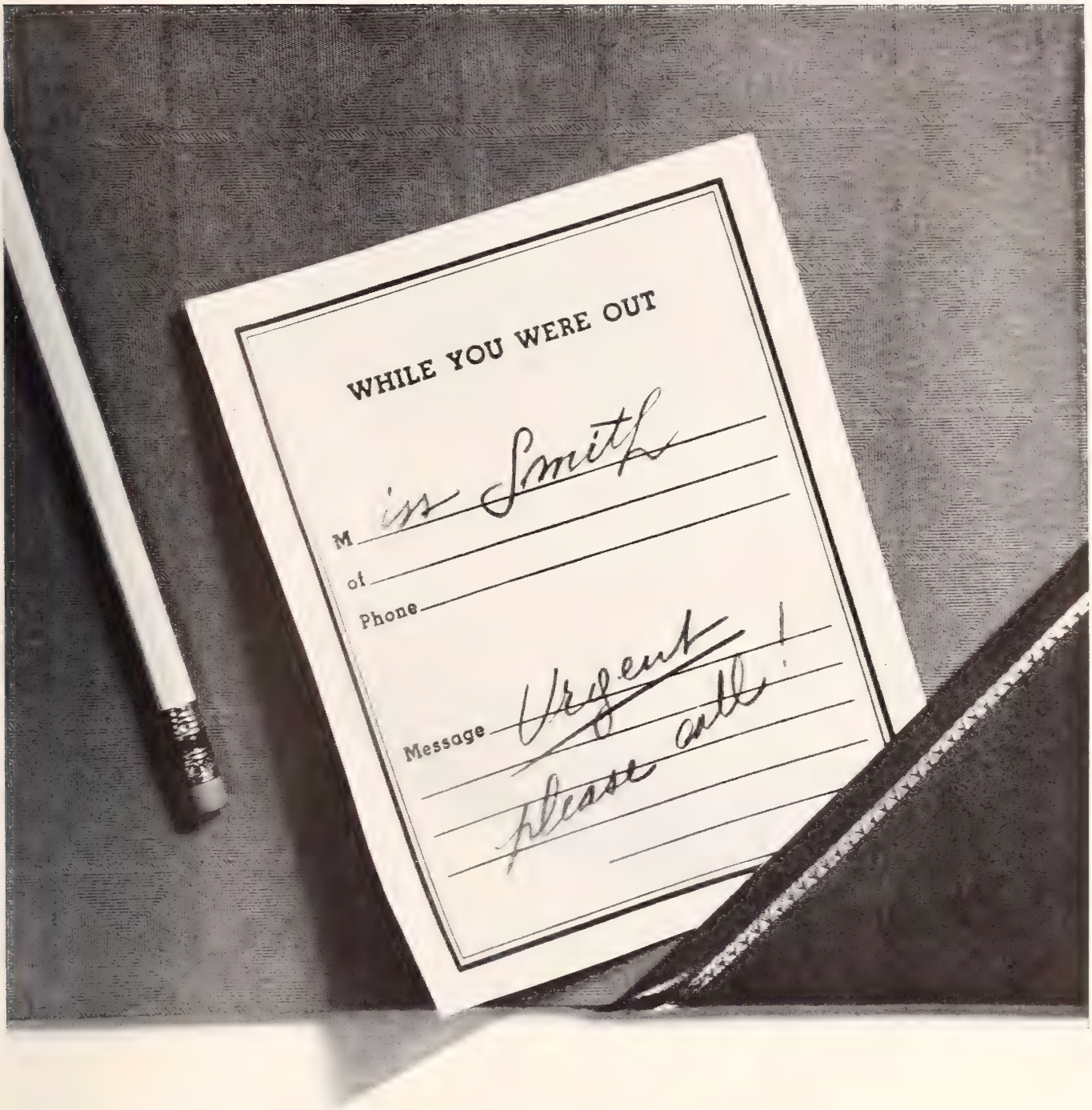
Fifth Sonderling Unit ▪ The 37-year-old WWRL, which is located in Woodside, Long Island, was sold by Mr. Reuman to Mr. Sonderling and his associates, Richard Goodman and Mason A. Loundy. Mr. Reuman is retaining the station's FM adjunct, WRFM(FM).

The Sonderling group owns WOPA-AM-FM Oak Park, Ill.; KFOX-AM-FM Long Beach, Calif.; WDIA Memphis, and KDIA Oakland, Calif.

WWRL (fulltime on 1600 kc with 5 kw) will continue to orient its programs primarily for the Negro audience, the announcement said, similar to the operation of the Sonderling group's Memphis and Oakland stations. On weekends, however, it was said, WWRL will carry foreign-language programs for the major ethnic groups in the New York ara. The Long Beach stations specialize in country and western music, while the Oak Park stations specialize in foreign language and Negro programs.

The broker on the WWRL sale was Arthur Hogan of the Albert Zugsmith Communication Corp.

5 HAVE BEEN ADDED . . .
. . . to our listening audience
KSDN
Aberdeen, So. Dakota



"Which Miss Smith?"

Full names are important, with products as well as people. Johnson & Johnson makes a whole family of products under the BAND-AID Brand, from BAND-AID Brand Adhesive Bandages to BAND-AID Brand AIR-VENT Adhesive Tape to BAND-AID Brand Spray Antiseptic. We like to be talked about, but just as there's more than one woman named Smith, there's more than one product with the BAND-AID Brand. A whole family of products carry the BAND-AID Brand to indicate "made by Johnson & Johnson." So, always follow the "BAND-AID" Brand with the product name.

Johnson & Johnson

GOVERNMENT SPECTER SITS ON HIGH

NAB unveiling 1963 edition of road show in Hartford

Government regulation and more government regulation will be a prominent if uninvited guest next week as the National Association of Broadcasters begins its annual series of eight fall conferences Oct. 14 in Hartford, Conn.

More than 200 New England broadcasters will gather in Hartford's Hilton hotel with the threat of federal intervention into their daily activities more prominent than ever before. And, as never before, the NAB will call on individual broadcasters as participants in the planned programs and will seek comments from the floor.

NAB President LeRoy Collins will make an informal address at each conference and will answer questions of NAB members. He also will hold news conferences in each of the cities to be visited by the NAB road show. Following the 1½-day conference in Hartford, the NAB will set up shop in Minneapolis' Leamington Hotel Thursday-Friday (Oct. 17-18).

Lee Fondren, KLZ Denver, will address an opening day luncheon at Hartford on "Advertising, 1980." Mr. Fondren is a past president of the Advertising Association of the West and is current vice chairman of the Advertising Federation of America.

Carl Haverlin, president of Broadcast Music Inc., will be the featured speaker in Minneapolis. Each of the eight conferences will follow the same format, but with different broadcast panelists in each city.

Carlton Brown, WTVL Waterville, Maine, and member of the NAB radio board, will preside at the Hartford conference as host director. From Minneapolis, NAB stops are scheduled in Pittsburgh (Oct. 21-22), Miami (Oct. 24-25), Nashville (Nov. 14-15), Fort Worth (Nov. 18-19), Denver (Nov. 21-22) and San Francisco (Nov 25-26). The Hartford program follows:

Oct. 14, 9:30 a.m.—Welcome, Mr. Brown. President's Report, Governor Collins. The Congress Speaks, specially filmed reports to broadcasters by members of Congress prominent in radio-TV matters. "Mending Fences—Building Bridges: Government and Community Leader Relations," Vincent Wasilewski, NAB presiding. Discussion leaders, John Couric and Paul Comstock, NAB and Roy Danish, president, TV Information Office; panelists—Joseph K Close, WKNE Keene, N. H.; John Crohan, WCOP Boston; Mike Cuneen, WDLA Walton, N. Y.; Joseph Sinclair, WJAR-AM-TV Providence, R. I.; Mr. Brown; W. C. Swartley, WBZ-TV Boston, and Joseph P. Dougherty, WPRO-TV Providence.

Lunch, Mr. Fondren, speaker.

Radio Session, 2:30 p.m., Jack Lee, WPRO Providence, presiding. "New Techniques in Buying and Selling Radio Time," panelists—Robert Palmer, Cunningham & Walsh; John P. Blair, John Blair Co.; Frank A. Balch, WJOY Burlington, Vt.; Walter A. Schwartz, WABC New York.

"Music Matters," John Meagher, NAB, moderator. Report by Robert T. Mason, WMRN Marion, Ohio, and chairman of the All-Industry Music Licensing Committee; panelists—Richard Gersh, Colpix Records, New York; Howard L. Green, WOND Pleasantville, N. J.; Daniel Kops, WAVZ New Haven, Conn.; Fred Ruegg, CBS Radio, New York.

"Management Decisions at KNAB Radio," Jim Hulbert, NAB, moderator; panelists—Israel Cohen, WCAP Lowell, Mass.; Theodore Jones, WCRB Boston; Robert Peebles, WROM Albany, N. Y.; Herbert C. Rice, WILI Willimantic, Conn.

"Radio Bull Session," Mr. Meagher, moderator; Nathan Hallenstein, FCC, guest participant.

Television Session, 2:30 p.m., Bill Carlisle, NAB, presiding. "A Major Problem at WCOM-TV," Mr. Hulbert, moderator; panelists—Joseph Dougherty, WPRO-TV Providence; Eugene Wilkin, WGAN-TV Portland, Me.; Robert Bray, WHNB-TV New Britain-Hartford; Walter Dickson, WABI-TV Bangor, Me.

"Public Service in Prime Time," Mr. Carlisle, moderator; panelists—Leonard Patricelli, WTIC-TV Hartford; Ken MacDonald, WBZ-TV Boston; Daniel German, WKTV (TV) Utica, N. Y.; Joseph Fogarty, WPRO-TV Providence.

Joint Session, Oct. 15, 9:30 a.m. Jack Lee, WPRO-AM-TV Providence, presiding. "Research and Ratings," Donald McGannon, Westinghouse Broadcasting Co. and chairman of the NAB Research Committee. "Controversy on Your Station and How to Deal with It," Howard Bell, NAB, moderator; panelists—John W. Guider, WMTW-TV Poland Spring, Me.; Sam Slate, WCBS New York; Sydney E. Byrnes, WSOR Windsor Conn.

"Conference Roundtable," Governor Collins and NAB staff answering questions from the floor.

Adjournment and on to Minneapolis.

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in Radio-TV Properties

Excellent facility covering large midwest market. $50,000 down and liberal terms.

MIDWEST
$250,000

Class IV with excellent real estate and physical facilities. Ideal for owner-operator. $50,000 down will handle on easy payout.

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Excellent real estate. Easy terms for good qualified owner-operator. Low downpayment.

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Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval* (*for other commission activities see* FOR THE RECORD, *page* 96).

▪ KOVR(TV) Stockton - Sacramento, Calif.: Sold by Metromedia Inc. to McClatchy Newspapers for $7,650,000 (see story, page 74).

▪ WWRL New York: Sold by William H. Reuman to Egmont Sonderling and associates for $2 million (see story, page 74).

▪ KTVE(TV) El Dorado, Ark. (Monroe, La.): Sold by Veterans Broadcasting Co. and others to J. B. Fuqua (WJBF-TV Augusta, Ga.) for total of $1.5 million (see story, page 74).

▪ KTVO(TV) Kirksville, Mo. (Ottumwa, Iowa): Sold by James J. Conroy and associates to *Appleton* (Wis.) *Post-Crescent* for $1,255,000 (see story, page 74).

▪ WRFB Tallahassee, Fla.: Sold by Emerson Browne to Don Price for $120,000. Mr. Price has been a broadcast executive in Florida and Georgia for many years. Mr. Brown retains WCLB Camilla, Ga. WRFB is a daytimer on 1410 kc with 5 kw. Broker: Blackburn & Co.

▪ WTSA Brattleboro, Vt.: Sold by Theo-

dore Feinstein to Robert Price and group for $80,000. Mr. Price is a New York attorney. Other Feinstein stations are WLYN Lynn and WNBP Newburyport, both Massachusetts, and WOTW Nashua, N. H. WTSA is fulltime on 1450 kc with 1 kw daytime and 250 w nighttime. Broker: Chapman Co.

▪ WLVN Nashville, Tenn.: 10% interest sold by Second Thursday Corp. to Alfred Greenfield for $20,000. Mr. Greenfield, who was named vice president in charge of operations and station manager, was formerly sales manager of WHHM Memphis, Tenn. Station, principally owned by S. J. Simon, operates on 1560 kc with 10 kw daytime only.

CBS Radio adds five

CBS Radio has added five stations to its network lineup. Joining are WRUM Rumford, Me. (790 kc, 1 kw), Sept. 29; WAOV Vincennes, Ind. (1450 kc, 1 kw-D, 250 w-N) which discontinues Mutual affiliation: KBMW Breckenridge, Minn. (1450 kc, 1 kw-D, 250 w-N) Oct. 27; WMOG Brunswick, Ga. (1490 kw, 250 w), Dec. 1 and WAYX Waycross, Ga. (1230 kc, 1 kw-D), Dec. 1. Both WMOG and WAYX will discontinue ABC Radio.



WLWC(TV) getting a new look

Walter E. Bartlett, vice president and general manager of WLWC(TV) Columbus, Ohio, displays architect's drawing of station as it will look following a $1 million construction-expansion program. Scheduled for completion by September 1964, the station's facilities will be more than doubled—from 14,500 square feet to 35,000 square feet—and a full line of color equipment added. Construction is to start by year end.

Media reports...

WCAG starts ▪ WCAG West Chester, Pa., a 250 w daytimer on 1520 kc, was to begin operation Oct. 4. President of the new station is Edgar Shelton, former ABC vice president in Washington. Ed DeGray, former president of ABC Radio, is vice president.

ATAS workshops ▪ The Chicago chapter of the National Academy of Television Arts & Sciences tomorrow (Tuesday) begins a series of professional television workshops in cooperation with Roosevelt University there. Eleven evening sessions are open to both industry members and public and include talks by local station and agency executives.

Fifth annual ▪ Broadcast Music Inc. and the American Association for State and Local History are co-sponsors, for the fifth year, of a nationwide historical competition. Prizes of $500 each will be given to the radio and TV stations that produce the two best programs dealing with state or local history during 1963. Similar grants will be made to state and local agencies involved in the production of winning broadcasts. Announcement of winning programs will be made in the spring of 1964.

Advisory committee formed ▪ The Colorado Broadcasters Association has established an advisory committee to consult with the radio-TV department of the University of Colorado on broadcast curriculum development and educational radio-TV programs. Chairman of the committee is Russel Shaffer, owner and general manager of KBOL Boulder, Colo. Other committee members are Dr. Richard H. Bell and James Dryden, of the university's radio-TV department.

WHAT IS YOUR STATION WORTH?

Over the years the firm of Hamilton-Landis and Associates, Inc. have formerly appraised many millions of dollars worth of broadcast properties.

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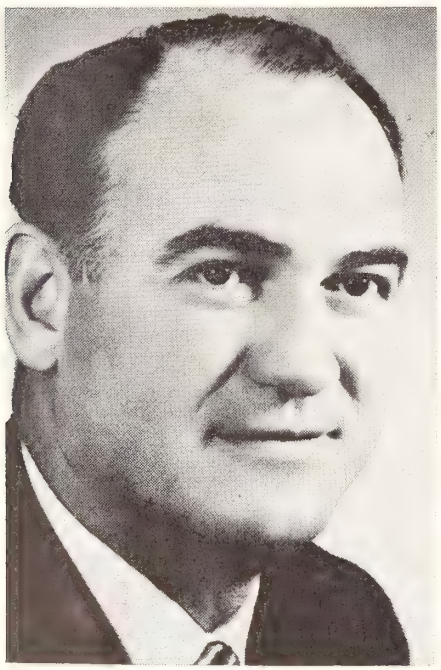
Will operate over 50 systems with 100,000 subscribers

A new, major entity in the community television field was in the making last week.

Involved are RKO General and H&B American Corp., both already substantial CATV owners.

After a stock transaction is consummated—and this must wait FCC approval for one element of it—H&B American will own and operate over 50 CATV systems, serving 100,000 subscribers, with RKO General owning about 56% of H&B through its wholly-owned subsidiary, Video Independent Theaters Inc., Oklahoma City.

The transaction, announced last Thursday, proposes to turn over to H&B the RKO General CATV subsidiary, Vumore Inc., and a microwave relay subsidiary, Mesa Microwave Inc. In return, RKO General, which already owns 576,000 shares (20%) of H&B plus debentures totaling $500,000, will receive 1,550,000 shares of H&B.



Mr. O'Neil



Mr. Bright

H&B's capitalization will be increased from its present 4 million shares to 5 million shares of common voting stock, with both remaining at 10 cents a share par value. Vumore Inc. will be liquidated.

Vote in December ▪ H&B stockholders will vote on the deal at a stockholders meeting in December.

Details of the transaction were submitted to the FCC last week. FCC approval is necessary for the transfer of Mesa Microwave, a common carrier relay which serves Vumore cable systems in Arizona.

As part of the deal H&B can borrow up to $2 million from RKO General at 6% interest for expansion and modernization. In addition to its present 24 CATV systems with 70,000 customers, H&B is building four, and holds franchises for three more.

Eleven States ▪ H&B systems are in California, Alabama, Arizona, Colorado, Idaho, Iowa, Maine, Montana, New Jersey, New Mexico, Washington and New Brunswick, Canada.

H&B also owns two microwave relay systems, H&B Microwave and H&B Communications Corp.

The company grossed $4.45 million in the fiscal year ended July 1, and earned $1.4 million before depreciation, David Bright, chairman and president, said. It has a tax credit of $3 million from previous years' losses, he said.

Last Thursday, following announcement of the RKO General-H&B American deal H&B American closed with a gain of 1.8 on the American Stock Exchange, closing at 3¼.

RKO General's Vumore operates 27 cable systems with 30,000 subscribers primarily in the Southwest. Vumore is a subsidiary of Video Independent Theatres Inc., Oklahoma City based chain of movie houses in the Southwest, which RKO General purchased in 1961 for over $4.5 million from the estate of the late Henry Griffin.

Vumore and Mesa Microwave, Mr. Bright said, had sales of $2.2 million and net operating profit before depreciation and taxes of $1.16 million for the fiscal year ended July 31.

Honorary alumnus

A helping hand from a commercial broadcaster has enabled the San Fernando Valley State College in Northridge, Calif., to have its own educational FM station, KEDC-FM. Saul R. Levine, owner of KBCA(FM) Los Angeles, learned that the educational institution had long wanted a station of its own, but was unable to get the necessary money from the state, so he donated a transmitter and antenna to the college and, in his professional status as an attorney, drew up the application papers filed with the FCC for the new station.

NAB 'Future' committee to hold 3d meeting

Pay television, community antenna TV and the FCC's UHF policy will be the major items of discussion Wednesday (Oct. 9) when the Future of TV in America Committee of the National Association of Broadcasters meets in Washington. The broad goal of the committee is to recommend to the NAB board new policies to be followed in all three of these areas.

This will be the third meeting of the committee, under Chairman Dwight Martin of WAFB-TV Baton Rouge, La., since it was formed last February. At its last session in June, the committee heard a detailed staff report on pay TV and directed the gathering of further material on the problem for consideration at this week's meeting.

The committee is considering if NAB should change its opposition to pay TV over the air, or if it should be expanded to include wired systems. Discussions have been held on whether the NAB should retain an outside consultant for a major study of pay TV or whether a staff position should be created for this purpose.

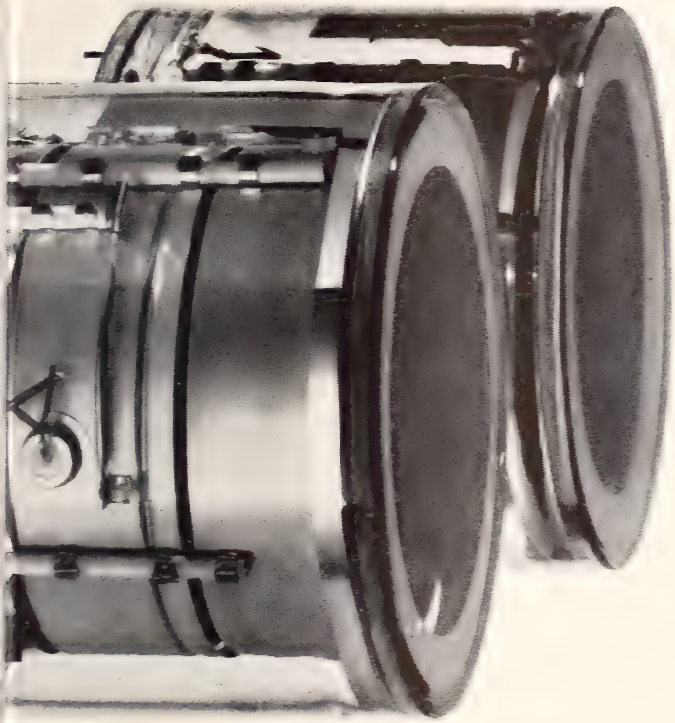
Two broadcast groups buy Coca-Cola franchises

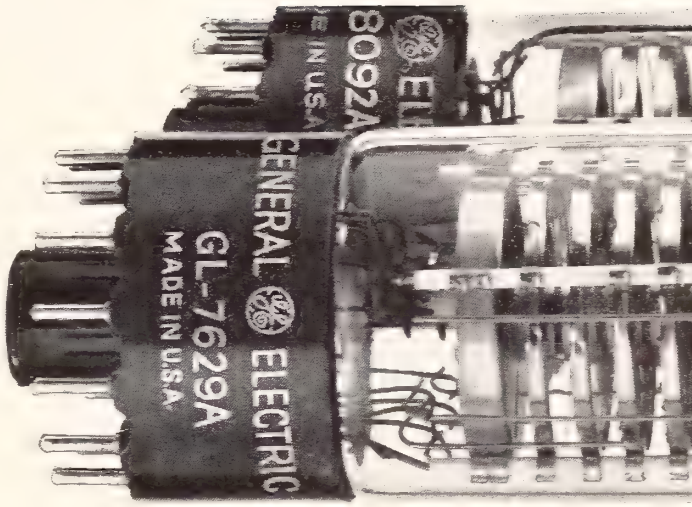
Coca-Cola bottling franchises have been acquired by two broadcasting groups.

Wometco Enterprises, Miami, Fla., has announced an agreement to buy the Coca-Cola Bottling Works of Nashville, Tenn., in a multi-million transaction. The bottling company operates plants in Nashville, Lebanon and Springfield, Tenn., owns 50% interest in companies operating similar bottling works in Dickson and Columbia, Tenn., and has a royalty interest in a plant in

ELECTRONICS

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GENERAL ELECTRIC



Commercial broadcaster pledges aid to ETV

Midcontinent Broadcasting Co. has pledged equipment and other support to South Dakota State College, Brookings, in the school's efforts to apply for and operate channel 8 in that city.

Midcontinent, licensee of KELO-AM-TV Sioux Falls, KDLO-TV Florence and KPLO-TV Reliance, all South Dakota, will donate $107,000 in TV equipment, including a 700-foot tower and antenna and two image orthicon cameras. The company also has offered to provide legal and engineering services. Midcontinent said its aid will enable the college to be eligible for Health Education and Welfare matching ETV funds.

Joe Floyd (l), president of Midcontinent, presents Dr. H. M. Briggs, president of the college, with the list of the donated equipment. Mr. Floyd is a member of the school's advisory council.

Stations included in Walker's libel suits

Libel suits totaling $26 million against newspapers and radio and TV stations have been filed by former Major General Edwin A. Walker because of news reports of his activities at the University of Mississippi last year when Negro James H. Meredith was enrolled.

Claiming that false statement were made about him in the news reports of the riot at Oxford, General Walker asked damages of:

- $10 million against the *Atlanta Journal* and *Constitution* and Ralph McGill, *Constitution* publisher. The newspapers are affiliated in ownership with WSB-AM-FM-TV Atlanta, although the stations were not mentioned in the suit.
- $2 million against the *Fort Worth Star-Telegram,* Publisher Amon G. Carter Jr. and the newspapers' WBAP-AM-TV.
- $2 million against the *Louisville Courier-Journal* and *Times* and its radio station, WHAS.
- $2 million against the *St. Louis Post-Dispatch* and its KSD-TV.
- $1 million against *Newsweek* Magazine. *Newsweek* is owned by the Washington Post Co. (*Washington Post*), which owns WTOP-AM-FM-TV Washington and WJXT(TV) Jacksonville, Fla. Neither the *Post* nor the broadcast stations are mentioned in the suit.

Other suits ask for $2 million from the Associated Press of Mississippi, $1 million from the *Denver Post,* $3 million from the *New Orleans Times-Picayune,* and $3 million from the *Delta,* Greenville, Miss., *Delta Democrat-Times* and its editor, Hodding Carter, in connection with a speech Mr. Carter made on the Oxford incident.

Murfreesboro, Tenn. Wometco already holds both a Pepsi-Cola and a Canada Dry franchise for the Bahamas.

And Black Hawk Broadcasting Co., Waterloo, Iowa, announced it has purchased the stock of the Coca-Cola Bottling Co. of Waterloo. The purchase price was not disclosed.

PROGRAMING

'100 Grand' dead after three weeks

LACK OF AUDIENCE RESPONSE KILLS ABC-TV'S BIG MONEY QUIZ SHOW

The first casualty of the new TV season came last week as ABC-TV dropped *100 Grand* after its third week on the air.

The network planned to program a crime documentary, Cosa Nostra, on Oct. 6 in the Sunday, 10-10:30 p.m. period and was considering the *F. D. R.* half-hour series as the possible replacement, starting probably on Oct. 13.

ABC-TV's big-money quiz entry, the first since the rigging scandals of a few years ago, failed to receive audience attention in its first weeks and apparently had little possibility of picking up additional viewer interest in the weeks that lie ahead.

During its run, *100 Grand* gave out $20,000 in cash and $5,500 in savings bonds. The show's executive producer, Robert Stivers, was quoted in agreement with the network decision but he indicated he'd develop two other quiz shows for ABC-TV.

ABC-TV, which had been riding high in the 26-city Trendex overnight reports of the new season on the basis of its first week splash of the season, showed continued slippage. It was a new ball game as CBS-TV and NBC-TV came in with additional new season entries.

According to Trendex overnights, ABC-TV still shows up strong on Monday, 10-11 p.m., where it has programed the new *Breaking Point* series; on Tuesday, 8:30-9 p.m. with its *McHale's Navy* (also a strong contender last season) and the network has made a presentable showing with the last half of *Greatest Show on Earth* (Tuesday, 9-10 p.m.) and with *The Fugitive* (Tuesday, 10-11 p.m.).

NBC-TV and ABC-TV also got most of the ratings pie Wednesday night, according to Trendex's overnight for Oct. 2. CBS-TV came out on top in only one half-hour (at 10 p.m. with the *Danny Kaye Show* though it was nosed

1963 Ted V. Rodgers Awards

for publication writers and radio / TV producers

$8,000.00 IN AWARDS

for published or broadcast reporting on metropolitan transportation problems

Writers of published articles or editorials and producers of radio/television programs that contribute to public understanding of metropolitan transportation problems—and possible solutions—are eligible for the 1963 Ted V. Rodgers Awards.

The Awards are sponsored jointly by the ATA Foundation (American Trucking Industry) and Trailmobile (manufacturers of truck trailers). As leading members of the nation's transportation complex, the sponsors' purpose in offering these awards is to recognize outstanding contributions toward community understanding of the problems of transporting people and goods to and from, and within metropolitan areas.

Awards are offered for published articles in three media: Newspapers . . . magazines . . . and radio/TV public service programming on the subject (local or network). First Award in each category is $1,500; second award $700; third award $300. Entries from *weekly newspapers* will compete in the general newspaper category but are also eligible for a special $500 award reserved for weeklies only. *Plaques* will also be awarded to winners in all categories.

rules:

1. Entries will be judged on the basis of scope, thoroughness, writing and reportorial skills as they contribute to public understanding of the problems, planning and financing of transportation facilities responsive to the efficient movement of people and goods to and from and within metropolitan areas.

2. Entries in the 1963 Competition must have been published or broadcast on or between the dates of January 1, 1963, and December 31, 1963.

3. Articles, editorials and programs of any length are eligible. A series of articles or broadcasts will be considered a single entry.

4. There are three categories of participation: Magazines; daily/weekly newspapers; radio/television. Material printed in publications devoted primarily to the transportation industries is not eligible.

5. Awards will be the same in the three categories: First—$1,500; Second—$700; Third—$300. There is also a special $500 weekly newspaper award.

6. Entries will be accepted until December 31, 1963 (postmark). They should be mailed to:

Ted V. Rodgers Awards, The ATA Foundation, Inc., 1616 P Street, N. W., Washington 36, D. C.

7. Material submitted will be returned only when specifically requested. Radio/TV stations may submit in addition to scripts other supporting material such as audio tapes, video tapes, film clips, etc. Decision of the judges will be final. In event of ties, duplicate prizes will be awarded. This awards program is subject to state and national regulations. Winners will be notified by special letter. A complete list of winners will be available to all entrants and those requesting it.

TRF-53

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out by NBC-TV's *Eleventh Hour* in the 10:30-11 p.m. period).

As of that night, all new network programing for the season had been seen. An exception was Perry Como who is now in a new time period on NBC-TV—Thursday, 10-11 p.m.—and who started his new season on Oct. 3.

On Wednesday, *The Virginian* in its 90-minute period dominated the Trendex reports up to 9 p.m. when ABC-TV's *Ben Casey* took over for the hour, outrunning both *Hillbillies* and *Dick Van Dyke* on CBS-TV. NBC-TV's new *Espionage* series that started that night at 9-10 trailed both *Casey* and the CBS-TV shows.

On the basis of the Sept. 27-Oct. 1 Trendex, CBS-TV would appear to be out front in most time periods Saturday through Tuesday nights but failing to come out on top in any period on Friday evening. NBC-TV was particularly strong on Friday night, leading in each time period.

Friday, Sept. 27

		Rating	Share
7:30			
ABC	77 Sunset Strip	10.4	30.6
CBS	Great Adventure	7.5	22.1
NBC	Showtime	12.3	36.2
8:00			
ABC	Sunset Strip	12.6	27.7
CBS	Great Adventure	10.2	22.4
NBC	Showtime	16.0	35.2
8:30			
ABC	Burke's Law	11.7	25.5
CBS	Route 66	7.1	15.4
NBC	Bob Hope	23.9	51.9
9:00			
ABC	Burke's Law	8.5	18.5
CBS	Route 66	7.9	17.2
NBC	Hope	26.1	56.8
9:30			
ABC	Farmer's Daughter	12.0	27.3
CBS	Twilight Zone	14.3	32.5
NBC	Harry's Girls	14.7	33.4
10:00			
ABC	Fights	8.5	18.4
CBS	Hitchcock	17.1	37.1
NBC	Paar	17.7	38.5
10:30			
ABC	Fights	7.4	15.6
CBS	Hitchcock	13.8	29.1
NBC	Paar	22.5	47.5

Saturday, Sept. 28

7:30			
ABC	Hootenanny	9.2	22.0
CBS	Gleason	17.7	42 2
NBC	Lieutenant	11.5	27.4
8:00			
ABC	Hootenanny	7.9	17.7
CBS	Gleason	17.2	38.6
NBC	Lieutenant	15.0	33.6
8:30			
ABC	Welk	14.6	28.0
CBS	Silvers	19.5	37.4
NBC	Bishop	13.1	25.3
9:00			
ABC	Welk	17.7	33.7
CBS	Defenders	15.7	29.8
NBC	Movie	14.6	27.8
9:30			
ABC	Lewis	17.5	31.4
CBS	Defenders	19.9	35.7
NBC	Movie	15.1	27.0
10:00			
ABC	Lewis	15.8	29.7
CBS	Gunsmoke	19.6	36 8
NBC	Movie	16.7	31.4
10:30			
ABC	Lewis	13.4	28.8
CBS	Gunsmoke	17.2	36.8
NBC	Movie	15.6	33.4

Sunday, Sept. 29

7:30			
ABC	McPheeters	10.1	20.5
CBS	Martian	20.4	41.4
NBC	Walt Disney	14.3	29.0
8:00			
ABC	McPheeters	11.5	22.3
CBS	Sullivan	24.3	47.0
NBC	Disney	14.1	27.4
8:30			
ABC	Arrest & Trial	17.8	30.9
CBS	Sullivan	24.1	41.7
NBC	Grindl	13.7	23.6
9:00			
ABC	Arrest & Trial	14.2	26.0
CBS	Judy Garland	21.9	40.0
NBC	Bonanza	18.7	34.2
9:30			
ABC	Arrest & Trial	14.2	24.3
CBS	Judy Garland	24.3	41.5
NBC	Bonanza	18.0	30.8
10:00			
ABC	100 Grand	6.3	11.9
CBS	Candid Camera	29.3	55.3
NBC	Du Pont	12.4	23.4
10:30			
ABC	News Reports	4.3	8.9
CBS	What's My Line?	28.7	59.0
NBC	Du Pont	10.9	22.5

Monday, Sept. 30

7:30			
ABC	Outer Limits	12.7	29.0
CBS	To Tell The Truth	14.5	33.1
NBC	Movie	13.1	29.9
8:00			
ABC	Outer Limits	14.9	30.3
CBS	I've Got a Secret	16.7	33.9
NBC	Movie	15.7	31.8
8:30			
ABC	Wagon Train	14.5	27.7
CBS	Lucy	21.6	41.3
NBC	Movie	12.7	24.3
9:00			
ABC	Wagon Train	18.4	34.2
CBS	Danny Thomas	19.3	35.8
NBC	Movie	14.0	26.0
9:30			
ABC	Wagon Train	17.5	30.5
CBS	Andy Griffith	23.0	40.2
NBC	Hollywood Story	13.5	23.6
10:00			
ABC	Breaking Point	15.9	31.5
CBS	East Side West Side	15.0	29.6
NBC	Sing Along With Mitch	15.0	29.6
10:30			
ABC	Breaking Point	19.0	37.5
CBS	East Side West Side	14.3	28.3
NBC	Sing Along With Mitch	13.0	25.7

Tuesday, Oct. 1

7:30			
ABC	Combat	15.4	35.3
CBS	Dillon	9.4	21.6
NBC	Mr. Novak	14.4	33.1
8:00			
ABC	Combat	15.0	30.2
CBS	Skelton	17.0	34.2
NBC	Mr. Novak	15.2	30.6
8:30			
ABC	McHale's Navy	18.6	36.0
CBS	Skelton	17.6	33.9
NBC	Redigo	12.2	23.6
9:00			
ABC	Greatest Show on Earth	14.2	27.9
CBS	Petticoat Junction	17.7	34.9
NBC	Richard Boone	15.0	29.5
9:30			
ABC	Greatest Show on Earth	18.1	35.0
CBS	Jack Benny	16 5	31.9
NBC	Richard Boone	14 3	27.7

CBS-TV plans ahead

CBS-TV appeared ready last week to begin top-level decision making for the 1964-65 TV season. Item: William S. Paley and Frank Stanton, board chairman and president, CBS Inc., were scheduled to be in Los Angeles last Thursday and Friday (Oct. 3-4).

Said the network's announcement: "In addition to a review of programs currently in production the CBS executives' trip to the West Coast will include a comprehensive survey of programing projects for the 1964-65 season." James T. Aubrey Jr., president of CBS-TV, and key program executives from both the East and West Coasts were expected to take part in the meetings.

As of last Monday (Sept. 30), all CBS-TV's new season entries had made their start for the current season.

		Rating	Share
10:00			
ABC	Fugitive	16.1	34.1
CBS	Garry Moore	20.1	42.6
NBC	Lunar Mission	7.6	16.0
10:30			
ABC	Fugitive	16.0	37.9
CBS	Garry Moore	17.0	40.3
NBC	Lunar Mission	4.4	10.4

Wednesday, Oct. 2

7:30			
ABC	Ozzie & Harriet	14.5	35.6
CBS	CBS Reports	4.3	10.7
NBC	Virginian	15.2	37.4
8:00			
ABC	Patty Duke	14.8	33.3
CBS	CBS Reports	6.0	13.6
NBC	Virginian	17.0	38.4
8:30			
ABC	Price Is Right	16.4	32.6
CBS	Glynis	14.4	28.6
NBC	Virginian	16.8	33.4
9:00			
ABC	Ben Casey	24.3	42.8
CBS	Beverly Hillbillies	21.7	38 3
NBC	Espionage	7.9	13.9
9:30			
ABC	Ben Casey	24.0	41.2
CBS	Van Dyke	22 6	38.8
NBC	Espionage	9.2	15.8
10:00			
ABC	Channing	12.5	24.8
CBS	Danny Kaye	17.2	34.1
NBC	Eleventh Hour	15.9	31.5
10:30			
ABC	Channing	9.2	19.9
CBS	Danny Kaye	16.3	35.2
NBC	Eleventh Hour	17.2	37.1

Triangle adds two shows to syndication list

The radio-TV division of Triangle Publications is stepping up its activities in radio syndication with the distribution of two new series, *Keiter Contacts* and *Window on Washington with Ann Blair*, Mike Roberts, manager of pro-

gram sales for Triangle, reported last week.

Both programs are five-minute, five-times-a-week vignettes. One spotlights Triangle sportscaster Les Keiter in interviews with well-known sports personalities and the other Triangle Washington correspondent Ann Blair conducting interviews and offering commentary on the Washington scene. In addition, a 15-minute version of each show will be syndicated on a once-a-week basis. This is the third program placed in syndication by Triangle in recent weeks, following the release of the 15-minute, weekly *Motor Racing Review*.

Video Industries merges with Tele-Tape

Consolidation of Tele-Tape Productions Inc. and Video Industries Corp. of America, both Chicago, through an exchange of stock was announced Tuesday (Oct. 1) by W. J. Marshall Jr., board chairman of Tele-Tape, the surviving corporate entity. Voting by stockholders is set for Oct. 25.

Both firms have been in business about four years and both provide producers, advertisers and agencies with mobile video tape facilities for remote production assignments. Tele-Tape has operated chiefly in the East and Southeast while Video Industries has operated in the Midwest. Combined gear, valued at over $1 million, includes three mobile units with six Ampex VTR's and a dozen Marconi 4½-inch cameras.

WHN gets New York Mets

WHN New York has signed a two-year contract with the New York Mets baseball club for broadcast of home and away games. The broadcasts, to start with pre-season exhibitions next year, will be sponsored by Liebmann Breweries for Rheingold beer and Brown and Williamson Tobacco Co.

The Mets are moving to WHN from WABC. WHN has also signed the New York football Jets.

Hartford pay-TV gets hockey

The RKO General Phonevision Co. announced last week that the home games of the New York Rangers and Boston Bruins hockey teams and of the New York Knickerbockers and Boston Celtics basketball teams again will be telecast over the company's subscription TV station in Hartford this fall and winter.

John H. Pinto, vice president of RKO General Phonevision, said the hockey schedule will start Oct. 8 and the basketball coverage on Oct. 17. The Hartford pay TV system now has 3,400 subscribers, according to Mr. Pinto.

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The new SPOTMASTER 500A series of tape cartridge equipment is winning praise and acceptance throughout the world. These rugged, dependable machines provide snap-in cartridge loading, and split-second, one-hand operation . . . combined with high quality, wide range reproduction and all the time-tested, field-proven SPOTMASTER features.

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On five continents, more stations use more SPOTMASTERS than any other cartridge tape system. Write or phone for full information; learn about the SPOTMASTER lease/purchase plans . . . mono and stereo models . . . rack-mount or compact models . . . complete line of equipment and accessories . . . 24-hour-a-day ruggedness and dependability . . . ironclad, full-year guarantee.

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Right to editorialize must be used—Stanton

CHARACTER PRICELESS BROADCASTER ASSET, HE SAYS

Broadcasters must use their right to editorialize—or lose it. But they must not abuse it—or they will invite government regulation.

Dr. Frank Stanton, president of CBS Inc., offered this two-edged warning last Tuesday in the opening-day luncheon address at the CBS Radio affiliates convention in New York (see page 34).

Force in Community ▪ Editorializing, he said, is desirable both in the public interest and in the interest of broadcasters.

"We ought to be more than a service in our communities," he said. "We ought to be a force. . . . The most priceless asset any broadcasting station can have is character, and we cannot have character by being faceless men, unresolved to arrive at an opinion and unwilling to express it."

But the "worst enemy broadcast editorializing has now is abuse," he continued. "Nothing is so suicidal and shortsighted as the conviction of a very few broadcasters that, because they hold a license to use the airwaves, their views alone should be entitled to a hearing on their frequencies."

The broadcaster who presents only his own views, Dr. Stanton said, defeats "the whole purpose of editorializing," which he described as "nothing more and nothing less than stimulating the formation of opinion by ourselves having an opinion, and by ourselves expressing it."

Interplay of Opinion ▪ "How can we possibly be stimulating the free interplay of opinion unless—far from just permitting the airing of opposite views to our own on our microphones—we seek them out?" he continued. "It is, in my book, a complete negation of the whole idea, the whole reason and point, of editorializing, if the way we do it impedes or diminishes or warps this free interplay of opinion that gives our democracy its essence and its drive."

This, he noted, does not mean that broadcast editorials themselves should be half-hearted, ambiguous, weasel-worded or otherwise lacking in force or conviction.

Dr. Stanton speculated that, in retrospect, broadcasters may have been "guilty of timidity and indecision, of indifference and opportunism," by failing to go into editorializing when the FCC first gave them the right by repealing the so-called Mayflower Decision in 1949.

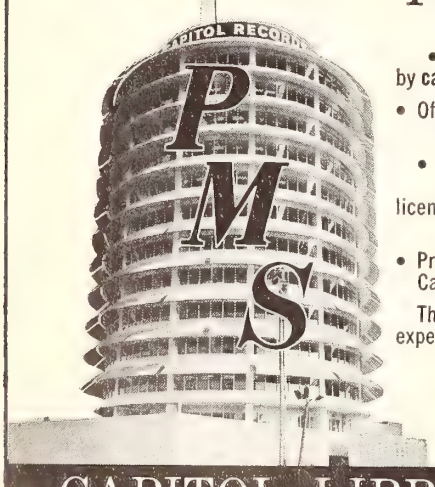
He said he would not exclude the CBS-owned stations from that charge. But since 1958, he said, the company's seven radio stations have broadcast more than 1,500 editorials and the five TV stations about 350. In one city (St. Louis) the CBS radio and TV stations (KMOX-AM-TV) took opposing positions on a city charter question, Dr. Stanton noted.

One-Fourth Editorialize ▪ He cited a National Association of Broadcasters study indicating that 1,476 radio and TV stations, or somewhat more than one out of every four, are editorializing. He said that "this must be an extremely impressive gain over a relatively short period," but that it still leaves "only a little over a quarter of the stations in the country filling this vital function."

Radio, Dr. Stanton concluded, "can achieve new levels of influence in this country" and reach "new plateaus of usefulness." The radio broadcaster, he said, "has it within his power to be one of the most respected and the most useful members of his community"—or "to become a cipher by abandoning, or a public nuisance by misusing, one of his highest responsibilities."

These alternatives, he said, are not government problems but individual problems, to be answered "in accord with our own concepts of our duties and our opportunities."

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PADLOCK ON CHECKS

Salant hits out at practice of paying for news stories

The drift toward "checkbook" journalism—payment for exclusive rights to current, hard-news stories—was criticized last Wednesday (Oct. 2) by Richard S. Salant, president of CBS News, in a talk before the CBS Radio Affiliates Association convention in New York (see story page 34).

This problem was one of several raised and discussed by Mr. Salant, including the question of the balance between domestic and foreign coverage; the relationship between CBS News and affiliates' newsrooms in domestic news coverage; the problems inherent in making news judgments in advance of news events, and the issue of fairness and balance in the coverage of major news stories, particularly those in race relations.

Mr. Salant was particularly disturbed about what he called a growing tendency on the part of informational media to pay for exclusive rights to news stories. He asserted that CBS News would

refuse to become a part to bidding for such rights "for as long as we can stay out of it," and added:

"Sure, I'd love to give you interviews with Mrs. Fischer and the sound and the cries of the quintuplets. But I am going to hold out against it as long as I can if it means paying for the right to do this, paying on an exclusive basis so as to deprive everybody else of the right to cover legitimate news stories. I hope I have your support in this because there are some important principles involved."

More Domestic Coverage ▪ Mr. Salant advised affiliates that CBS News is desirous of bolstering its domestic coverage by making more extensive use of the affiliates' news-gathering facilities. He urged station officials to impress upon their news directors that CBS is receptive to calls from them on developments of national interest in their areas, and asked them to telephone either the bureau manager in a particular region; the editor-in-charge in New York and, if necessary, Mr. Salant himself.

He prefaced this call for cooperation by noting that in the last two years there has been an increase in domestic coverage of news on CBS Radio and a corresponding decrease in foreign and Washington coverage. He reported the foreign cut-ins declined from 48% in the first six months of 1960 to 43% for the same period this year; the Washington cut-ins decreased from 32% in the 1960 period to 29% this year, and the domestic cut-ins rose from 20% in 1960 to 28% this year.

Mr. Salant dealt at length with the problems inherent in making news judgments in advance of news events. He stressed that although it is desirable to "beat the competition" by publicizing and getting newspaper listings of the broadcasts of important news events, the network also wants to have the opportunity of exercising news judgment instead of publicity judgments.

Unlike newspapers and magazines which publish after an event, radio and TV don't have that luxury, Mr. Salant declared. A network must decide in advance whether to cover an event live, he observed, adding that CBS News makes every attempt to find the importance of an event before it makes a decision.

Another critical problem, he said, is related to the coverage of "delicate and complicated" events, particularly those in race relations.

It devolves upon the network, he said, to achieve "fairness and balance" in the presentation of such developments. This means that viewpoints with which news officials at CBS may disagree should be broadcast if they contribute toward rounding out the story, Mr. Salant emphasized.

NAACP demands violate Calif. FEPC

The demand of the National Association for the Advancement of Colored People that each technical crew engaged in producing films for television or theatrical exhibition in the Hollywood studios include at least one Negro is contradictory to the California Fair Employment Practices Act, in the opinion of the state's legislative counsel.

Asked by Charles J. Conrad, state assemblyman from Sherman Oaks, "if a sponsor of a television program directs the producer of the program, to hire a Negro as a member of the production crew in order to have a Negro in the crew, has the sponsor violated that act?" The legislative counsel answered "yes."

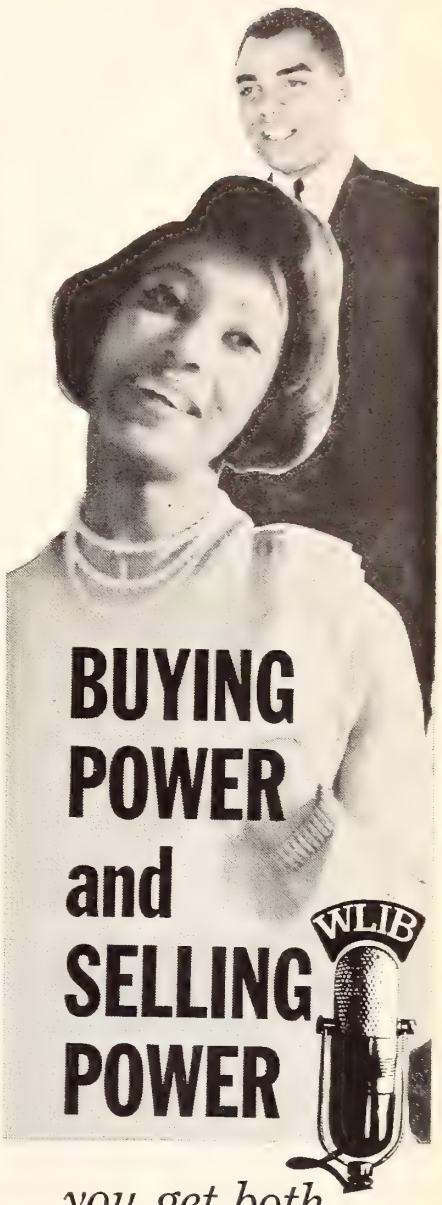
Explaining that reply, the counsel's letter states:

"We think that the courts would conclude in the situation involved in your question that the sponsor of the television program who directs the producer to hire a Negro for the crew in order to have a Negro on the crew has attempted to 'incite' the producer to hire a Negro because he is a Negro and to refuse to hire a non-Negro applicant for a job because he is not a Negro."

The act "provides that it is an unlawful employment practice for an employer to refuse 'to hire or employ' a person 'because of his race . . . color or ancestry.' We think that if the producer in the situation described refuses to hire a non-Negro applicant for a job because he is not a Negro, the producer has committed an unlawful employment practice forbidden by the act. Thus it follows that a sponsor, who attempts to incite the producer to hire an applicant for a job because he is a Negro and to refuse to hire another applicant because he is not a Negro, has violated the act."

A second question asked by Mr. Conrad: "If the producer of a television program enlarges his production crew by one man and hires a Negro as the additional crewman and refuses to hire another equally qualified applicant for the job solely because he is not a Negro, has the producer violated the act?," also received an affirmative reply.

In making his correspondence with the legislative counsel's office public, Mr. Conrad commented that the basis of the Fair Employment Practices Act "is that all persons should be able to seek and hold employment without discrimination on account of race, religious creed, color, national origin or ancestry. This is the law and should be respected. If it is wrong it should be changed not disobeyed or evaded."



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* PULSE

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Ford Foundation gives $6 million to NET

EDUCATIONAL TV GROUP TO IMPROVE PROGRAM QUALITY

The Ford Foundation announced last week it is making a $6 million grant for 1964 to the National Educational Television and Radio Center to bolster a "high-quality" informational and cultural program service for noncommercial TV stations throughout the country.

The grant raises to $86.4 million the amount the Ford Foundation has given for various educational TV projects since 1951. NETRC itself has received $28.2 million during that period.

The foundation also announced it is ending any large-scale grant-making activities in instructional activities. Henry T. Heald, president of the foundation, noted that this phase of educational TV is sufficiently established and additional foundation funds on a large scale are unnecessary.

The NETRC at the same time announced that the grant marks the beginning of a major new phase of its activities. Henceforth, it will discontinue radio, instructional-television and other related fields and concentrate its efforts in the areas of informational and cultural programing to TV stations. As of this week the organization will be known simply as National Educational Television.

More Ahead ▪ The $6 million Ford grant will raise NET's operating budget for 1964 to $7.7 million from $6 million in 1963. Mr. Heald indicated that the foundation would make additional grants in the vicinity of $6 million to NET for several more years, subject to review by the foundation's board of directors.

John F. White, president of NET, reported that the grant will enable the center to produce programs of quality in the informational and cultural areas, but said there are no plans to increase the number of hours of programs the organization supplies to its affiliated stations. Affiliates now receive 10 hours a week of programing, of which five hours are new programs.

Mr. White said there are now 81 ETV stations in the country, of which 75 are affiliated with the center. By the end of 1964, he estimated there will be 95 NET-affiliated outlets.

The Ford grant, Mr. White said, will enable NET to produce more of its own programs and also will result in a new affiliation policy whereby noncommercial stations will receive NET programs for a nominal yearly fee.

Executives in the news and informational areas at the three TV networks asserted that NET's move toward the production of higher quality public affairs shows would have no effect on their own plans. All of the networks, in fact, indicated they had plans to increase the number of public affairs and informational programs in 1964. Several news executives commented that they "welcomed the competition" from NET.



Film sales . . .

Science Fiction Features (Allied Artists TV): Sold to WFIL-TV Philadelphia; WKBW-TV Buffalo; WNHC-TV New Haven, Conn.; WQAD-TV Moline, Ill.; WNBF-TV Binghamton, N. Y.; WRAL-TV Raleigh, N. C.; WFBG-TV Altoona, Pa.; WWLP(TV) Springfield, Mass.; WLYH-TV Lebanon, Pa.; KFRE-TV Fresno, Calif.; KTSM-TV El Paso, Tex. and WNBE(TV) New Bern, N. C.

Churchill, The Man (Seven Arts Associated): Sold to WMAR-TV Baltimore; KTAR-TV Phoenix-Mesa, Ariz.; WOC-TV Davenport, Iowa; KTVA(TV) Anchorage, Alaska; KTVF(TV) Fairbanks, Alaska; WCSH-TV Portland, Me.; WDAU-TV Scranton, Pa.; WTRF-TV Wheeling, W. Va.; WFMY-TV Greensboro, N. C.; WFBC-TV Greenville, S. C. and to Ambro Advertising Agency for Iowa Electric Light & Power Co. for programing in Cedar Rapids, Iowa. Now sold in 11 markets.

Stoney Burke (Economee): Sold to WTTV(TV) Bloomington - Indianapolis; KCOP(TV) Los Angeles; KGUN-TV Tucson, Ariz.; WFAA-TV Dallas-Ft. Worth; WEHT (TV) Evansville, Ind.; WGN-TV Chicago; KPHO-TV Phoenix, Ariz.; CKLW-TV Windsor, Ont.-Detroit; WSJV(TV) Elkhart-South Bend, Ind.; KPRC-TV Houston; WTAR-TV Norfolk, Va.; WPTA(TV) Roanoke, Ind.; KTVU(TV) Oakland-San Francisco; WSUN-TV St. Petersburg, Fla.; KREX-TV Grand Junction, Colo.; KTUL-TV Tulsa, Okla.; KFSA-TV Fort Smith, Ark.; KTBS-TV Shreveport, La.; WHYN-TV Springfield, Mass. and KTNT-TV Tacoma-Seattle, Wash. Now sold in 20 markets.

47 markets set for special

United Artists Television has reported sales of its six Wolper-UA-TV specials to eight additional sponsors bringing its market count for the series to 47.

New sponsors are Jersey Farms Dairy and Home Federal Savings & Loan, Nashville; First Pennsylvania National Bank & Trust, Philadelphia; Illinois Bell Telephone, Springfield, Ill.; Bank of New Orleans, New Orleans; Citizens Federal Savings & Loan, San Francisco; Prudental Federal Savings & Loan, Salt Lake City, and Montana Public Power for Great Falls, Billings and Butte, Mont.

UA realigns TV activities

United Artists Corp. announced last week that henceforth its television activities will be combined into one corporation, United Artists Television Inc. In the past, another corporation, United Artists Associated Inc., concentrated on the sale of theatrical films to TV, while United Artists Television produced and sold programs to networks and stations. It was said that present employes and officers will continue in their respective posts in the new corporation.

WOR-TV to increase color

WOR-TV the only independent TV station in New York scheduling color, has announced a new boost in colorcasts effective next spring. An estimated 54 hours each week will be in

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color, representing about 48% of the station's weekly programing.

With the new color expansion, the station will be adding about $500,000 worth of new technical facilities, including six image orthicon color cameras. Its Broadway studios will be remodeled for live color.

The New York Mets (National League) home baseball games will be colorcast.

Program notes . . .

For next season ▪ A half-hour situation comedy titled *Kibbee Hates Fitch* is being produced for the NBC-TV 1964-65 season by Ellen Enterprises Inc. and United Artists Television Inc. The comedy is the property of Neil (Doc) Simon, whose Ellen Co. is a co-producer. The series will be based upon life in a fire station.

Krebiozen show offered ▪ WJRZ Newark is offering to interested stations tapes of its program, "Krebiozen—the Doctor's Side of the Controversy." The hour program on the controversial drug is available on a cost basis from Wade T. Nixdorff, director of public relations, WJRZ, 32 Green Street, Newark.

Post mortems ▪ Second guessing is the keystone of a new sports show on WERE Cleveland following Cleveland Browns pro football games. Entitled *Second Guess*, and created by Charles L. Getz Jr., partner in Wendell and Getz Advertising Agency, Cleveland, the program uses experts who argue, criticize and commend points in the just-completed game. Former Cleveland star Cliff Lewis, John Carroll University coach John Ray and Ken Hildebrand, of WERE, provide the post-mortems. *Second Guess* shifted from WGAR to WERE Oct. 6 on conclusion of the baseball season.

Cooperative council ▪ WVMC Mount Carmel, Ill., not only has permission to broadcast live and direct the bi-weekly meetings of the town's city council, it got the local legislators to change the meeting time from evening to afternoon to accommodate the daytimer's scheduling problems. Noting that citizens have a right to know what goes on at the council meeting, the mayor of Mount Carmel said "radio is an excellent way to give them a front-row seat."

FINANCIAL REPORTS

PKL earnings up in nine-month period

Papert, Koenig, Lois, the first agency to issue stock to the public, last week presented a financial statement for the nine month period ending Aug. 31, showing a gain of $76,661 in net income over the same period in 1962.

PKL reported its application to the Quotations Committee of the National Association of Securities Dealers for daily listing of quotations in the "eastern list" of newspapers has been approved. The listing will reportedly begin this month.

Nine months ending Aug. 31:

	1963	1962
Gross billings from which commissions and service fees are derived	$14,252,315.00	$10,215,865.00
Commission and service fee income	2,189,633.00	1,633,224.00
Operating expenses:		
Production and service costs	870,658.00	598,519.00
Selling, general and administration expenses	791,691.00	668,054.00
Total operating expenses	1,622,619.00	1,266,573.00
Net operating income	527,014.00	366,651.00
Other income	643	...
Net income before federal income tax	527,657.00	366,651.00
Federal income tax	271,379.00	187,034.00
Net income	256,278.00	179,617.00
Number of shares outstanding	511,910	511,910

Outlet Co. has drop in broadcast revenue

Total retail sales of the Outlet Co., Providence, R. I., were up, but revenues from broadcasting (less expenses), service charges and miscellaneous sources as well as net earnings were down in the first six months of the year compared with the same period in 1962.

The Outlet Co. is a department store which also owns WJAR-AM-TV Providence, and recently acquired WDBO-AM-FM-TV Orlando, Fla. (BROADCASTING, July 22). Six months ended July 27:

	1963	1962
Retail sales	$7,251,608	$7,031,310
Revenues from broadcasting, less expenses; service charges and other miscellaneous sources	726,575	1,111,063
Total revenues	7,978,183	8,142,373
Cost of goods sold and operating expenses	7,656,352	7,440,361
Earnings before federal income tax	321,831	702,012
Federal income taxes	144,500	365,665
Net earnings	177,331	336,347

Meredith earnings up; sees further progress

Progress in improved programing will come only from unregulated economic endeavor, Meredith Publishing Co. says in its annual report for the fiscal year ended June 30.

"We feel that further intrusion of federal regulation in this area is neither warranted nor, in the long run, bene-



ficial in the public interest," the report says.

Fiscal year ended June 30:

	1963	1962
Earned per share	$1.68	$1.58
Revenues	71,187,000.00	69,314,000.00
Costs and expenses	67,238,000.00	65,429,000.00
Federal and state income taxes	1,863,000.00	1,787,000.00
Net earnings and special credits	2,232,000.00	2,098,000.00

Rust Craft's annual report

Rust Craft Greeting Cards Inc., which owns a group of radio and TV stations formerly known as Friendly Stations, reported improved sales and earnings for the 12 months through August. The report for this year includes a full year of broadcasting operations; last year's comparable period includes only six months of broadcasting.

Twelve months ended August:

	1963	1962
Net operating earnings per share	$0.88	—
Net sales	$33,668,000	$28,273,700
Net operating earnings or loss after income taxes*	640,200	(705,900)

* Excludes special nonrecurring items amounting after taxes to $110,000 profit in 1963 period; $1,356,700 in 1962.

Wometco's first nine months

Wometco Enterprises reported that 30% of earnings in the first nine months, amounting to $453,177, were paid in dividends and 70%, or $1,060,891, has been retained in the business. It also announced that cash flow generated from earnings amounted to $2,359,731 ($1.63 a share) in the three quarters.

36 weeks ended Sept. 7:

	1963	1962
Earned per share*	$ 1.04	$ 0.92
Gross income	14,826,918	13,099,915
Federal income taxes	1,380,000	1,187,900
Net income	1,514,068	1,317,031

*Adjusted for 30% stock dividend paid Dec. 21, 1962.

Reade/Sterling earnings up

Six months ended June 30:

	1963	1962
Earned per share*	$0.14	$0.10
Gross revenues	5,500,725.00	4,202,063.00
Costs and expenses	5,025,488.00	4,038,594.00
Income before provision for federal taxes	475,237.00	163,469.00
Provision for federal taxes	251,702.00	10,320.00
Net income	223,535.00	153,149.00

*Based on average of 1,544,164 shares outstanding in 1963 period and 1,488,571 shares outstanding in 1962 period.

EQUIPMENT & ENGINEERING

COLOR WILL HIT $1 BILLION BY '65

Saxon notes continuing upswing in color sales

Raymond W. Saxon, president of RCA Sales Corp., last week told a luncheon meeting of the New York Sales Executive Club that the retail sales rate of color TV sets will surpass the $1 billion annual sales rate of black-and-white sets by 1965. Mr. Saxon predicted that the sales rate will pass the $450 million mark this year and reach at least $750 million next year.

He noted that RCA's distributor-to-dealer color set sales are running 67% ahead of last year, and color dollar volume has surpassed that of black-and-white.

Mr. Saxon said there is now a high enough percentage of regular prime time program offerings in color, and that this area is no longer a "serious deterrent" in the purchase of receivers in a "mass market." He also said that the once-present problem of color reception quality is another area of doubt that has apparently been removed from the mind of the average consumer.

Mr. Saxon noted that price is still a source of hindrance in color sales, and he said, "We cannot foresee a drastic change in this pricing condition over the next few years."

Mr. Saxon said the total expenditure for RCA's development and introduction effort in the color TV field is estimated at $130 million. He also noted that color TV sales in general have grown to the point where approximately one color set is sold for every nine black-and-white receivers, and it's expected that next year one color set will be sold for every five black-and-white models.

Two more enter color

Two more television manufacturers, Muntz TV Inc. and American Television Inc., both Chicago, announced last week they are making color sets available for immediate delivery. Both are using the 21-inch round RCA tube.

Muntz is stressing three-way combination units since its present sale of black-and-white sets falls into this category. Ranging in price from $425 to $800, the new Muntz color sets also include AM-FM radio and stereo phonograph.

American Television, which makes the deForest brand set, is featuring a color table model leader priced at $299. A step-up model is priced $400 with a combination unit at $750. The deForest set features a rectangular picture upon the round tube.

FCC re-affirms date for all-channel sets

To allay rumors that the FCC really didn't mean to force the production of all-channel TV receivers beginning May 1 next year, apparently rife among manufacturers of television sets, the FCC has written an official communication to James D. Secrest, executive vice president of the Electronic Industries Association.

In the letter, the commission says:

"We wish to advise you explicitly by this letter that the commission has no intention of deviating from its decision to encourage full utilization of the UHF channels for television broadcasting. We do not intend to initiate any general changes in the principles of the table of channel assignments, including mileage separation requirements for television stations, nor do we anticipate any change in the date (April 1, 1964), after which television broadcast receivers manufactured must be capable of receiving all television broadcast channels.

"We hope that this information will dispel any uncertainty as to the commission's intention to maintain its present television allocations policies."

New RCA beam power tube

RCA announces a new forced, air-cooled UHF beam power tube with a capability of 10 kw continuous wave output at 400 mc.

The new Cermolox RCA-8437 tube is rated up to 500 mc as a radio frequency power amplifier and oscillator in Class C telegraphy, as an RF power amplifier in Class C FM telephony, and is well suited, RCA says, for use as a frequency multiplier, audio frequency power amplifier or modulator, AM or single-sideband linear RF power amplifier, television or other broadband amplifier.

ITA becomes Triangle division

ITA Electronics Corp., Lansdowne, Pa., manufacturer of transmitters and studio equipment for broadcasting, has become a division of Triangle Publications Inc., it was announced last week. Triangle bought a minority interest in ITA two years ago and acquired the balance of the company less than a year ago. Henry E. Rhea is operating head of Triangle's electronics division.

Red is Johnson's Skelton in the closet

10-YEAR ASSOCIATION HONORED BY ADMEN

The 10-year association of Red Skelton and Johnson's Wax, said to be the longest star-sponsor tieup in TV history, was honored Tuesday (Oct. 1) by the advertising fraternity of Los Angeles, which packed the ballroom of the Statler-Hilton for a luncheon meeting held under the joint auspices of the ad clubs of Los Angeles and Hollywood and the Advertising Women of Los Angeles.



A look at some Skelton statistics is taken by (l-r) James T. Aubrey Jr., president of CBS-TV; Red Skelton and Howard M. Packard, president, S. C. Johnson & Son Inc., prior to the Los Angeles Ad Club luncheon.

Billed as a "celebration, not a testimonial," the program nonetheless had its full share of tributes to Red Skelton.

Howard Packard, president of S. C. Johnson & Son, praised the comedian for showing a "genuine interest" in his sponsor, his products and his organization. Mr. Packard recounted how Red of his own volition came to the company's headquarters at Racine, Wis., to entertain the employes and, finding no hall in town big enough to hold those who wanted to see the show, held it outdoors.

That was a "TV first," Mr. Packard stated, and another occurred the following year (1960), when Red taped his Christmas network program in the factory.

Mr. Packard announced that the company had established an annual "Red Skelton Scholarship" at the graduate school of Dramatic Arts at UCLA and introduced the first "Red Skelton Scholar," Charles McMurray, who will receive enough money to keep him at UCLA for the coming year.

James T. Aubrey, president of CBS Television, hailed the comedian as the "one and only Red Skelton," quipped that "we couldn't afford another." Other tributes came from Warren Dorn, chairman of the Board of Supervisors, Los Angeles county (which proclaimed Oct. 1 "Red Skelton Day") and from many members of the production staff of the weekly program.

Sherman J. McQueen, vice president of Foote, Cone & Belding, Los Angeles, chairman of the day, noted that FC&B, agency for Johnson's Wax, had been associated with the star as long as the sponsor had.

Drumbeats . . .

Helping hand ▪ WOAI-TV San Antonio, Tex., has helped bolster the programing of KLRN(TV), the city's educational outlet. Documentaries on local problems, generally too costly for ETV's to produce, have been offered to KLRN by the commercial station. WOAI-TV shows already repeated over KLRN outlet include programs on school dropouts, the population explosion, the state prison system, urban renewal and the city police department.

For the hands ▪ A 15-page picture story of *CBS Evening News with Walter Cronkite* made up Dr. Frank Stanton's newsletter to CBS employes last week. The story covers the first day of the series' telecast on CBS-TV Labor Day.

Silver anniversary ▪ WDBJ Roanoke, Va., last week was given a 25-year plaque by Peters, Griffin & Woodward, Inc., the station's representative since 1938. It was the 11th such plaque presented by PGW.

Sunday salute ▪ A special 4-page section in the Sunday *Nashville Tennessean* was used to announce the opening of WSM-TV's new studios. The supplement utilizing maximum amounts of process color was devoted to the sta-

WJRZ to WNEW: 'Thanks'

A helicopter pilot-announcer for WJRZ Newark gave thanks to WNEW New York's morning team of Klavin and Finch for a tip on "the biggest traffic story we've had."

WNEW engineer, Ted Suwalski, who lives in New Jersey phoned a report to his station when a burning car on the Hackensack River Bridge created a traffic jam of commuters trying to get to New York. The Klavin-Finch report was heard by the WJRZ traffic reporter, who took his copter up and reported on the fogbound traffic which had backed up almost 10 miles by the time emergency vehicles reached the car at 8:30 a.m.

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tion's history, personalities, new fall programs and new studio and office facilities.

Ding-dong ▪ The original tapes of the NBC chimes, historic signature of the NBC Radio network, have been added to the archives of the Hollywood Museum as a gift from the American Association of Television and Radio Artists.

Microwave march ▪ CJCH-TV Halifax, N. S., held a parade in connection with its joining the CTV Television Network in mid-September after completion of the microwave link from Montreal to Halifax. One of the floats in the parade showed a huge television camera and the call letters of the eight other stations on the network across Canada to Vancouver on the Pacific coast.

Ugh! ▪ WWDC Washington, which carries the Washington Redskins football games, is looking for Joe or Josephine Redskin, "the most typical fan." Prizes include a two-week vacation to Nassau, movie camera, and season tickets to the 1964 Redskins games.

Pumpkin hoopla ▪ WXYZ-TV Detroit is looking for the largest pumpkin in Michigan and is offering $1 a pound, or if the winner donates his reward to a charity, it will be $2 a pound. The station will use the pumpkin to make Michigan's biggest Jack-O-Lantern.

Aerial wedding bells

The top of the ferris wheel at an Atlanta amusement park became the setting for a wedding, sponsored and broadcast by WPLO Atlanta. The couple was selected from entries received during a statewide search. Among the more than $3,000 in wedding gifts from the station and amusement park, was a honeymoon trip to Miami.

FATES & FORTUNES

BROADCAST ADVERTISING

John F. Bresnehan, William P. Gordon, William M. LaCava and **John L. Owen** elected VP's at Foote, Cone & Belding. Mr. Bresnehan and Mr. Gordon are account supervisors on Kool-Aid account; Mr. LaCava is senior producer and head of TV commercial production and Mr. Owen is director of broadcast for New York office.


Mr. Blustain

Paul B. Blustain joins J. M. Mathes, New York, as broadcast production supervisor. He was formerly with McCann-Marschalk as producer of TV commercials.

W. Paul Tippett Jr., previously in advertising department of Procter & Gamble, Cincinnati, named advertising manager of Autolite Division of Ford Motor Co.

John W. Murphy, formerly VP and director of commercial production, Kenyon & Eckhardt, New York, and also executive producer with Filmaster Inc., Los Angeles, joins Needham, Louis & Brorby, Chicago, as TV-radio producer.

W. P. Brown, product manager in General Foods' Post Division, named advertising manager of GF's Birds Eye Division, White Plains, N. Y.

E. L. Timberman, associate general product manager, Colgate-Palmolive Co., has rejoined Kenyon & Eckhardt, New York, as a management supervisor and VP.

Charles G. Torosian, formerly with Edward H. Weiss & Co., Chicago, and **Ronald F. Sandilands,** previously with Campbell-Ewald Co., Detroit, join creative staff of Needham, Louis & Brorby, Chicago, as art directors. **Robert F. Nelson,** formerly with N. W. Ayer & Son, Philadelphia and Chicago, joins NL&B as writer.

Hamilton P. Dendel, administrative manager of American Oil Co.'s eight-state New York sales region, named director of public relations in firm's general office at Chicago. He succeeds James M. Patterson who has transferred to American Oil's marketing department on special assignment.

Jerome V. Svec, senior market analyst with Motorola Inc. since 1956, joins research department of Clinton E. Frank Inc., Chicago.

Bruce R. Kelly and **Theodore R. Marston** join copy staff of Clinton E. Frank Inc., Chicago. Mr. Kelly was with Waldie & Briggs there and Mr. Marston was with Leo Burnett Co.

George Beyer Jr. and **Robert E. Anderson** promoted to merchandising managers in Lever Bros. Personal Products Division and Household Products Division, respectively. Mr. Beyer was formerly new products manager of Personal Products Division. Mr. Anderson was special projects manager-consumer relations.

Charles M. (Chick) Green joins Sarra Inc. as director. Mr. Green has recently been a freelance tv spot director.

Herman E. Bakken Jr. rejoins Pittsburgh office of Fuller & Smith & Ross as account executive.

Worldwide assignment

Don Davis, retired broadcaster formerly with WHB and KMBC, both Kansas City, Mo., has joined faculty of University of the Seven Seas as lecturer on public relations in business. University of the Seven Seas is a floating university offering college credit during 110-day around the world cruise which will visit over 20 ports of call.

THE MEDIA

John Scuoppo, manager of promotion at NBC, named director, promotion for TV network. Mr. Scuoppo will supervise network's national promotion activities in West Coast and New York promotion departments. **Gerald E. Rowe,** formerly manager of audience advertising and promotion at NBC, becomes director. He joined network in 1960 as manager, creative services for on-the-air promotion.


Mr. Rowe


Mr. Scuoppo

Bob Price, formerly with San Francisco office of CBS Television Stations National Sales, appointed sales manager of KCBS, CBS-owned radio station in that city, where he started his broadcasting career as a local salesman eight years ago. He succeeds **Ken Stratton,** who has returned to Chicago office of CBS Radio Spot Sales.

Frank Crane has resigned from Broadcast Clearing House to devote full time to developing new business venture to be announced shortly. Mr. Crane was head of Los Angeles office of Torbet, Allen & Crane before joining BSH.

Allen V. Martini, since last May coordinator of sales and operations of Theatre-Vision Color Corp., National General Corp. subsidiary to develop a closed circuit color tv network for theatres, promoted to VP. Before joining Theatre-Vision, he was a sales executive for Ziv-UA Television.

Sergeant Major Bill Mansfield, who retires from Army Oct. 31, will join public relations office of National Association of Broadcasters as audio-visual

assistant Nov. 1. He was most recently in radio-TV department of Pentagon information office, and will replace **Art Stamler,** who resigned to form own radio-TV production firm.

Jack Bolton of The Katz Agency, Atlanta, elected president of Atlanta Radio and Television Representatives Association. Other officers elected last week in Atlanta: **Dick Walker,** Robert Eastman Co.; **Bill Jones,** Peters, Griffin & Woodward; **Joe Sierer,** Edward Petry Co.; **Barney Ochs,** Bernard I. Ochs Co.; **Eddy Brandt,** Paul H. Haymer Co.; and **Bill Mason,** Storer Television Sales.

William W. Keup, with AM Radio Sales, Chicago, for past two years and before that with Katz Television and Peters, Griffin, Woodward, joins WNBQ (TV) Chicago as account executive. **Robert R. Sprentall** and **Mayo E. Partee** join WMAQ there as directors. Mr. Sprentall formerly was with WCMF Rochester, N. Y., and Mr. Partee with WNMR-FM Marquette, Mich.

E. Paul Percha, account executive with CKLW Windsor-Detroit, promoted to newly created position of director of radio sales service. **F. A. (Mike) Wurster,** account executive with John E. Pearson Co., New York, joins CKLW as account executive.

John Paley, account executive for Western Regional Network of ABC Radio, named account executive for ABC Radio's Transcontinental Div. **Dick Rader,** sales service manager for Western Div., named account executive for Western Div. **Alan Branch,** formerly with men's clothing store in Salt Lake City, takes over Mr. Rader's former position.

George E. Shannon, accounting department of CBS Television Stations Division, named director of business affairs for WCBS-TV New York.

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Reynolds, Hill quit

Two well known WBBM Chicago newscasters, **Frank Reynolds** and **Hugh Hill,** have resigned because of philosophical differences with their immediate superior. The two newsmen were employed by Bill Garry during his term as news director of the CBS o&o station. When he left to join WBKB (TV) Chicago he was replaced by John Madigan, present immediate superior of Mr. Reynolds and Mr. Hill. Mr. Reynolds said he expected to transfer to another CBS station while Mr. Hill said he plans to go to another network.

Daniel C. Park, formerly media director for Results Inc., Tucson, Ariz., advertising agency, appointed national/regional sales and promotional director of KEVT Tucson. Mr. Park started in radio at KYW Philadelphia in 1936 and was general sales manager of WIRE Indianapolis for 12 years. **Henry G. Villegas,** air personality on KEVT as well as KGUN-TV same city, named local sales and promotional director of KEVT.

Robert Brewer, director of marketing at KHOL-TV Kearney-Holdredge and KHPL-TV Hayes Center, both Nebraska, named station manager of both outlets. **Marlyn Milliken,** formerly program director, appointed assistant station manager.

John Prince, formerly of WTMA Charleston, S. C., appointed program director of WBBQ Augusta, Ga. **Tom** and **Paul Collins,** previously with WQXI Atlanta, join WBBQ announcing staff to do "twin" show.

Ron Montgomery, formerly with WHYE Roanoke, Va., named program and music director of WLLL Lynchburg, Va., new permittee.

Lou House, program director at KRBC Abilene, Tex., join KIST Santa Barbara, Calif., in same capacity.

Dale Kelly, WOLF Syracuse, N. Y., program director, resigns to enter army.

Chuck Raymond, formerly of KROP Brawley, Calif., and WBUD Trenton, N. J., joins WLAN Lancaster, Pa., as music director-air personality. Tony Montgomery, WLAN air personality, joins WITH Baltimore. WLAN Music Director **Jim Hazeltine** resigns to enter army.

Don Schwartz, formerly with KABC Los Angeles, joins sales-service staff of KBLA same city.

Jack Tudor, Southern California radio engineer, joins KCHU-TV San Bernardino, Calif., as chief engineer.

Lee Desilet, assistant sports director of KOMO-AM-TV Seattle and play-by-play announcer of Seattle Rainiers Pacific Coast League baseball club, assumes additional duties on KOMO sales staff.

Jerry Gordon, with WINF Hartford, Conn., joins WPOP same city as air personality.

Larry Dean, in Nashville, Detroit and Baltimore radio for 12 years, joins WWIN Baltimore as disc jockey.

Gene Miller, WDBO-TV Orlando copy chief, appointed promotion director at WDBO-AM-TV.


Mr. Timberlake

Floyd A. Timberlake appointed manager of engineering for Crowell-Collier Broadcasting Corp., with offices at CCBC's Los Angeles headquarters. Mr. Timberlake previously was chief engineer at WKBW-TV Buffalo. He started in broadcasting in early 1930's at WCAZ Carthage, Ill. and past affiliations include ABC and CBS. CCBC stations are KFWB Los Angeles, KEWB San Francisco-Oakland and KDWB St. Paul, Minn.

William P. Marseilles and **Dale Stevens** have been elected to board of

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directors of Robert E. Eastman & Co., New York. Mr. Marseilles, former manager of Eastman's Atlanta office is now on New York sales staff. Mr. Stevens is manager of Eastman's Chicago office.


Mr. Stevens


Mr. Marseilles

Paul Eberhardt named retail sales director at WHN New York. Mr. Eberhardt was formerly account executive with *New York World Telegram and Sun.*

Joseph Fierro, formerly with sales department of Crosley Broadcasting Corp., joins MBS in sales division.

Ray Simms, formerly with H-R Television and NBC Radio, New York, joins WMMM Westport, Conn., as station relations director.

Jack Yeager, general sales manager, KHOL-TV Kearney-Holdredge, Neb., joins Soderlund Company, Omaha, as VP.

Charles R. O'Malley joins Stone Representatives, New York, as sales executive. Mr. O'Malley was formerly salesman for Pan American Airways.

James R. Gallant, formerly with WJJD Chicago, joins KYW Cleveland as assistant program director.

David J. Biggs has been named operations manager and assistant program director of WGBI Scranton-Wilkes-Barre, Pa.

John Ambrozic, formerly on sales staff of Canada Dry Corp. in Pittsburgh, joins KYW Cleveland as account executive. He replaces **Perry Beaumont** who resigns to enter Methodist ministry.

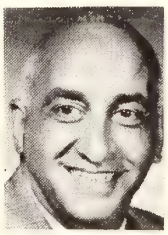
Fred Bohn named account executive of WJW Cleveland. He has been on sales staff of WJW-TV since 1957.

David R. Klemm, formerly with WIL St. Louis, named director of press information and public affairs at WXYZ Detroit.

Paul L. Hoffman, supervising technician, WGMS Bethesda, Md. (Washington), named chief engineer.

Red McIlvaine, air personality, KMPC Los Angeles, joins KHJ, that city, replacing **Bill Calder,** who joins KFRC San Francisco.

Steven F. Beard Jr. and **Gabriel P. Dype** named VP's at Blair Television. Mr. Beard, who has been with Blair since 1950, is currently manager of Dallas office. Mr. Dype, manager of Detroit office, joined Blair in 1953.


Mr. Dype


Mr. Beard

Frank Sweeney joins WCIU(TV) Chicago as sports director.

Lee Stevens joins KTIV(TV) Sioux City, Iowa, as sports director, succeeding **Mark Ahmann,** who resigned.

Beth Parrish, director of public relations and promotion for WGMS Bethesda, Md. (Washington), has been appointed director of public relations for Philadelphia Orchestra.

Harry D. Honig, former radio and TV director for Batz-Hodgson-Neuwoehner Advertising Inc., St. Louis, joins KSD-AM-TV, that city, as sales promotion manager.


Mr. Johannessen

George Johannessen, sales executive, American Research Bureau, joins New York TV sales staff of Edward Petry & Co. Before joining ARB, Mr. Johannessen was research director of Petry's TV division.

Ellen Raider joins Advertising Time Sales in promotion and research department. Miss Raider was formerly promotion and public relations staff member of Educational Travel Inc., subsidiary of U. S. National Student Association.

William A. McGalliard appointed farm director of KVSO Ardmore, Okla.

Carolyn C. Reynolds, formerly of WOW-TV Omaha, appointed civic affairs director for KSRF-FM Santa Monica, Calif.

Harry Munyan appointed promotion director of WIOD Miami. **Don Stewart,** for past 10 years member of promotion and public relations staff of *Miami News,* joins WIOD as Mr. Munyan's assistant.

James S. Gates, producer-director, KTTV(TV) Los Angeles, named executive producer of station.

Donald Dashcund returns to WBBM Chicago after army service and has been appointed continuity director replacing **Lou Cevela,** now with D'Arcy Adv. there.

Phil Jones, formerly with WLWI(TV) Indianapolis, joins WDET-FM Detroit, educational station of Wayne State University.

Donald H. Mann, special projects manager, WBBM Chicago, re-elected president of American College of Radio Arts, Crafts & Sciences for two-year term. All other officers of national radio organization also were re-elected.

Janet Todd joins WIS Columbia, S. C., as copywriter.

GOVERNMENT

Ernest J. Hodges, formerly senior vice president and a director of Guild, Bascom & Bonfigli, San Francisco, appointed marketing advisor to Department of State for Central American Common Market. He will reside in Guatemala City, Guatemala, working on plan for self-help by Central American manufacturers of food and other consumer products. Pilot program was

CBS radio affiliates group names Hanna

Michael R. Hanna, WHCU Ithaca, N. Y., elected 1963-64 chairman of CBS Radio Affiliates Association's board of directors at affiliates' convention in New York last week (also see page 34). He succeeds **E. K. (Joe) Hartenbower,** KCMO Kansas City, Mo.


Mr. Hanna

Lee Fondren, KLZ Denver, elected vice chairman, and **Joe L. Smith Jr.,** WJLS Beckley, W. Va., reelected secretary-treasurer.

Wendell Adams, KINS Eureka, Calif., and Mr. Hartenbower named directors at large.

Nine district directors named: **Joseph K. Close,** WKNE Keene, N. H.; **Charles Sanders,** WSPA Spartanburg, S. C.; **J. W. Woodruff Jr.,** WRBL Columbus, Ga.; **Arthur R. O'Neil,** WSBT South Bend, Ind.; **William A. Roberts,** KRLD Dallas, and **Westerman Whillock,** KBOI Boise, Idaho, along with Messrs. Hanna, Smith and Fondren.

Messrs. Hanna, Fondren, Roberts, Smith and Whillock constitute executive committee.

Mr. Fondren also heads next year's association convention committee, which also includes Messrs. Dean and O'Neil.

devised by Walter Guild, GB&B president.

Francis Keefe, administrative assistant to chief of field engineering bureau of FCC, retired Sept. 30.

PROGRAMING


Mr. Collier

Chet Collier appointed general manager for WBC Productions Inc., California, and executive producer of *The Steve Allen Show,* replacing **Joel Chaseman,** who has been appointed Group W Projects Director, New York. Changes are effective in early December. Mr. Collier, currently program manager of KYW-TV Cleveland, had been executive producer for Westinghouse Broadcasting Co., New York. Mr. Chaseman has been with Allen show since it began in 1962, with WBC since 1957.

Al Hyslop, program assistant and associate producer since 1958 of *Captain Kangaroo* show (CBS-TV), appointed producer, replacing **Jon Stone,** who will remain on staff as writer while pursuing Broadway acting career.

Luther Davis signed to produce three segments of NBC-TV *Kraft Suspense Theatre* for Revue Studios and Roncom Films.

Dick West, formerly associate director of *Tennessee Ernie Ford Show,* named unit manager of program succeeding **Jack Tolen** who becomes unit manager of *Day in Court* (both ABC-TV).

Susie Sharpf replaces **Kathy Lawler** as hostess of *Romper Room* on WNDU-TV South Bend, Ind. Miss Lawler will travel and study in Europe.

Stuart Rosenberg will direct "The Candidate," Eugene Burdick's first TV original for *Bob Hope-Chrysler Theatre.* **Loring Mandel** will write teleplay for program.

Rex Cox joins WCD Inc., New York, as creative director and producer. Mr. Cox was formerly with Sarra Inc.

Kenneth Glancy, VP of Columbia Records Sales Corp., elected to the newly created post of VP, artists and repertoire.

Craig Fisher, producer of NBC-TV's *Exploring,* named producer of *Sunday* which begins on network Oct. 27 (4-5 p.m. EST).

NEWS

Harry Reasoner, CBS News correspondent, given newly created assignment as roving correspondent. His reports will appear primarily on *CBS Evening News With Walter Cronkite.* He will also cover major stories for other network broadcasts and retains post of anchor man on *CBS Sunday News.*

Hill's term extended

Great Britain's postmaster-general has announced that Lord Hill's chairmanship of Independent Television Authority has been extended. When Lord Hill was first appointed the term of office was from July 1, 1963 to July 29, 1964. The postmaster - general said at that time that the appointment would be extended to the full period of five years when the television bill became law. Now that the Television Act, 1963, has come into force, Lord Hill's chairmanship will be extended from July 30, 1964, to June 30, 1968.


Mr. Van Arsdale

Russell G. Van Arsdale, recently with WJAR-TV Providence, R. I., named news director of KTTV(TV) Los Angeles.

Peter vanBuren, WLAN Lancaster, Pa., news reporter, joins WGAL same city. **Fred Klein,** WGAL news director, to WLAN news staff. **Larry Randall,** from WWFM Lancaster, to WLAN news department.

Claire Beach, formerly weather reporter on WRC-AM-TV Washington, joins WTOP-TV Washington as TV reporter. Previously, she had been with WJZ-TV Baltimore.

George Ray, formerly with WTVH (TV) Peoria and WREX-TV Rockford, both Illinois, appointed news director of KCHU-TV San Bernardino, Calif.

EQUIPMENT & ENGINEERING

David J. Melamed promoted to secretary of Communications Satellite Corp. He joined Comsat last November as assistant counsel to chairman of incorporators, and subsequently was appointed assistant secretary and assistant treasurer. Previously he was associated with New York law firm of Cravath, Swaine & Moore.

Donald MacGregor, VP in charge of manufacturing for Zenith Radio Corp. and with Zenith since 1946, retired Oct. 1 but continues as consultant.

William E. Boss, formerly coordinator of color tv activities for RCA and with that firm 15 years, joins Admiral Corp., Chicago, in newly created position of sales manager for black-and-white TV.

Leonard G. West, formerly with ITA Electronics and RCA, appointed chief project engineer of CCA Electronics Corp., Yeadon, Pa. Mr. West will report to Juan C. Chiabrando, director of engineering, and be responsible for design of high power broadcast and communication transmitters.

INTERNATIONAL

Bryon Gregor-Pearse, advertising manager of home electronics division of Canadian Marconi Co., Montreal, appointed advertising manager of all divisions of Canadian Marconi Co.

Jack Aistrop, distribution manager in British Broadcasting Corp. Sound Transcription Service, appointed BBC representative in U. S. He succeeds Dennis Scuse, who is returning to London as general manager of BBC-TV Enterprises.

Don Hartford, CFAC Calgary, Alta., re-elected for third term as president of Western Association of Broadcasters at annual meeting at Jasper, Alta. **W. H. Stovin,** CKOM Saskatoon, Sask., elected vice-president. Directors elected: **A. J. Hopps,** CFRN Edmonton, Alta.; **Dennis Barkman,** CFAM Altona, Man.; **Arthur F. Shortell,** CKSA-AM-TV Lloydminster, Alta.; and **J. B. Craig** CKX-AM-TV Brandon, Man.

Leonard Waight, C.M.G., retires as chief of finance and establishments of the Independent Television Authority.

A. S. Curbishley, O.B.E., appointed head of finance of the Independent Television Authority. He has been the ITA's accountant since 1954.

Jeremy Brown resigns from CHCH-TV Hamilton, Ont., to join *Toronto Telegram* as entertainment editor.

DEATHS

Ernest N. Thwaites, 59, owner of KFUN Las Vegas, N. M., killed in Sept. 21 crash near Albuquerque, while piloting own plane. Mr. Thwaites was president of New Mexico Broadcasters Association in 1962. He went to New Mexico in 1935 and worked for stations in Albuquerque before putting KFUN on air in 1941. Mr. Thwaites is survived by his wife, Dorothy, and two sisters.

Robert Waldrop, 54, announcer for NBC from 1933 to 1961, died Sept. 26 in Cleveland. He joined NBC in San Francisco and moved to New York in 1935. He became commentator for *Ohio Bell Telephone Hour* after leaving New York and after period with WGMS Washington.

ON THE TV NETWORKS THIS FALL:

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships. All times EDT. Published first issue in each quarter.

SUNDAY MORNING

10 a.m.-Noon

ABC-TV No network service.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust; 10:30-11 *Look Up and Live*, sust.; 11-11:30 *Camera Three*, sust.; 11:30-12 No network service.
NBC-TV No network service.

SUNDAY AFTERNOON-EVENING

Noon-1 p.m.

ABC-TV 12-12:30 No network service; 12:30-1 *Discovery '63* part.
CBS-TV 12-12:30 No network service; 12:30-1 *Face the Nation*, sust.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 *Direction '64*, sust.; 1:30-2 *Issues and Answers*, Nationwide Insurance.
CBS-TV 1-1:45 No network service; 1:45-2 *Pro Football Kickoff*, Hamilton Watch, Carter, Bristol-Myers.
NBC-TV 1-1:30 No network service; 1:30-2 Religious programs & Public Affairs, part.

2-3 p.m.

ABC-TV Local station time.
CBS-TV *NFL Football*, Ford, Philip Morris, national; Falstaff, Amoco, Carling, Ballantine, Hamm, National Brewing, J. B. Williams, Sohio, Stand. Oil of Calif., Folgers—regional.
NBC-TV No network service.

3-4 p.m.

ABC-TV 3-3:30 No network service; 3:30-4 *American Football League*, part.
CBS-TV *NFL Football*, cont.
NBC-TV *Sunday* (Oct. 20-Dec. 22), part.

4-5 p.m.

ABC-TV *AFL Football*, cont.
CBS-TV *NFL Football* cont.; 4:30-5 No network service.
NBC-TV *Sunday*, cont.

5-6 p.m.

ABC-TV *AFL Football*, cont.
CBS-TV No network service; 5:30-6 *Amateur Hour*, J. B. Williams.
NBC-TV 5-5:30 No network service; 5:30-6 *GE College Bowl*, General Electric; part.

6-7 p.m.

ABC-TV 6-6:15 *AFL Football*, cont.; 6:15-6:30 *All-Pro Scoreboard*, part; 6:30-7 No network service.
CBS-TV 6-6:30 *Twentieth Century*, Prudential; *Mr. Ed*, part.
NBC-TV 6-6:30 *Meet the Press*, co-op., part.; 6:30-7 No network service.

7-8 p.m.

ABC-TV 7-7:30 No network sevice; 7:30-8:30 *The Travels of Jaimie McPheeters*, part.
CBS-TV 7-7:30 *Lassie*, Campbell Soup; 7:30-8 *My Favorite Martian*, Kellogg, Toni.
NBC-TV 7-7:30 *Bill Dana Show*, Heinz, Breck, Goodyear, Bristol-Myers, Borg-Warner, Dodge (alt.); 7:30-8:30, *Walt Disney's Wonderful World of Color*, RCA, Eastman Kodak.

8-9 p.m.

ABC-TV *Jaimie McPheeters*, cont.; 8:30-10 *Arrest and Trial*, Ford, Libby, McNeil & Libby; Liggett & Myers and part.
CBS-TV *Ed Sullivan*, Pillsbury, P. Lorillard, Whitehall, Lever.
NBC-TV *Walt Disney*, cont.; 8:30-9 *Grindl*, P&G.

9-10 p.m.

ABC-TV *Arrest and Trial*, cont.
CBS-TV *The Judy Garland Show*, P&G, American Tobacco, Gen. Mills, Menley & James.
NBC-TV *Bonanza*, Chevrolet.

10-11 p.m.

ABC-TV 10-10:30 *TBA*, Con. Cigar, Alberto-Culver; 10:30-11 *ABC News Reports*, sust.
CBS-TV 10-10:30 *Candid Camera*, Bristol-Myers, Lever; 10:30-11 *What's My Line*, J. B. Williams, Kellogg.
NBC-TV *duPont Show of the Week*, duPont.

11-11:15 p.m.

ABC-TV No network service.
CBS-TV *CBS News with Harry Reasoner*, Whitehall, Carter.
NBC-TV No network service.

MONDAY-FRIDAY MORNING

7-10 a.m.

ABC-TV No network service.
CBS-TV 7-8 No network service; 8-9 *Captain Kangaroo*, part.; 9-10 No network service.
NBC-TV 7-9 *Today*, part.; 9-10 No network service.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10-10:30 *CBS News With Mike Wallace*, part.; 10:30-11 *I Love Lucy*, part.
NBC-TV 10-10:25 *Say When*, part.; 10:25-10:30 *NBC News Morning Report*, Gen. Mills, Bristol-Myers; 10:30-11 *Word for Word*, part.

11 a.m.-Noon

ABC-TV 11-11:30 *The Price Is Right*, part.; 11:30-12 *Seven Keys*, part.
CBS-TV 11-11:30 *The McCoys*, part.; 11:30-12 *Pete & Gladys*, part.
NBC-TV 11-11:30 *Concentration*, part.; 11:30-12 *Missing Links*, part.

MONDAY-FRIDAY AFTERNOON, EARLY EVENING AND LATE NIGHT

Noon-1 p.m.

ABC-TV 12-12:30 *Tennessee Ernie Ford*, part.; 12:30-1 *Father Knows Best*, part.
CBS-TV 12-12:25 *Love Of Life*, part.; 12:25-12:30 *News*, part.; 12:30-12:45 *Search For Tomorrow*, P&G; 12:45-1 *Guiding Light*, P&G.
NBC-TV 12-12:30 *Your First Impression*, part.; 12:30-12:55 *Truth Or Consequences*, part.; 12:55-1 *News*, Gen. Mills.

1-2 p.m.

ABC-TV 1-1:30 *General Hospital*, part.; 1:30-2 No network service.
CBS-TV 1-1:30 *Sunrise Semester*, sust.; 1:30-2 *As The World Turns*, part. and P&G.
NBC-TV No network service.

2-3 p.m.

ABC-TV 2-2:30 No network service; 2:30-2:55 *Day in Court*, part.; 2:55-3 *Lisa Howard News*, Purex.
CBS-TV 2-2:30 *Password*, part.; 2:30-3 *Art Linkletter's House Party*, part.
NBC-TV 2-2:25 *People Will Talk*, part.; 2:25-2:30 *News*, S. C. Johnson, 2:30-3 *The Doctors*, Colgate-Palmolive, part.

3-4 p.m.

ABC-TV 3-3:30 *Queen For A Day*, part.; 3:30-4 *Who Do You Trust?*, part.
CBS-TV 3-3:25 *To Tell the Truth*, part.; 3:25-3:30 *CBS News with Doug Edwards*, American Home, Gen. Mills; 3:30-4 *Edge of Night*, P&G, part.
NBC-TV 3-3:30 *Loretta Young Theatre*, part.; 3:30-4 *You Don't Say*, part.

4-5 p.m.

ABC-TV *Trailmaster*, part.
CBS-TV *The Secret Storm*, part.; 4:30-4:45 *The Lee Phillip Show*, Pillsbury; 4:45-5 No network service.
NBC-TV 4-4:25 *Match Game*, part.; 4:25-4:30 *News*, Gen. Mills; 4:30-5 *Make Room For Daddy*, part.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:10 *News*, sust.; 5:10-6 No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV 6-6:15 *Ron Cochran With The News*, part.; 6:15-7:30 No network service.
CBS-TV 6-6:30 No network service; 6:30-7 *CBS News with Walter Cronkite*, part.; 7-7:30 No network service.
NBC-TV 6-7 No network service; 7-7:30 *Huntley-Brinkley Report*, part.

11 p.m.-1 a.m.

ABC-TV 11-11:10 *Murphy Martin With The News*, part.
CBS-TV No network service.
NBC-TV 11-11:15 No network service; 11:15 p.m.-1 a.m. *Tonight*, part.

MONDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *The Outer Limits*, L&M, P&G, Bristol-Myers, part.; 8:30-10 *Wagon Train*, R. J. Reynolds, Firestone, Green

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CBS-TV 7:30-8 *To Tell the Truth*, Whitehall Pharmacal, R. J. Reynolds; 8-8:30 *I've Got a Secret*, Gen. Foods, Toni; 8:30-9 *The Lucy Show*, part.
NBC-TV 7:30-9:30 *Monday Night At The Movies*, part.

9-10 p.m.

ABC-TV *Wagon Train*, cont., part.
CBS-TV 9-9:30 *Danny Thomas Show*, Gen. Foods; 9:30-10 *Andy Griffith Show*, Gen. Foods.
NBC-TV 9-9:30 *Monday Night At The Movies*, cont., 9:30-10 *Hollywood and the Stars*, Timex, Purex.

10-11 p.m.

ABC-TV *Breaking Point*, Brown & Williamson, Alberto-Culver, Armour, Colgate, part.
CBS-TV *East Side, West Side*, Toni, Squibb, Philip Morris, Whitehall.
NBC-TV *Sing Along With Mitch*, part.

TUESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *Combat*, part.; 8:30-9 *McHale's Navy*, part.
CBS-TV 7:30-8 *Marshall Dillon*, co-op.; 8-9 *The Red Skelton Hour*, Best Foods, Lever, Philip Morris, S. C. Johnson.
NBC-TV 7:30-8:30 *Mr. Novak*, part.; 8:30-9 *Redigo*, Brown & Williamson.

9-10 p.m.

ABC-TV *The Greatest Show on Earth*, Am. Tobacco, Alberto-Culver, Kaiser.
CBS-TV 9-9:30 *Petticoat Junction*, P&G, Whitehall; 9:30-10 *The Jack Benny Show*, Gen. Foods, State Farm Mutual.
NBC-TV *Richard Boone Show*, Reynolds Metals, Polaroid, Helena Rubinstein, Pharmacraft.

10-11 p.m.

ABC-TV *The Fugitive*, Standard Brands, Procter & Gamble, Mobil Oil, Brown & Williamson, Beecham, MMM and part.
CBS-TV *The Garry Moore Show*, Oldsmobile, R. J. Reynolds, S. C. Johnson.
NBC-TV *Bell Telephone Hour*, Bell; alternating with *Andy Williams Show*, S&H Green Stamps.

WEDNESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 *The Adventures of Ozzie & Harriet*, American Dairy, American Gas, Nalley's, Langendorf; 8-8:30 *The Patty Duke Show*, Gen. Mills, Breck, Sterling Drug, part.; 8:30-9 *The Price Is Right*, Block Drug, Lever, part.
CBS-TV 7:30-8:30 *CBS Reports*, part.; 8:30-9 *Glynis*, part.
NBC-TV *The Virginian*, part.

9-10 p.m.

ABC-TV *Ben Casey*, Alberto-Culver, P&G, Brown & Williamson, Noxzema, Bristol-Myers, Armour, part.
CBS-TV 9-9:30 *Beverly Hillbillies*, Kellogg, R. J. Reynolds; 9:30-10 *Dick Van Dyke Show*, P&G, P. Lorillard.
NBC-TV *Espionage*, part.

10-11 p.m.

ABC-TV *Channing*, Brown & Williamson, part.
CBS-TV *The Danny Kaye Show*, American Motors, Armstrong, Ralston Purina.
NBC-TV *Eleventh Hour*, part.

THURSDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 *The Flintstones*, Best Foods, Welch, part.; 8-8:30 *The Donna Reed Show*, Nabisco, Campbell; 8:30-9 *My Three Sons*, Hunt Foods, Quaker Oats.
CBS-TV 7:30-8 *Password*, R. J. Reynolds, Speidel; 8-9 *Rawhide*, part.
NBC-TV 7:30-8:30 *Temple Houston*, part; 8:30-9:30 *Dr. Kildare*, part.

9-10 p.m.

ABC-TV *The Jimmy Dean Show*, Am. Tobacco, Butternut, Fla. Citrus, Ballantine, part.
CBS-TV *Perry Mason*, part.

TV specials in fourth quarter

ABC-TV

Oct. 16: 10-11 p.m.
The Saga of Western Man, Upjohn
Oct. 21: 7:30-8:30 p.m.
Crisis: Behind a Presidential Commitment, sust.
Oct. 25: 10-11 p.m.
The World's Girls, Philco.
Nov. 20: 10-11 p.m.
The Festival Frenzy, Philco.
Nov. 30: 4-7 p.m.
Grey Cup Championship.
Dec. 1: 6:30-7:30 p.m.
The Saga of Western Man, Upjohn.
Dec. 10: 10-11 p.m.
The Soviet Woman, Philco.

CBS-TV

Nov. 1: 10-11 p.m.
Miss Teen-age America Pageant, P&G, Dr. Pepper.
Nov. 7: 9-10 p.m.
Bing Crosby Show, Pontiac, Lever.
Nov. 12: 9:30-11 p.m.
Calamity Jane, Lever, Lipton.
Nov. 28: 10 a.m.-noon
Thanksgiving Day Parade, Nestle.
Nov. 28: 12 noon-concl.
NFL Football, part.
Nov. 28: 3 p.m.-concl.
NCAA Football, part.
Nov. 29: 7:30-8:30 p.m.
Young People's Concert, Shell.
Dec. 21: 3:15-concl.
Bluebonnet Bowl, part.
Dec. 23: 7:30-8:30 p.m.
Young People's Concert, Shell.
Dec. 28: 1:30 p.m.-concl.
Gator Bowl, part.

NBC-TV

Oct. 20: 6-7:30 p.m.
Hallmark Hall of Fame ("The Tempest"), Hallmark.
Oct. 30: 7:30-9 p.m.
That War in Korea, Xerox.
Nov. 5: 9-10 p.m.
Greece, Xerox.
Nov. 15: 9:30-11 p.m.
Hallmak Hall of Fame ("The Patriot"), Hallmark.
Dec. 15: 4-5 p.m.
Hallmark Hall of Fame (Handel's "Messiah"), Hallmark.
Dec. 15: 10-11 p.m.
The Making of a Pro, Gulf.

NBC-TV 9-9:30 *Dr. Kildare*, cont.; 9:30-10 *Hazel*, Ford.

10-11 p.m.

ABC-TV 10-10:30 *The Sid Caesar Show* alternating with *The Edie Adams Show*, Consolidated Cigar.
CBS-TV *The Nurses*, part.
NBC-TV *Kraft Mystery Theatre* or *Perry Como Specials*, Kraft.

FRIDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 *77 Sunset Strip*, R. J. Reynolds, Armour, Colgate, Mobil Oil, part. 8:30-9:30 *Burke's Law*, Liggett & Myers, P&G, Lever, Breck, part.
CBS-TV 7:30-8:30 *The Great Adventure*, part.; 8:30-9:30 *Route 66*, Chevrolet, Philip Morris, P&G.
NBC-TV 7:30-8:30 *International Showtime*, part.; 8:30-9:30 *Bob Hope's Chrysler Show*, Chrysler.

9-10 p.m.

ABC-TV 9-9:30 *Burke's Law*, cont.; 9:30-10 *The Farmer's Daughter*, Bristol-Myers, Liggett & Myers, part.
CBS-TV 9-9:30 *Route 66*, cont.; 9:30-10 *Twilight Zone*, American Tobacco, P&G.
NBC-TV 9-9:30 *Bob Hope*, cont.; 9:30-10 *Harry's Girls*, Colgate.

10-11 p.m.

ABC-TV 10-10:45 *The Fight of the Week*, Gillette, Con. Cigar; 10:45-11 *Make That Spare*, Brown & Williamson, Schmidt.
CBS-TV *Alfred Hitchcock Hour*, part.
NBC-TV *Jack Paar*, part.

SATURDAY MORNING & AFTERNOON

8-10 a.m.

ABC-TV No network service.
CBS-TV 8-9 *Captain Kangaroo*, part; 9-9:30 *The Alvin Show*, part; 9:30-10 *Tennessee Tuxedo*, part.
NBC-TV 8-9:30 No network service; 9:30-10 *Ruff 'n' Reddy*, part.

10-11 a.m.

ABC-TV No network service. 10:30-11 *The Jetsons*, Louis Marx, DeLuxe Reading.
CBS-TV 10-10:30 *Quick Draw McGraw*, part; 10:30-11 *Mighty Mouse*, part.
NBC-TV 10-10:30 *Hector Heathcote*, part; 10:30-11 *Firefall XL-5*; part.

10 a.m.-Noon

ABC-TV 11-11:30 *The New Casper Cartoon Show*, Mattel, Sweets, Wander.; 11:30-12 *Beany & Cecil*, Mattel, Gen. Mills, Chunky, Alberto-Culver.
CBS-TV 11-11:30 *Rin Tin Tin*, part; 11:30-12 *Roy Rogers*, part.
NBC-TV 11-11:30 *Dennis the Menace*, part; 11:30-12 *Fury*, part.

Noon-1 p.m.

ABC-TV 12-12:30 *Bugs Bunny*, Gen. Foods; DeLuxe Reading, Louis Marx, Sweets, Wander; 12:30-1 *Magic Land of Allakazam*, Mattel, Sunbeam, part.
CBS-TV 12-12:30 *Sky King*, Nabisco, Mattel; 12:30-1 *CBS News with Robert Trout*, sust.
NBC-TV 12-12:30 *Sgt. Preston of the Yukon*, part; 12:30-1 *Bullwinkle*, part.

1-2 p.m.

ABC-TV 1-1:30 *My Friend Flicka*, Ideal Toy, Gen. Mills, Horstman, Hassenfield, Hubley; 1:30-2:30 *American Bandstand*, Sweets, Dr. Pepper, Waterman-Bic, Ameri-

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Shown above is the final installation of a 16 bay antenna atop a 485' ROHN TV broadcast tower. The installation is the WMBD-TV translator station at LaSalle, Illinois, Channel 71.

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can Chicle, Block Drug, Chesebrough-Pond's, Gen. Electric.
CBS-TV 1-1:45 No network service; 1:45-2 *College Football Preview*, Union Carbide, Thomas Leeming.
NBC-TV *Exploring*, part.

2-5 p.m.

ABC-TV 2-2:30 *American Bandstand*, cont.; 2:30-4:30 No network service; 4:30-5 *AFL Highlights*, sust.
CBS-TV *NCAA Football*, General Cigar, Texaco, Inst of Life Ins., Norelco, Firestone, Studebaker, Polaroid.
NBC-TV 2-2:30 *Mr. Wizard*, part; 2:30-5 No network service.

5-7:30 p.m.

ABC-TV 5-6:30 *ABC's Wide World of Sports*, Bristol-Myers, Gillette, Kaiser, P. Lorillard, United Motor Service, Quaker Oats, American Gas, Liberty Mutual, Seven Up; 6:30-7 *Pre-Olympic Show*, Firestone, P. Lorillard, Andrew Jergens, Schlitz, Texaco; 7-7:30 No network service.
CBS-TV 5-5:15 *College Football Scoreboard*, Gen. Mills, Bristol-Myers; 5:15-7:30 No network service.
NBC-TV 5-5:30 *NFL Highlights*, part; 5:30-6 *Captain Gallant*, part; 6-6:15 *Saturday News Report*, sust.; 6:15-7:30 No network service.

7:30-9 p.m.

ABC-TV 7:30-8:30 *Hootenanny*, Breck, Fla. Citrus, Bristol-Myers, part; 8:30-9:30 *The Lawrence Welk Show*, J. B. Williams, Whitehall, part.
CBS-TV 7:30-8:30 *Jackie Gleason Show*, Colgate, Drackett, Philip Morris, Ralston; 8:30-9 *Phil Silvers Show*, General Foods.
NBC-TV 7:30-8:30 *The Lieutenant*, Sterling Drug, Pontiac, MGM, Heinz, Lehn & Fink, Helene Curtis; 8:30-9 *The Joey Bishop Show*, P. Lorillard, Pharmacraft, Helene Curtis, Goodyear, Bristol-Myers.

9-10 p.m.

ABC-TV 9-9:30 *The Lawrence Welk Show*, cont.; 9:30-11:30 *The Jerry Lewis Show*, Dodge, Ballantine, Liggett & Myers, Beecham, Armour, Rayette, U. S. Plywood, Block Drug, part.
CBS-TV *The Defenders*, Allstate, Bristol-Myers, Brown & Williamson, Lever.
NBC-TV 9-11 *Saturday Night at the Movies*, part.

10-11 p.m.

ABC-TV *Jerry Lewis*, cont.
CBS-TV *Gunsmoke*, part.
NBC-TV *Movies*, cont.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Sept. 26 through Oct. 2 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV stations

APPLICATIONS

***Los Angeles—Community Television of Southern California.** UHF channel 28 (554-560 mc); ERP 269 kw vis., 134.5 kw aur. Ant. height above average terrain 3,000 feet, above ground 263 feet. P. O. address c/o Elden Smith, 2600 Wilshire Boulevard, Suite 513, Los Angeles. Estimated construction cost $1,552,350; first year operating cost $614,000. Studio and trans. locations both Los Angeles. Geographic coordinates 34° 13′ 27″ north latitude, 118° 03′ 47″ west longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-24DAS. Legal counsel Covington & Burling, consulting engineer Jansky & Bailey, both Washington. Principals: **board of directors.** Ann. Oct. 2.

***Richmond, Va.—Central Virginia Educational Television Corp.** UHF channel 23 (524-530 mc); ERP 510.9 kw vis., 255.45 kw aur. Ant. height above average terrain 771 feet, above ground 699 feet. P. O. address c/o Thomas Boushall, 800 East Main Street, Richmond. Estimated construction cost $601,114; first year operating cost $180,960. Studio and trans. locations both Midlothian District. Geographic coordinates 37° 30′ 46″ north latitude, 77° 36′ 06″ west longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-46K. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington; consulting engineer Paul Godley Co., Montclair, N. J. Principals: **board of directors.** Ann. Oct. 1.

Existing TV stations

CALL LETTERS ASSIGNED

■ *WXXW(TV) Chicago—Chicago Educational Television Association.
■ *WTIU (TV) Bloomington, Ind.—Trustees of Indiana University.
■ WIHS-TV Boston—Boston Catholic Television Center Inc. Changed from WBCT (TV).

New AM station

APPLICATION

Plymouth, N. H.—Pemigewasset Broadcasters Inc. 1240 kc, 250 w, unl. P. O. address c/o J. Gordon Keyworth, Williamstown, Mass. Estimated construction cost $18,125; first year operating cost $32,500; revenue $36,140. Principals: **J. Gordon Keyworth** (71.84%) and others. Mr. Keyworth is past broadcast owner. Ann. Oct. 2.

Existing AM stations

CALL LETTERS ASSIGNED

■ KAFF Flagstaff, Ariz.—Guy Christian. Changed from KFGT.
■ KWXY Cathedral City, Calif.—Glen Barnett.
■ KGBB Santa Clara, Calif.—George B. Bairey. Changed from KASC.
■ KRYT Colorado Springs, Colo.—William S. Cook.
■ WFIV Kissimmee, Fla.—Radio Florida Broadcasters. Previously reported incorrectly.
■ WCVL Crawfordsville, Ind.—Radio Crawfordsville Inc.
■ WKYF Greenville, Ky.—Greenville Broadcasting Co.
■ KCIJ Shreveport, La.—Universal Broadcasting Corp. Changed from KREB.
■ WYRE Annapolis, Md.—Radio Chesapeake Inc. Changed from WABW.
■ KDWA Hastings, Minn.—Hastings Broadcasting Co.
■ WJJZ Mount Holly, N. J.—Mount Holly-Burlington Broadcasting Co.
■ WKTE King, N. C.—Stokes County Broadcasting Co.
■ WVOZ Carolina, P. R.—International Broadcasting Corp.
■ WBHT Brownsville, Tenn.—Brownsville Broadcasting Co.
■ KBSN Crane, Tex.—Albert L. Crain. Changed from KCRM.
■ WGLB Port Washington, Wis.—Great Lakes Broadcasting Corp.

New FM stations

ACTIONS BY FCC

***Rolla, Mo.—Curators of University of Missouri.** Granted CP for new FM on 88.5 mc, channel 203, 10 w. Ant. height above average terrain 66.5 feet. P. O. address c/o Dale O. Bowling, business manager, University of Missouri, Columbia, Mo. Estimated construction cost $5,005; first year operating cost $1,000. Principals are curators. Action Sept. 30.

***Easton, Pa.—Lafayette College.** Granted CP for new FM on 90.5 mc, channel 213, 10 w. Ant. height above average terrain 73 feet. P. O. address c/o David M. Lockett, director of student activities, Easton. Estimated construction cost $6,500; first year operating cost $3,440. Principals: **board of trustees.** Action Sept. 26.

APPLICATIONS

Hot Springs, Ark.—Radio Hot Springs Co. 97.5 mc, channel 248, 36 kw. Ant. height above average terrain 475 feet. P. O. address c/o C. J. Dickson, 34 Circle Drive, Hot Springs. Estimated construction cost $28,892; first year operating cost $36,000; revenue $35,000. Principals: **Guy R. Beckham, James M. Alexander** (each 37.5%) and **C. J. Dickson** (25%). Messrs. Beckham and Alexander are Abilene, Tex., businessmen; Mr. Dickson is past broadcast station manager. Ann. Sept. 26.

Tallahassee, Fla.—WMEN Inc. 94.9 mc, channel 235, 28.57 kw. Ant. height above average terrain 312. P. O. address c/o B. F. J. Timm, Floridan Hotel, Tallahassee. Estimated construction cost $10,625; first year operating cost $10,000; revenue $12,000. Applicant is licensee of WMEN Tallahassee. Ann. Sept. 30.

Pekin, Ill.—WSIV Inc. 95.3 mc, channel 237, 2.5 kw. Ant. height above average terrain 89 feet. P. O. address c/o Dean McNaughton, WSIV Pekin. Estimated construction cost $10,868; first year operating cost $5,000; revenue $5,000. Applicant is licensee of WSIV Pekin. Ann. Sept. 26.

Louisville, Ky.—Kentucky Central Broadcasting Inc. 106.9 mc, channel 295, 34.2 kw. Ant. height above average terrain 132 feet. P. O. address c/o Ralph G. Worster, 120 East Main Street, Lexington, Ky. Estimated construction cost $21,891; first year operating cost $30,000; revenue $30,000. Applicant is licensee of WINN Louisville. Ann. Oct. 2.

EDWIN TORNBERG
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Negotiators For The Purchase And Sale Of
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New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Marshall, Mich.—Triad Television Corp. 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 220 feet. P. O. address c o C. Wayne Wright, Irwin Avenue, Albion, Mich. Estimated construction cost $13,445; first year operating cost $12,000; revenue $8,000. Applicant is licensee of WALM Albion. Ann. Oct. 2.

Cambridge, Ohio—Land O'Lakes Broadcasting Corp. 96.7 mc, channel 244A, 1.4 kw. Ant. height above average terrain 420 feet. P. O. address c/o Howard A. Donahoe, 917 Beatty Avenue, Cambridge. Estimated construction cost $18,336; first year operating cost $12,000; revenue $14,000. Applicant is licensee of WILE Cambridge. Ann. Sept. 30.

Brenham, Tex.—Tom S. Whitehead Inc. 106.3 mc, channel 292A, 3 kw. Ant. height above average terrain 223 feet. P. O. address Box 730, Brenham. Estimated construction cost $11,375; first year operating cost $7,500; revenue $7,500. Applicant is owner of KWHI Brenham. Ann. Oct. 2.

Suffolk, Va.—Suffolk Broadcasting Corp. 92.9 mc, channel 225, 50 kw. Ant. height above average terrain 145 feet. P. O. address c o E. D. Baydush, 967 Windsor Road, Suffolk. Estimated construction cost $42,850; first year operating cost $25,000; revenue $20,000. Applicant is licensee of WLPM Suffolk. Ann. Sept. 30.

Berkeley Springs, W. Va.—Berkeley Springs Radio Station Corp. 93.5 mc, channel 228A, 3 kw. Ant. height above average terrain 70 feet. P. O. address c/o Kenneth E. Robertson, Box 8. Berkeley Springs. Estimated construction cost $11,891; first year operating cost $4,100; revenue $6,000. Applicant is licensee of WCST Berkeley Springs. Ann. Sept. 26.

Huntington, W. Va.—Connie B. Gay Broadcasting Corp. 103.3 mc, channel 277, 50 kw. Ant. height above average terrain 500 feet. P. O. address Box 2031, Huntington, c/o Naseeb Tweel. Estimated construction cost $71,600; first year operating cost $20,000; revenues $12,000. Applicant is licensee of WQMR Silver Spring, Md., WGAY(FM) Washington and WTCR Ashland, Ky. Ann. Oct. 2.

***Milwaukee, Wis.—University of Wisconsin-Milwaukee.** 89.7 mc, channel 209, 250 w. Ant. height above average terrain 378.9 feet. P. O. address c/o Professor Ruane B. Hill, Milwaukee. Estimated construction cost $11,340; first year operating cost $14,000. Principals: **Regents of University of Wisconsin.** Ann. Sept. 27.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 2

	ON AIR Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,837	45	144	324
FM	1,111	19	77	234
TV	522[1]	55	82	128

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 2

	VHF	UHF	TOTAL TV
Commercial	486	91	577[1]
Noncommercial	51	29	80[2]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Aug. 31

	AM	FM	TV
Licensed (all on air)	3,826	1,101	522[1]
CP's on air (new stations)	56	30	55
CP's not on air (new stations)	135	76	80
Total authorized stations	4,017	1,207	657[1]
Applications for new stations (not in hearing)	188	192	73
Applications for new stations (in hearing)	136	12	51
Total applications for new stations	324	204	124
Applications for major changes (not in hearing)	241	89	41
Applications for major changes (in hearing)	54	3	10
Total applications for major changes	295	92	51
Licenses deleted	0	0	0
CP's deleted	2	3	3

[1] Does not include seven licensed stations off air
[2] Includes three stations operating on unreserved channels

Existing FM stations

CALL LETTERS ASSIGNED

■ WKYF-FM Greenville, Ky.—Greenville Broadcasting Co. Changed from WKYF (FM).

■ *WCWP(FM) Brookville, N. Y.—C. W. Post College of Long Island University.

APPLICATIONS

KGGK(FM) Garden Grove, Calif.—CP to increase ERP from 1 kw (horizontal), 920 w (vertical), to 3 kw; decrease ant. height above average terrain from 180 feet to 169 feet; install new ant., and increase TPO from 840 w to 1 kw. Ann. Sept. 27.

KVFM(FM) San Fernando, Calif.—CP to increase ERP from 860 kw (horizontal), 740 w (vertical), to 3 kw and install new ant. Ann. Sept. 27.

KREP Santa Clara, Calif.—Mod. of CP (which authorized new FM) to change frequency from 103.3 mc, channel 277, to 105.7 mc, channel 289; increase ERP to 39.9 kw; increase ant. height above average terrain to 588 feet; install new ant.; make changes in ant. system (increase height), and install new trans. Ann. Sept. 26.

Ownership changes

ACTIONS BY FCC

WKQV Sullivan, Ind.—Granted acquisition of negative control of permittee corporation, **Sullivan County Broadcasters Inc.**, from **Edgar F. Arnold Jr.**, individually (25%) and as executor of estate of **Edgar F. Arnold Sr.** (25%), by **H. W. Wells** and **Elmer L. Kelley Jr.** (each 25% before transfer, 50% after). Consideration $500. Action Oct. 1.

WABX(FM) Detroit, Mich.—Granted transfer of control of licensee corporation, **Mid-State Broadcasting Corp. of Detroit**, to **Mid-States Broadcasting Corp.** Transfer constitutes consolidation, as principals of Detroit corporation are also principals of Mid-States. Action Sept. 30.

WABX(FM) Detroit—Granted assignment of license from **Mid-State Broadcasting Corp. of Detroit** to **Mid-States Broadcasting Corp.** No financial consideration involved. Also see other applications on this page. Action Sept. 26.

WSWM(FM) East Lansing, Mich.—Granted transfer of control of licensee corporation, **Mid-State Broadcasting Corp. of East Lansing, to Mid-States Broadcasting Corp.** Transfer constitutes consolidation, as principals of East Lansing corporation are also principals of Mid-States. Action Sept. 26.

WSWM(FM) East Lansing, Mich.—Granted assignment of license from **Mid-State Broadcasting Corp.** to **Mid-States Broadcasting Corp.** No financial consideration involved. Also see other applications on this page. Action Sept. 30.

WAMM Flint, Mich.—Granted transfer of control of licensee corporation, **Binder, Carter, Durham Inc.** to **Mid-States Broadcasting Corp.** Transfer constitutes consolidation as principals of BCD are also principals of Mid-States. Action Sept. 26.

WAMM Flint, Mich.—Granted assignment of license from **Binder-Carter-Durham Inc.** to **Mid-States Broadcasting Corp.** No financial consideration involved. Also see other applications on this page. Action Sept. 30.

WQDC(FM) Midland, Mich.—Granted transfer of control of licensee corporation, **Midland-Mid-State Broadcasting Corp.**, to **Mid-States Broadcasting Corp.** Transfer constitutes consolidation, as principals of Midland-Mid-State are also principals of Mid-States. Action Sept. 26.

WQDC(FM) Midland, Mich.—Granted assignment of license from **Midland-Mid-State Broadcasting Corp.** to **Mid-States Broadcasting Corp.** No financial consideration involved. Also see other applications on this page. Action Sept. 30.

KEYC-TV Mankato, Minn.—Granted assignment of license from **KEYC-LEE TV Inc.** (100%) to parent corporation, **Lee Radio Inc.** (100%). No financial consideration involved. Action Sept. 25.

KGEZ Kalispell, Mont.—Granted assignment of license from **KGEZ Inc.** to **Skyline Broadcasters Inc.**, commonly owned company. No financial consideration involved. Action Sept. 27.

WKBR-AM-FM Manchester, N. H.—Granted acquisition of positive control of licensee corporation, **Granite State Broadcasting Inc.**, from **Williams F. Rust Jr.** (32.5% after transfer, 69.4% before) by **Ralph Gottlieb** (67.5% after, 30.6% before). Consideration $148,656. Action Sept. 26.

APPLICATIONS

WCRW Chicago—Seeks assignment of license from **Josephine A. White**, tr/as **WCRW**, to **WCRW Inc.**, wholly owned by Mrs. White. No financial consideration involved. Ann. Oct. 1.

KTOP-AM-FM Topeka, Kan.—Seeks transfer of control of licensee corporation, **KTOP Broadcasting Inc.**, from **Charles B. Axton** and **J. A. Kickinson** (100%) to **Publishing Enterprises Inc.**, owned by **John P. Harris** (30.85%), **Virginia S. Harris** (28.31%) and others. Consideration $250,000. Mr. Harris has interest in KIUL Garden City and KTVH Hutchinson, both Kansas, KBUR Burlington and KMCD Fairfield, Iowa, and eight Midwestern daily newspapers. Ann. Oct. 1.

WACE Chicopee, Mass.—Seeks assignment of license from **Commonwealth Broadcasting Corp.**, owned by **Lazar Emanuel** (17.11%), **Blair Walliser, Paul Smallen** (each 16.88%) and others, to **Tele-Measurements Inc.**, owned by **Jack R.** (40%), **June, Pauline** and **Lorraine** (each 15%) **Poppele** and **William E. Endres** (15%). Consideration $155,000. Applicant is electronic equipment company. Ann. Oct. 2.

WQRS(FM) Detroit—Seeks transfer of control of licensee corporation, **Fine Arts Broadcasters Inc.**, from **Richard N. Hughes** (75%) to **Stanley R. Akers** (100% after transfer, 25% before). Consideration $850 and assumption of debt. Ann. Sept. 26.

WCBI-TV Columbus, Miss.—Seeks assignment of license from **Birney Imes Jr.** (100%) to **Columbus Television Inc.**, wholly owned by Mr. Imes and family. No financial consideration involved. Ann. Oct. 2.

WCNC Elizabeth City, N. C.—Seeks transfer of control of licensee corporation, **Albemarle Broadcasting Co.**, from **J. A. Gill, S. A. Twiford** and **E. P. Leary** (each 22.26%) to **Joseph L. Lamb Sr.** (50% after transfer, 24.8% before), **Joseph L. Lamb Jr.** (33.4% after, 8.4% before) and **Desmond**

S. Barclay (16.6%). Consideration $20,000. Mr. Barclay is assistant manager of WCNC. Ann. Sept. 27.

WGTC-AM-FM Greenville, N. C.—Seeks assignment of license (AM) and CP's (AM and FM) from **WGTC Broadcasting Co.** to **Roy H. Park Radio Inc.** (AM) and **Roy H. Park Broadcasting Inc.** (FM); three companies are commonly owned. No financial consideration involved. Ann. Sept. 26.

WKPA and WYDD(FM), both New Kensington, Pa.—Seeks acquisition of positive control of licensee corporation, **Allegheny-Kiski Broadcasting Co.**, by **C. Russell** and **Meryl Cooper** (50.1% jointly) through consolidation of present individual interests. No financial consideration involved. Ann. Oct. 1.

WGRF Aguadilla, P. R.—Seeks assignment of license from **Jaicoa Broadcasting Corp.**, owned by **Manuel A. Cabrera** (81%) and **Arturo Reichard** (19%), to **Noroeste Broadcasting Corp.**, owned by **W. M. Carpenter, Ramon A.** and **William de la Cruz** (each 25%), **Hector Reichard Jr.** (15%) and **Mariano A. Escudero** (10%). Consideration $42,500. Four principals of applicant are associated with WUNO Rio Piedras, P. R. (see application below). Ann. Oct. 1.

WUNO Rio Piedras, P. R.—Seeks relinquishment of positive control of licensee corporation, **San Juan Broadcasting Corp.**, by **William M.** and **Hope W. Carpenter** (66 ⅔% before transfer, 50% after) and **Ramon Antonio de la Cruz** (16 ⅔% before 12.5% after) through sale of stock to **William de la Cruz** (37.5% after transfer, 16 ⅔% before). Consideration $25,000. Ann. Sept. 27.

KMOO Mineola, Tex.—Seeks assignment of CP from **J. A. Windham** and **Lee Robinson** (each 50%), d/b as **Mineola Broadcasting Co.**, to **Mr. Windham** (100%), tr/as company of same name. Consideration $2,000. Ann. Oct. 2.

WVTR White River Junction, Vt.—Seeks transfer of control of licensee corporation, **Green Mountain Radio Inc.**, from **Lee Nolan** (74.8% before transfer, 32.9% after) to **Frederick M. Daley Jr.** (66.9% after, 25% before); two other directors retain .1% each. Consideration assumption of debt. Ann. Oct. 1.

***WFOS South Norfolk, Va.**—Seeks assignment of license from **School Board, City of South Norfolk,** to **Chesapeake Public Schools.** No financial consideration involved. Ann. Oct. 2.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Arthur A. Gladstone issued initial decision looking toward (1) granting application of Z-B Broadcasting Co. for new AM on 1500 kc, 250 w, DA, D, in Zion, Ill., conditions including presunrise operation with daytime facilities precluded pending final decision in Doc. 14419, and (2) denying application of Service Broadcasting Corp. for same facilities in Kenosha, Wis. Action Oct. 2.

OTHER ACTIONS

■ By memorandum opinion and order, commission (1) denied petition by John J. Farina, tr/as Mount Holly-Burlington Broadcasting Co., for partial reconsideration of June 14 decision insofar as it denied portion of application seeking nighttime operation, and (2) granted Mount Holly-Burlington's motion to extent of striking, as untimely filed, part of pleading by Burlington Broadcasting Co. asking reconsideration of June 14 decision which granted Mount Holly-Burlington's application insofar as it sought new AM to operate daytime on 1460 kc, 5 kw, DA, in Mount Holly, N. J. (it had also asked for nighttime operation) and which denied competing applications for unl. facilities of Burlington Broadcasting Co., Burlington, N. J., and Burlington County Broadcasting Co., Mount Holly, N. J. Commissioner Bartley dissented; Commissioners Cox and Loevinger not participating. Action Sept. 25.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Dismissed petition by Denver Area Broadcasters (KDAB), Arvada, Colo., for reconsideration of review board action which enlarged issues in proceeding on KDAB's AM application. Board Member Nelson not participating . Action Sept. 30.

■ Denied motion by Rockland Broadcasting Co. to strike reply to exceptions in consolidated proceeding on application for new AM in Blauvelt, N. Y., and those of Rockland Radio Corp. and Rockland Broadcasters Inc., both Spring Valley, N. Y., in Docs. 14510 et al. Board Member Nelson not participating. Action Sept. 30.

■ By memorandum opinion and order, denied petition by Broadcast Bureau to enlarge issues in proceeding on AM application of North Atlanta Broadcasting Co. for new station in North Atlanta, Ga. Action Sept. 27.

■ Granted motion by Douglas County Broadcasting Co. and corrected transcript of Sept. 6 oral argument in proceeding on application and that of Five Cities Broadcasting Inc. for new AM stations in Douglasville and Austell, respectively, both Georgia. Action Sept. 27.

■ By memorandum opinion and order, (1) granted petition by Miami Broadcasting Co. and Miami Newspapers Inc. and waived Sect. 1.362 of rules insofar as requires broadcast immediately following release of commission designation order and (2) accepted late broadcast of notice of hearing proceeding on applications for assignments of KGLC Miami, Okla., from Miami Broadcasting Co. to Miami Newspapers Inc. Action Sept. 25.

■ By memorandum opinion and order, denied petition by Simon Geller for reconsideration of July 15 decision which (1) denied application for new AM on 1540 kc, 1 kw-D, DA, in Gloucester, Mass., and (2) did not deny application of Richmond Brothers Inc. to increase daytime power of WMEX Boston on 1510 kc from 5 kw to 50 kw, with DA-2, continued nighttime operation with 5 kw, but withheld action on application until dispositive action is taken by commission with respect to WMEX license renewal application and until further order of commission, and presunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action Sept. 25.

■ Scheduled following proceedings for oral argument on Oct. 29: AM application of International Radio Inc. (KGST), Fresno, Calif.; and VHF translator station applications of Laramie Community TV Co., Laramie, Wyo., et al. Action Sept. 25.

ACTIONS ON MOTIONS

OFFICE OF OPINIONS AND REVIEW

■ Granted motion by Quality Broadcasting Corp., Supreme Broadcasting Inc. of Puerto Rico and Radio Americas Corp. to extend time to Oct. 4 to file petition for reconsideration, as well as other pleadings addressed to July 25 order to show cause why licenses of commonly owned Puerto Rico stations WKYN and WFQM(FM), both San Juan and WORA-FM Mayaguez should not be revoked. Action Sept. 26.

■ Granted request by Broadcast Bureau to extend time to Sept. 27 to file response to motion for declaratory ruling to remove uncertainty, filed by Tedesco Inc., Bloomington, Minn., in proceeding on latter's AM application and that of Edina Corp., Edina, Minn. Action Sept. 26.

■ Granted petition by Louis Handloff, executor of estate of Herman Handloff, Newark, Del., to extend time from Sept. 25 to Sept. 27 to file reply to opposition to joint petition for approval of agreements in consolidated AM proceeding in Docs. 12414 et al. Action Sept. 25.

■ Granted requests by Speidel Broadcasting Corp. of Ohio to extend time to Sept. 25 to file replies to opposition to petition for reconsideration and to petition for stay in proceeding on application and that of Greene County Radio for new AM stations in Kettering and Xenia, respectively, both Ohio, in Docs. 14079, 14083. Action Sept. 24.

■ Granted joint motion by Florida Gulfcoast Broadcasters Inc., St. Petersburg, Fla. (WSUN-TV), Suncoast Cities Broadcasting Corp., Tampa Telecasters Inc., Bay Area Telecasting Corp. and Broadcast Bureau to extend time to Oct. 15 to file exceptions to supplemental initial decision in Largo, Fla., TV channel 10 proceeding. Action Sept. 24.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Charles J. Frederick to preside at hearing in matter of revocation of license of WTIF Tifton, Ga., and application of WDMG Inc. for renewal of license of WDMG Douglas, Ga.; scheduled prehearing conference for Oct. 23 and hearing for Dec. 9. Action Sept. 30.

■ Designated Examiner Forest L. McClenning to preside at hearing in proceeding on AM applications of Hundred Lakes Broadcasting Corp. (WSIR), Winter Haven, and WJBS Inc. (WJBS), DeLand, both Florida; scheduled prehearing conference for Oct. 25 and hearing for Nov. 18. Action Sept. 30.

■ Designated Examiner Sol Schildhause to preside at hearing in proceeding on AM application of Ottawa Broadcasting Corp. (WJBL), Holland, Mich.; scheduled prehearing conference for Oct. 23 and hearing for Nov. 18. Action Sept. 30.

■ Designated Examiner David I. Kraushaar to preside at hearing in proceeding on applications of Salem Television and Salem Channel 3 Telecasters Inc. for new TV stations on channel 3 in Salem, Ore.; scheduled prehearing conference for Oct. 21 and hearing for Nov. 25. Action Sept. 23.

By Hearing Examiner Basil P. Cooper

■ Granted petition by 1360 Broadcasting Inc. (WEBB), Baltimore, to extend time from Sept. 27 to Sept. 30 to file reply findings in proceeding on AM application in Doc. 14906. Action Sept. 30.

■ For reasons stated at Sept. 27 hearing conference in proceeding on application of Edward Walter Piszczek and Jerome K. Westerfield for new FM in Des Plaines, Ill., denied request for continuance of further hearing conference. Action Sept. 27.

■ Granted motion by Oneida Broadcasting Co. requesting corrections to transcript in proceeding on AM application of Rhinelander Television Cable Corp., Rhinelander, Wis., and corrected transcript as proposed, subject to certain exceptions. Action Sept. 27.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Broadcast Bureau to extend time from Oct. 4 to Oct. 11 to file proposed findings in proceeding on AM application of James S. Rivers Inc. (WJAZ), Albany, Ga., in Doc. 15080. Action Oct. 1.

■ Granted petition by Broadcast Bureau to extend time from Sept. 20 to Oct. 4 to file proposed findings in proceeding on AM application of James S. Rivers Inc. (WJAZ), Albany, Ga. Action Sept. 20.

By Hearing Examiner Millard F. French

■ In proceeding on applications of Wellersburg TV Inc. and People's Community Television Association Inc. for new VHF TV translator stations in Wellersburg, Pa., and LaVale, Md., respectively, in Doc. 14857 et al., granted petition by Broadcast Bureau to extend time from Oct. 2 to Oct. 18 to file proposed findings; and extended from Oct. 10 to Oct. 28 time to file replies. Action Oct. 1.

■ Granted request by Saul M. Miller, Kutztown, Pa., to continue Sept. 25 hearing to Oct. 7 in proceeding on AM application and that of Bi-States Broadcasters, Annville-Cleona, Pa. Action Sept. 24.

■ Upon request of parties and agreement in proceeding on applications of Harry Wallerstein, receiver, Television Co. of America Inc., for renewal of license, assignment of license, and transfer of control of KSHO-TV Las Vegas in Docs. 15006-8, ordered stipulation agreements to be submitted by Oct. 8, continued Sept. 30 further prehearing conference to Oct. 15 and continued Oct. 15 hearing to Oct. 29 in Las Vegas. Action Sept. 20.

By Hearing Examiner Arthur A. Gladstone

■ Continued indefinitely Oct. 1 prehearing conference in proceeding on AM application of Wendell-Zebulon Radio Co. (WETC), Wendell-Zebulon, N. C. Action Sept. 30.

■ Granted request by Broadcast Bureau to receive proposed findings filed Sept. 19, and technical default because of failure to file such document on Sept. 18 is waived, in proceeding on applications of Marshall Broadcasting Co. and Wright Broadcasting Co. for new AM stations in Marshall and East Lansing, respectively, both Michigan. Action Sept. 27.

By Hearing Examiner Walther W. Guenther

■ By memorandum opinion and order in proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, both Puerto Rico, in Docs. 14977-8, granted motions by Mid-Ocean and Broadcast Bureau, respectively, requesting examiner to issue order that depositions proposed to be taken by Abacoa in Hato Rey, P. R., not be taken, and depositions desired to be taken by Abacoa in accordance with Sept. 5 notice and Sept. 6 supplement shall not be taken. Action Sept. 20.

By Hearing Examiner Isadore A. Honig

■ On own motion, scheduled further prehearing conference for Dec. 2 in preparation for hearing to be held on date to be determined at conference in proceeding on application of Verne M. Miller for new AM in Crystal Bay, Nev. Action Sept. 27.

■ Granted, nunc pro tunc, Sept. 23 petition by Brainerd Broadcasting Co. to extend time from Sept. 24 to Oct. 4 to file replies in

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proceeding on application for new AM in Brainerd, Minn. Action Sept. 25.

By Hearing Examiner Annie Neal Huntting

■ Granted petition by Newton Broadcasting Co. to extent of extending time from Oct. 1 to Oct. 10 to file reply findings in proceeding on application and that of Transcript Press Inc. for new AM stations in Newton and Dedham, respectively, both Massachusetts. Action Sept. 26.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Al-Or Broadcasting Co. to extend time from Sept. 30 to Oct. 7 to file proposed findings in proceeding on application for new AM in Mebane, N. C. Action Sept. 30.

■ Granted request by C. M. Taylor to continue Oct. 2 hearing to Oct. 31 in proceeding on application and that of Holston Broadcasting Corp. for new AM stations in Blountville and Elizabethton, respectively, both Tennessee. Action Sept. 25.

By Hearing Examiner David I. Kraushaar

■ On own motion corrected in various respects transcript of Sept. 10 hearing in proceeding on AM application of Hampden-Hampshire Corp. (WHYN), Springfield, Mass. Action Sept. 24.

By Hearing Examiner Jay A. Kyle

■ Rescheduled Oct. 1 hearing for Oct. 2 in consolidated AM proceeding on applications of Jupiter Associates Inc., Matawan, Somerset County Broadcasting Co., Somerville, and Radio Elizabeth Inc., Elizabeth, N. J. Action Sept. 26.

By Hearing Examiner Forest L. McClenning

■ Granted request by KAYE Puyallup, Wash., for continuance of certain procedural dates, and hearing from Nov. 4 to Nov. 25 in proceeding on application to change ant. system, including increase in ant. height. Action Sept. 26.

By Hearing Examiner Chester F. Naumowisz Jr.

■ Formalized by order certain agreements reached and rulings made at Sept. 27 hearing conference in proceeding on applications of Charles County Broadcasting Inc. and Dorlen Broadcasters Inc. for new AM stations in La Plata and Waldorf, respectively, both Maryland, in Docs. 14748-9, and scheduled certain procedural dates and resumption of hearing for Nov. 18. Action Sept. 27.

■ On own motion, reconsidered and set aside July 10 memorandum opinion and order in proceeding on applications of Edina Corp. and Tedesco Inc. for new AM stations in Edina and Bloomington, respectively, both Minnesota, in Docs. 14739-40, and directed that evidence will be adduced by applicants under issue No. 11, but not under issue No. 4, and scheduled hearing conference for Oct. 11 to determine method and timing of adduction of evidence. Action Sept. 24.

By Hearing Examiner Sol Schildhause

■ Granted motion by Central Broadcasting Co. (WCGC), Belmont, N. C., to continue proceeding on AM application in Doc. 15105; continued hearing from Oct. 29 to Nov. 12 and rescheduled other procedural dates. Action Sept. 30.

■ Granted petition by Dutchess County Broadcasting Corp. (WKIP), Poughkeepsie, N. Y., for leave to amend AM application to change daytime operation from nondirectional to directional; accepted amendment, removed amended application from hearing and returned it to processing line and terminated proceeding. Action Sept. 20.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Coastal Cities Broadcasting Inc. for leave to amend further application for new AM in Moss Point, Miss., with respect to proposed DA parameters, and accepted proposed amendment. Action Oct. 1.

■ Rescheduled Sept. 23 further hearing for Oct. 9 in consolidated AM proceeding on applications of Coastal Broadcasters Inc., Herndon, Va., et al., in Docs. 14873 et al., to afford Broadcast Bureau time to study additional engineering material submitted by applicants Coastal and Prince Williams Broadcasting Corp. (WPRW), Manassas, Va. Action Sept. 30.

■ Granted request by Broadcast Bureau to extend time from Sept. 30 to Oct. 18 to file supplemental proposed findings and from Oct. 25 to Nov. 18 for replies in proceeding on AM applications of Southern Radio & Television Co., Lehigh Acres, and Robert Hecksher (WMYR), Fort Myers, both Florida. Action Sept. 26.

By Hearing Examiner Elizabeth C. Smith

■ Reopened record for limited purpose of receiving in evidence exhibit No. 18-A of Valparaiso Broadcasting Co. and again closed record in proceeding on application and that of Porter County Broadcasting Co. for new AM stations in Valparaiso, Ind. Action Sept. 30.

■ Rescheduled Oct. 2 hearing for Oct. 8 in proceeding on application of Eastside Broadcasting Co. for new AM in Phoenix, Ariz. Action Sept. 26.

BROADCAST ACTIONS
by Broadcast Bureau
Actions of Oct. 1

WSNT Sandersville, Ga.—Granted increased daytime power on 1490 kc, from 500 w to 1 kw, continued nighttime operation with 250 w; conditions.

KORN Mitchell, S. D.—Granted increased daytime power on 1490 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

KUXL Golden Valley, Minn.—Granted increased power on 1570 kc, D, from 500 w to 1 kw, and installation of new trans.; remote control permitted; conditions.

KLTZ Glasgow, Mont.—Granted increased daytime power on 1240 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

KFTW Fredericktown, Mo.—Granted increased daytime power on 1450 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

WKOK Sunbury, Pa.—Granted license covering change in frequency, increase in power, change in ant.-trans. and main studio locations, installation of DA-2 and 2 new trans. (day and night main trans.) and changes in ant. and ground systems.

WCON Cornelia, Ga.—Granted license covering increase in daytime power and installation of new trans.; specify type trans.

KUKA San Antonio, Tex.—Granted license covering increase in power.

KTVI(TV) St. Louis—Granted CP to install alternate main trans. at main trans. and ant. location.

KUAM-TV Agana, Territory of Guam—Granted CP to change ERP to 0.43 kc vis. and 0.215 kw aur.; install new ant. tower; make changes in ant. structure; ant. height 100 feet; condition.

WXTR Pawtucket, R. I.—Granted CP to install new alternate main trans. at main trans. location; remote control permitted.

WITZ-FM Jasper, Ind.—Granted CP to increase ERP to 5.1 kw, install new ant. and decrease ant. height to 275 feet; conditions.

K06BD, K07CD, Nile Valley, Wash.—Granted CP's to replace expired permits for new VHF TV translator stations.

■ Granted licenses for following VHF TV translator stations: K11DK, Riverside TV Inc., Ahsahka, Idaho; K09AQ, Jack E. Reinsch, Ketchum, Idaho; K13AP, K07AQ, Kamiah Valley TV Inc., Kamiah, Idaho, and specify type trans.; K13CX, Pegram TV Community Booster, Pegram, Idaho; K05BS, Banner TV Club, Orofino, Idaho, and specify type trans.; K13FA, Juliaetta T. V. Association, Juliaetta, Idaho; K07FU, K11FY, Thomas Fork Translator System, Raymond and Geneva, both Idaho; K08DO, K10DZ, K13DZ, Clifton City Corp., Clifton, Idaho.

■ Following stations were granted extensions of completion dates as shown: KFDM-TV Beaumont, Tex., to Oct. 31; WWL-TV (main trans. and ant.) New Orleans to Nov. 1; *WMEB-TV Orono, Me., to Nov. 7.

Actions of Sept. 30

KHCB-FM Houston—Granted CP to install new trans. and increase ERP to 31 kw; remote control permitted .

KFNE(FM) Big Spring, Tex.—Granted CP to move main studio and ant.-trans. locations and increase ant. height to 300 feet; remote control permitted.

■ Granted renewal of licenses for following translator stations: K10BK, K12BJ, Big Sandy; K07BM, Boulder; K13BC, Circle; K09BE, Belltower; K10AX, K13BE, Harlowton; K10DN, Helena and Helena Valley; K07CH, K09BN, Plains; K09EJ, Powderville; K11AA, Terry; K09BX, Saco and Hinsdale; K06AC, K11EK, Volborg; K10CQ, Townsend; K08BG, K10AF, K12AA, Troy, K70CK, K74BL, Lewistown; K78AH, Joplin, Chester, Inverness and Rudyard; K72AI, K78AI, Libby; K70CD, Trago, Fortine and Stryker; K75AZ, K82AO, Big Fork, all Montana; K09CE, Weston, Wyo; K09AC, K12AD, Sundance, Wyo; K02AK, Rock Lake, N. D.; K09AF, Scranton, N. D.; K70BH, K76AN, Quitaque and Turkey, both Texas; K70BL, K76AU, K80AT, Wheeler County, Tex.; K05AL, Clayton; K06DE, K07AH, Hailey; K72AL, K81AC, Grangeville, Cottonwood, Craigmont and Nexperce; K70AS, Salmon, all Idaho; K05AH, Hot Springs, Mont.

WJOE Port St. Joe, Fla.—Granted license covering increase in power, change in frequency, installation of new trans. and change in station location; specify type trans., main studio and trans. location and geographic coordinates.

WNAM Neenah-Menasha, Wis.—Granted license covering change to DA-2, increase in daytime power, installation of new trans. and use of old main trans. as nighttime trans.

WAPE Jacksonville, Fla.—Granted license covering change in power, hours of operation, transmitting equipment and trans. location; installation of nighttime trans. and DA-N.

WHAI Greenfield, Mass.—Granted license covering increase in daytime power.

KASO Minden, La.—Granted license covering increase in daytime power, change in type trans. and changes in ground system.

WHAV Haverhill, Mass.—Granted license covering daytime power and installation of new main trans.

KACY Port Hueneme, Calif.—Granted license covering use of main daytime trans. as aux. nighttime trans. and use of main nighttime trans. as aux. daytime trans.; redescribe trans. location and main studio location as 2 miles southeast of Oxnard, Calif.

WNAM Neenah-Menasha, Wis.—Granted license covering use of main nighttime trans. as aux. daytime trans. at main trans. site.

WEOL Elyria, Ohio—Granted license covering installation of alternate main trans.; redescribe main studio location.

WSBT South Bend, Ind.—Granted license covering changes in daytime DA system; redescribe trans. location.

KWAK Stuttgart, Ark.—Granted license covering installation of new trans., change of trans. and main studio locations and remote control point.

KHJ Los Angeles—Granted license covering installation of new trans.; remote control permitted with non-DA.

WJDA Quincy, Mass.—Granted license covering use of old main trans. as alternate main trans. at main trans. site; remote control permitted.

WDEA Ellsworth, Me.—Granted license covering installation of old main trans. as aux. trans.

WMUU-FM Greenville, S. C.—Granted license covering changes in ERP, ant. height, type trans. and ant., ant. system and ant.-trans. site (main trans.).

WIP-FM Philadelphia—Granted license covering changes in ERP, ant. height, trans. location and ant. system and installation of new ant.

WGRV-FM Greeneville, Tenn.—Granted license covering changes in ERP, ant. height and ant. system and installation of new trans. and ant.

***WHAD(FM) Delafield, Wis.**—Granted license covering changes in ERP, ant. height and ant. system, installation of new ant. and specify type trans.

WIND Chicago—Remote control permitted (main and alternate main trans.); conditions.

KBHM Branson, Mo.—Granted CP to install aux. trans. at main trans. site; remote control permitted.

K07BZ, K13BJ, Upton, Wyo.—Granted CP's to replace expired permits for new VHF TV translator stations.

■ Granted licenses for following: KGAR Vancouver, Wash., and specify geographic coordinates; WHVW Hyde Park, N. Y., specify type trans. and geographic coordinates; KCTY Salinas, Calif., specify type trans. and redescribe main studio location same as trans. location; KOQT Bellingham, Wash., specify name as Topdial Inc., type trans. and main studio location same as trans. location.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KFTM Fort Morgan, Colo., and specify type trans.; WMIQ Iron Mountain, Mich.; WFTG London, Ky., and specify type trans.; KPRB Redmond, Ore.; condition; KHDN Hardin, Mont., and specify type trans.; KOLO Reno and specify type trans.; WKVT Brattleboro, Vt.

■ Granted licenses covering use of old main trans. as aux. trans. at main trans. site for following: WSGC Elberton, Ga.; KFTM Fort Morgan, Colo.; WEKY Richmond, Ky., remote control permitted; WHAV Haverhill, Mass.; WJOI Florence, Ala.

■ Granted licenses covering installation of

aux. trans. for following: KIMA Yakima, Wash.; KOMO Seattle; KHJ Los Angeles, remote control permitted with non-DA; KTYM Inglewood, Calif.; WHVW Hyde Park, N. Y.

■ Following stations were granted extensions of completion dates as shown: WOKJ Jackson, Miss., to April 6, 1964; WPIK Alexandria, Va., to Feb. 13, 1964; WGTC Greenville, N. C., to Dec. 31; WRAN Dover, N. J., to March 16, 1964; KXKW Lafayette, La., to Nov. 15; KNOP North Platte, Neb., to Oct. 31; WGSM Huntington, N. Y., to Feb. 26, 1964; KREP(FM) Santa Clara, Calif., to March 3, 1964; WWCO-FM Watterbury, Conn., to March 15, 1964; WBRD-FM Bradenton, Fla., to Oct. 31; WDJK(FM) Smyrna, Ga., to Dec. 31; WGTC-FM Greenville, N. C., to Dec. 31; KARA-FM Albuquerque, N. M., to Jan. 1, 1964; *KUID(FM) Moscow, Idaho, to Nov. 15; *WIPR-FM San Juan, P. R., to Oct. 31.

Actions of Sept. 27

KRSN-FM Los Alamos, N. M.—Granted SCA on subcarrier frequency of 67 kc .

KBST Big Spring, Tex.—Granted increased daytime power on 1490 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; remote control permitted; conditions.

WIRO Ironton, Ohio—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; conditions.

WHIT New Bern, N. C.—Granted increased daytime power on 1450 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; conditions.

KDLR Devils Lake, N. D.—Granted increased daytime power on 1240 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; conditions.

KEXO Grand Junction, Colo.—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; conditions.

KRUS Ruston, La.—Granted increased daytime power on 1490 kc, from 500 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions.

■ Granted renewal of licenses for following: WBNR Beacon, N. Y.; WUSJ Lockport, N. Y.; WCKI Greer, S. C.; KGEZ Kalispell, Mont.; WPRB(FM) Princeton, N. J.; WHOM-FM New York; WSGO Oswego, N. Y.; WVBR-FM Ithaca, N. Y.; K70AA Bishop, Calif.; WVOX-AM-FM New Rochelle, N. Y.; WVTR White River Junction, Vt.; K73AA Bishop, Calif.; WCNY-TV Carthage, N. Y.; K71AC Near Farmington, N. M.; WWNY Watertown, N. Y.; K75AC Farmington, N. M.

WHUC Clinton, Iowa—Granted license covering use of old main trans. as alternate main nighttime and aux. daytime trans. at main trans. site.

KROS Clinton, Iowa—Granted license covering use of old main trans. as aux. trans. at main trans. site; remote control permitted.

KHEP Phoenix, Ariz.—Granted license covering changes in ant. system (increase height).

WTNS Coshocton, Ohio—Granted license covering installation of alternate main trans.

WSAL Logansport, Ind.—Granted license covering installation of old main trans. as aux. trans.

WBNR Beacon, N. Y.—Granted license covering installation of aux. trans.; specify geographic coordinates.

KETO-FM Seattle—Granted license covering changes in ant. height, ERP, ant.-trans. location, type ant., ant. system and transmission line.

WKNT-FM Kent, Ohio—Granted license covering installation of alternate main trans.

WMRN-FM Marion, Ohio—Granted license covering installation of new trans. and change in ant. system.

KPOC Pocahontas, Ark.—Granted mod. of license to change name to Adrian L. White Inc.

WKRG-FM Mobile, Ala.—Granted mod. of SCA to install new equipment.

KCIJ Shreveport, La.—Granted request for cancellation of license for operation on 1050 kc, 250 w-D (accordance provisions contained in grant of BAL-4711). Cancellation effective Aug. 30, 1963; and call letters reassigned to KREB Shreveport.

WTOC Savannah, Ga.—Granted request to cancel license and mod. for aux. trans.

KMOD-FM Midland, Tex.—Granted request to cancel license.

WBZ-FM Boston—Granted request to cancel SCA on subcarrier frequency of 67 kc.

■ Granted licenses for following: KFTW Fredericktown, Mo.; KWFA Merkel, Tex.; KRDD Roswell, N. M., and specify main studio location same as trans., type trans. and ant. height; delete remote control; WGIR-FM Manchester, N. H., and specify remote control point; WDVR(FM) Philadelphia and specify type trans. and geographic coordinates; WEMP-FM Milwaukee; WMTS-FM Murfreesboro, Tenn., specify type trans. redescribe trans. site; WKLO-FM Louisville, Ky.; WTAN-FM Clearwater, Fla., and specify type trans.; WAJM-FM Montgomery, Ala., and specify type trans.; *WIAA(FM) Interlochen, Mich.; *WSAE(FM) Spring Arbor, Mich., and specify type trans.; *KUNR(FM) Reno, Nev.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KTEM Temple, Tex.; KRIZ Phoenix, Ariz., and specify type trans.; WNAT Natchez, Miss., and specify type trans.; KLWT Lebanon, Mo.

■ Granted licenses covering increase in daytime power for following: WNVY Pensacola, Fla., and change type trans.; WSVL Shelbyville, Ind., and change from DA-1 to DA-2.

■ Granted licenses covering increase in power and installation of new trans. for following: WPAG Ann Arbor, Mich., and installation of DA-D; WHSM Hayward, Wis., and specify type trans. and geographic coordinates.

■ Following stations were granted extensions of completion dates as shown: KRON-FM San Francisco to March 16, 1964; KJSB (FM) Houston to Dec. 31; WLIB-FM New York to March 18, 1964; WHHY-FM Montgomery, Ala., to Oct. 30; KECH Ketchikan, Alaska, to Dec. 31; WMOE Mobile, Ala., to Feb. 15, 1964; KNOT Prescott, Ariz., to Jan. 29, 1964; WCPC Houston, Miss., to Oct. 31; WATO Oak Ridge, Tenn., to Nov. 1; WCEF Parkersburg, W. Va., to Dec. 24; WJLK Asbury Park, N. J., to Jan. 11, 1964; WAAB Worcester, Mass., to Dec. 22; KHFH Sierra Vista, Ariz., to Nov. 1; WNLC New London, Conn., to Oct. 31; WENN Birmingham, Ala., to March 19, 1964; KYND Tempe, Ariz., to Jan. 8, 1964; KCAL Redlands, Calif., to Dec. 31; KAHI Auburn, Calif., to Dec. 7; WGWR Asheboro, N. C., to Oct. 31; WTIP Charleston, W. Va., to Oct. 31; WHHY Montgomery, Ala., to Oct. 30; WWNH Rochester, N. H., to March 15, 1964; WSLM Salem, Ind., to Nov. 1.

WHSM Rice Lake, Wis.—Granted request to continue existing presunrise operation with non-DA and reduced power of 1 kw between 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

Actions of Sept. 26

KUFY(FM) San Mateo, Calif.—Granted license and specify studio and station locations.

KTSL Burnet, Tex.—Granted license and specify type trans.

KNIC Winfield, Kan.—Granted license and specify main studio location, remote control point and type trans.

KRGI Grand Island, Neb.—Granted license covering increase in daytime power, installation of new trans. and changes in ant. system; specify type trans.

KWIP Merced, Calif.—Granted license covering increase in power and installation of new trans.; specify type trans.

KRGI Grand Island, Neb.—Granted license covering use of old main trans. as aux. daytime and alternate main nighttime trans. at main trans. site; remote control permitted daytime.

KOAM Pittsburg, Kan.—Granted license covering use of old main trans. as aux. trans., with DA-N, at main trans. site.

KROD El Paso—Granted CP to replace expired permit to make changes in nighttime DA system.

KRIO McAllen, Tex.—Granted request to cancel license covering operation of aux. trans.

WNPS New Orleans—Granted authority to sign-off at 6 p.m. for period ending Oct. 31.

KLEA Lovington, N. M.—Granted extension of completion date to Nov. 21.

■ Granted licenses covering installation of alternate main trans. for following: KPAT Berkeley, Calif.; KSET El Paso.

■ Granted licenses covering use of old main trans. as aux. trans. at main trans. site for following: KFLY Corvallis, Ore., remote control permitted; WFIW Fairfield, Ill.; WMGW Meadville, Pa., remote control permitted; WDIG Dothan, Ala., remote control permitted.

Actions of Sept. 25

WBYM(FM) Bayamon, P. R.—Granted extension of completion date to March 1, 1964.

WIBV Belleville, Ill.—Granted license covering change in hours of operation, increase in power, change of ant.-trans. location, installation of DA-2 and new trans.

WCNH Quincy, Fla.—Granted license covering use of old main trans. as alternate main nighttime and aux. daytime trans. at main trans. site.

KALB Alexandria, La.—Granted license covering installation of aux. daytime and alternate main nighttime trans.

KUAM Agana, Guam—Granted license covering changes in ant. system.

WIXX Oakland Park, Fla.—Granted license covering changes in ant. system.

WAPI-FM Birmingham, Ala.—Granted license covering changes in facilities and installation of new ant.

KPGM(FM) Los Altos, Calif.—Granted license covering changes in ERP, ant. height and ant. system.

KDFC(FM) San Francisco—Granted license covering installation of new ant.

KPRI(FM) San Diego—Granted license covering move of trans. and changes in transmission line; remote control permitted.

K80BE Twentynine Palms and Twentynine Palms Marine Base, both California—Granted license for UHF TV translator station.

K75AW Malta, Mont.—Granted license covering changes for UHF TV translator station.

KTWO-TV Casper, Wyo.—Granted CP to change ERP to 100 kw vis. and 50 kw aur.; change trans. location, type ant. and ant. height to 2000 feet and make changes in ant. system (main trans. and ant.).

WHK Cleveland—Granted CP to make changes in nighttime DA system (increase height), and make changes in ground system.

KFMU(FM) Los Angeles—Granted CP to install new aux. trans.

K70AR, K74AQ, K78AA Orangeville, Utah—Granted CP's to include Castle Dale, Ferron and Huntington, all Utah, in principal community and specify type trans. for UHF TV translator stations.

WHON Centerville, Ind.—Granted mod. of CP to change studio and ant.-trans. location and change type trans.

KSEL-FM Lubbock, Tex.—Granted mod. of CP to install new ant. and decrease ant. height to 170 feet; conditions.

■ Granted licenses for following: WBDS Danville, Pa.; WWJC Superior, Wis.; WWDS Everett, Pa.; KBAB Indianola, Iowa, and specify type trans.; WHTC-FM Holland, Mich., and specify type trans.; WKTN-FM Kenton, Ohio.

■ Granted licenses covering increase in daytime power for following: KMRS Morris, Minn.; WKEI Kewanee, Ill.; WMNT Manati, P. R.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KBEL Idabel, Okla., and redescribe main studio and trans. location; WJMB Brookhaven, Miss., and specify type trans.; WGLI Babylon, N. Y., and change to DA-2 and specify type trans.

■ Granted licenses for following VHF TV translator stations: W05AA, Lynchburg Broadcasting Corp., Roanoke, Va.; W11AC, Homestead Television Translators Inc., Midland and Lonaconing, both Maryland.

■ Following were granted extensions of completion dates as shown: KUDY Spokane, Wash., to Dec. 31; WMSJ Sylva, N. C., to Jan. 1, 1964; WHON Centerville, Ind., to March 6, 1964; WKNE-FM Keene, N. H., to March 30, 1964; WROW-FM Albany to March 26, 1964; W74AF, Springfield Television Broadcasting Corp., Adams, Mass., to March 25, 1964; W82AD, Frostburg Community TV Inc., Frostburg, LaVale and Cresaptown, all Maryland, to March 25, 1964; K12CA, Wyarno TV Association, Dutch Creek area, Wyarno, and Prairie Dog Creek area, all Wyoming, to March 25, 1964.

Action of Sept. 24

Spartan Radiocasting Co., Canton and Lake Junaluska-Maggie Valley and Waynesville, all North Carolina—Granted CP's for new VHF TV translator stations on channels 8 and 9, to translate programs of WSPA-TV (ch. 7) Spartanburg, S. C.

Action of Sept. 23

■ Granted CP's for following new VHF TV translator stations: Verde Valley TV Club Committee, on channel 13, Lower Verde Valley, Camp Verde, Rimrock and Cornville, all Arizona, to translate programs

Continued on page 107

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)
• SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
• DISPLAY ads $20.00 per inch—*STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.*
• All other classifications, 30¢ per word—*$4.00 minimum.*
• No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C., 20036.
APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Wanted manager for aggressive Illinois station with metropolitan service areas population in excess of 200,000. Must be capable of directing sales, news and programing departments and be good at promotion. Well established operation. Middle of the road music, fine news reputation. Salary open. Write Box J-131, BROADCASTING.

Wanted: assistant manager for station in large Illinois city. Should be strong in programing, promotion and news. Salary in accord with ability and experience. Fine opportunity for sharp, competent broadcaster. Write Box J-132, BROADCASTING.

Southern California, immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box M-15, BROADCASTING.

Need above average manager for above average station in above average small southern market. Write Box M-77, BROADCASTING.

Sales

Columbus Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five markets. Box H-128, BROADCASTING.

Seeking General Manager for radio station in midwest. Possibly you are a sales manager looking for the next step up. Group operation with room for advancement. Send complete resume to Box L-321, BROADCASTING.

Sales job open for qualified radio salesman in Carolina's largest market . . . good opportunity for advancement into management for qualified man . . . station part of chain (radio and television). Good salary plus commission arrangement. Box L-331, BROADCASTING.

For a radio salesman energetic and experienced the number 1 station in metropolitan midwest city, not Chicago, has a lucrative position. Unlimited earning potential in thriving market. Guarantee, commission, car allowance. Replies confidential. Box M-21, BROADCASTING.

California—Full-timer looking for sharp salesman. Must have references. First ticket helpful but not necessary. Box M-49, BROADCASTING.

Single market station needs salesman. Excellent income. Full time salesman and part time salesman, wanting full time sales work, should apply to Dale Low, KNCM, Moberly, Missouri. AMherst 3-1230.

Want salesman who has proven himself in small market and wants to move up to larger market and greater opportunity. Write Mgr. KAOH, 406 Providence Bldg., Duluth, Minnesota.

The untapped potential of this growth market is wide open for a dynamic, creative salesman ready to move up to selling sales manager. If you think you are good enough to qualify call or write Jack Sullivan at WOKW, Brockton, Mass.

Needed—Experienced pro who can sell rate card radio, in tough, challenging competitive market for top rated indie. Interested? write: General Sales Mgr. WQXI 3165 Mathieson Drive, Atlanta 5, Georgia.

Help Wanted—Sales—(Cont'd)

Opening for experienced salesman with ability and ambition. If your visiting Florida, come and see us, or write WQXT, 3000 S. Ocean Blvd., Palm Beach, Fla.

Opening available for time salesman with 118,000 watt FM station serving Akron-Cleveland area. Two station operation with 24-hour a day stereo broadcasting. Applicant must be profit-oriented with sales management potential. Successful personal contact selling experience required. This is an excellent opening. Compensation open. Write giving full details of education, experience, earnings, etc. All replies held in strict confidence, no phone calls accepted. Write Ted Niarhos, President, Independent Music Broadcasters, Inc., P.O. Box 222, Wadsworth, Ohio.

Executive calibre salesman with proven sales and promotion background. Southeast. Large, protected territory. Send resume, pix, Bess Gilmore, CCA Bldg., P.O.B. 151, Westport, Conn.

Experienced broadcast salesman wanted. Radio-TV promotion firm. Excellent commission arrangement providing for high profits. Telstar Productions, phone N. Y., MU 7-4466.

If you can produce, you're in demand. Write and application details. Broadcast Employment Service, 4825 Tenth Ave. S., Minneapolis, Minnesota, 55417

Announcers

Experienced play-by-play and morning man salesman wanted immediately by stable adult programed station. Box L-300, BROADCASTING.

Personality with bright, interesting style. Tight production a must. Should appeal to the younger audience without losing the adult audience . . . we'll supply the music to do it. Can you produce the show? Midwest. Box L-324, BROADCASTING.

Lively one? We have one opening for either late afternoon or seven to midnight, where does your style fit best? If you run a tight board and sound like a pro we'd like to hear your tape and see your picture. Great Lakes area. Box L-325, BROADCASTING.

Announcer-newsman with 1st phone for adult pop music station in beautiful So. California city. $600/month to a sharp pro. Reply Box L-345, BROADCASTING.

Announcer-sales. We'll pay $600/month plus commission to a man who's really good at both. Beautiful So. California city to work and live. Repeat . . . you've got to be good at both. Reply Box L-350, BROADCASTING.

Michigan 5 kw has opening for announcer with good voice, experience, ability, and production know-how. Adult programing on well established station. First phone helpful, but not necessary. Send tape, salary requirements, picture, and resume to Box L-354, BROADCASTING.

Immediate opening for 1st phone-announcer for AM radio station east coast or mountain area West Virginia. Reply Box M-20, BROADCASTING.

Illinois AM station in modern, prosperous city has fine opportunity for smart, experienced newsman. Established station, tops in ratings, leader in news coverage. Salary excellent, merit raises. Give full details of experience, also references, in letter to Box M-22, BROADCASTING.

Announcers—(Cont'd)

I need my particulars. But if you're really interested, I'll send them. Announcer, dj. Box M-27, BROADCASTING.

Newsman-announcer for Texas station. Must gather, write, deliver news. Box M-43, BROADCASTING.

Move up! Quality Illinois kilowatt seeks skilled announcer for news gathering, writing, airing, plus some deejay work. Newsmobile, beeper, all top flight equipment. Opportunity also for production spot work. Excellent starting salary plus many extra benefits for competent man. Personal interview required. Send tape, complete resume, phone number. Box M-45, BROADCASTING.

Wanted by solid chain—complete staff—will need sometime within six weeks—only good modern format men need apply—experience not necessary. if you have basic voice and happy sound. Send complete resume, photo, and air check to Program Director Box M-66, BROADCASTING.

Announcer with experience. $400 per month. Tape and resume to KBRZ, Freeport, Tex.

Outstanding opportunity for alert, experienced announcer-program director capable of handling air shift, station sound, and production. Good benefits and salary in progressive section of Texas. First phone helpful. KLUE, Longview, Texas.

Unusual opportunity for the right announcer-combo man, with one of America's great FM stations in number one FM stereo market. Must have two to four years of college, friendly and intelligent sound, stable record of employment. Send tape, resume, recent photo, references, and salary requirement to: Wayne Jordan, KPEN, 1001 California St., San Francisco, Calif.

Announcer with news gathering and writing ability wanted. Good salary. Write KTOE, Mankato, Minn.

Have an immediate opening for announcer-engineer. Will consider applicants with or without maintenance experience. WAAY radio is 5 kw full time operation located in Huntsville, Alabama, the 2nd fastest growing market in the nation. Can offer advancement and future for those looking for a permanent position. Starting salary open. Please send tape, photo, resume or call collect, Henry Beam, WAAY radio, P.O. Box 986, Huntsville, Alabama.

Needed immediately in college town. Newsman-announcer—must be experienced. P.D. Position open. Contact C. L. Riley, office phone 796-7684. Home 796-8732, WBRN, Big Rapids, Mich.

Announcers, engineer-announcers, announcer-salesman for Florida, Louisiana and Georgia stations. Send air check, resume, recent photo to Les Roberson, WDLP, Panama City, Florida.

Suburban Chicago. Combo. First class. Permanent. Tape. Complete information now. WEAW, Evanston, Ill.

Immediate opening for announcer with adult music station. 1st ticket helps but not necessary. Send tape, resume, photo, salary requirements to Don Ross, Program Director, WEEX, Easton, Penna.

Immediate opening for first phone-combo man. Personality format—no screamers or rockers. Rush tape and resume to Guy Curtis, WKTG, Thomasville, Ga.

Announcers—(Cont'd)

Announcer for middle-of-the-road AM, FM. Some FM stereo. Board work essential. Tape photo experience and salary requirements. No phone calls. Radio station WEPM, Martinsburg, W. Va.

One of the nations most respected clear channel station has opening for a top-flight pro. Our man is versatile! If you can swing with Sinatra, and handle news with equal enthusiasm, we want to hear from you. Send tape and full particulars with first letter. Contact Bill Givens, Program Director, radio station WHAM, Rochester, N. Y.

Announcer with first class ticket for evening shift. No maintenance. Excellent benefits and advancement opportunities in expanding multiple station operation. Send resume tape and photo to WLAM, Albion, Mich.

No. 1 station needs No. 1 dj. Excellent weather, top pay available. Major health and medical benefits. Must be experienced, swinging dj for top 40 station. For sun, fun, beaches and money contact WLOF, P.O.B. 5756, Orlando, Fla., now.

Two combo first phone announcers wanted for new station to go on the air Nov. 1st in Sidney, Ohio. Send information and tape to Ken Kunze, Gen. Mgr., WMVR, P.O.B. 353, Sidney, Ohio.

New Jersey—Immediate opening for staff announcer. For interview—WNNJ, Newton.

Experienced announcer, first phone advancement, good salary, 5 station group, 773-3513, WPTW, Riqua, Ohio. Contact Oscar Baker.

Announcer board experience strong on news. WVOS, Liberty, N. Y.

Full time man to gather write and deliver news. Send tape details of experience, salary expected. WVSC, Box 231, Somerset, Penna.

Immediate opening for experienced announcer. 5000 watt, network station, in city of 100,000. Must be warm, friendly and able to do good mid-road music show. Tape with music, news, commercials to P.O.B. 767, Springfield, Mo.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 516-TN8-4912.

Choose your job carefully. Many openings with Broadcast Employment Service, 4825 Tenth Ave. South, Minneapolis, Minnesota. 55417. Write today!

Technical

Chief engineer, 1 kw, 100 miles from New York. $125. Box K-77, BROADCASTING.

Quality Rocky Mountain kilowatt needs chief, some announcing. Box L-320, BROADCASTING.

Permanent position in one kw daytime operation for chief engineer. New Gates equipment. Minimum three years experience. We are a growing operation in medium N.H.-Vt. market. State minimum salary requirement in first letter. Good combo man would be considered. Box M-33, BROADCASTING.

First class broadcast engineer. Familiar with AM-FM broadcast equipment. 150 miles from New York City. Box M-36, BROADCASTING.

Radio engineer of good character, best technical qualifications for South Texas station. Box M-52, BROADCASTING.

Chief engineer or potential chief material. First class directional AM and FM. One of New England's best stations and locations. No desk chief. No dial twisters. Want highly qualified man currently working as chief who wants to upgrade. Or dedicated engineer who is potential chief material and can prove it after working a while. Ideal if currently located in New England —Middle Atlantic area. Must be capable taking full charge and personally working all phases maintenance and operations. Send immediately complete details current situation. Box M-89, BROADCASTING.

Help Wanted—Technical—(Cont'd)

Chief engineer-announcer: Good technical man, complete responsibility transmitter, remote and control room equipment. Short announcing shift. KAVI, Rocky Ford, Colorado.

Chief engineer, 1000 watts, directional night, call manager WAPX Radio Station, Montgomery, Alabama.

Immediate opening for transmitter and first phone engineer, full time, at regional AM daytime station. Send resume to Ken Knecht, WCIT, Lima, Ohio.

Wanted: First phone engineer with TV studio equipment maintenance experience. Write or call WCET, Cincinnati 19, Ohio, phone: 381-4033.

Radio and TV. Register for opportunity. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota, 55417.

Production—Programing, Others

News editor wanted for Ill. kilowatt metropolitan, strong in news coverage. Progressive, long established station with 3 professional newsmen. Salary excellent, merit raises. Give full details of experience and references in 1st letter to Box J-133, BROADCASTING.

Top tune DJ with production skill and sparkle to create commercial rousers, maybe with pd experience too. Midwest. Full information and photo. Box L-254, BROADCASTING.

Newsman to take charge of local news bureau. Must be digger. We have the equipment, you have the desire. Established Eastern station. Salary $5200 with insurance plan, health plan, retirement benefits and good advancement opportunities. Box L-322, BROADCASTING.

Young chain in midwest is looking for aggressive production minded program man. Send tape complete with production samples, resume and sample copy to Box L-349, BROADCASTING. Also need first phone announcers.

Radio-Productions-Programing. Production-Supervisor with understanding of good format radio. Midwest market. Excellent opportunity for right man. Expected to do some air work. Middle of road music policy with lots of good production and interesting features. Send complete resume, tape and photo. Box M-10, BROADCASTING.

Texas group expanding into new market. Need qualified announcers, engineer-announcers, commercial salesmen, announcer-salesmen, news director. State full qualifications first letter. All held confidential. All tapes returned promptly. Box M-54, BROADCASTING.

Continuity writer with speed and commercial creativity. Box M-68, BROADCASTING.

Mature responsible man wanted program director material. Must be fully experienced all phases. Opportunity with growing top rated station, Florida east coast. Box M-86, BROADCASTING.

Production man with copy and news announcing experience. Salary open. Tape and resume to KBRZ, Freeport, Texas.

All around man to handle sales, programing etc., on only FM stereo in area. Tape, photo, experience and salary requirements. No phone calls. Radio station WEPM-FM, Martinsburg, W. Va.

Immediate opening for assistant newsman and sports director. Starting salary $75.00 week. Apply H. M. Thayer, WGHQ, Kingston, New York.

Program Director-Announcer. Must have good voice, music, production knowledge. Opportunity for advancement. WJIL, Jacksonville, Ill.

Production—Programing, Others

Continued

Immediate opening newsman for 10 kw station. Gather, write, air local news. Rush tape, photo, resume. Include experience in other phases of radio. Excellent opportunity for right man. WPAQ, Mt. Airy, N. C.

Full time man to gather write and deliver news. Send tape details of experience, salary expected. WVSC, Box 231, Somerset, Penna.

Situations Wanted—Management

Temporary management available to those who need it. Ticket. Box L-119, BROADCASTING.

Station manager-program director employed in metropolitan area seeking change for financial reasons. Eight years experience in all phases of broadcasting as well as top management experience in another industry. Box M-4, BROADCASTING.

Major air, medium market sales, 7 years activity all phases broadcasting attests to management capability. Have turned down management offers. Wasn't ready. Am ready now. Will visit. Box M-69, BROADCASTING.

With twenty years experience successful management Texas radio stations, I am interested in area change within great southwest section. Strong on sales and profit for owner. J. M. McDonald, Box 1510, McAllen, Texas.

Situations Wanted

Sales

Imaginative, industrious, youngman wants position as station sales representative. Has 2 years time buying experience, 4 at agency and 1 year as director of sales development and promotion for top radio rep. Excellent track record and references. Will go to any extreme to get with good station. Box M-84, BROADCASTING.

Announcers

Personality announcer. Ten years radio, two TV. Married, family, 37. Presently employed but job at impasse. Tape, photo, resume on request. Box L-355, BROADCASTING.

Sports announcer, seven years experience. Excellent voice, finest of references. Box L-353, BROADCASTING.

DJ combo, available for weekend, Holidays, 100 miles from N.Y. city. Will travel. Box L-372, BROADCASTING.

50,000 watt all night dj—newsman anxious return morning or drive time personality show. 9 years good music. Excellent references, health. Family—veteran. Northeastern states. Box L-369, BROADCASTING.

Success isn't everything. I am the world's 2nd worst dj country to classic. 10 years inexperience and mistakes. Bad habits include: marriage, 1 offspring, no smoking, social drinker, a joiner. Good habits have I none—somewhere there is a place for everyone—even me. Box L-375, BROADCASTING.

Announcer-air salesman, 1st phone, wants to locate in midwest, good voice, have experience, versatile, professional, tape available. Box M-1, BROADCASTING.

Attention: Indiana stations (prefer Indianapolis), also Louisville, Ky. Experienced in adult format and top 40. Married—reliable—5 years experience. $90 min. Box M-2, BROADCASTING.

Personality with production, 3 years experience. Wants California, southwest and northwest. Box M-5, BROADCASTING.

Reliable announcer wants part-time work Los Angeles vicinity. Need exp. more than money. Telephone Normandy 1-8915 or write Box M-6, BROADCASTING.

Number one area personality. Would like to move up. Top 40. Presently program director. Jock, young, prefer New England. Box M-7, BROADCASTING.

Situations Wanted—Announcers

Continued

Attention: Major markets, 50 kw nets. Excellent announcer-dependable, competent No. 1 ratings, 1st ticket, 12 years, experienced all phases, family man. Box M-9, BROADCASTING.

Announcer-disc jockey, first phone, over one year experience, presently employed doing combo, can swing sweet or solid, young, single, seeking move up, tape, resume. Box M-12, BROADCASTING.

Washington, D. C. area-announcer—1st phone—young man, married, experienced, tight production. Box M-14, BROADCASTING.

Professional morning funny man with tasteful approach, maintaining number one rating with number two station. Box M-19, BROADCASTING.

Now available, Negro announcer dj. Good sound, tight production. Dependable, hard worker. Willing to relocate. Box M-26, BROADCASTING.

Top 40 dj with bright sound wants to move up. Have highest ratings and first class license. Box M-31, BROADCASTING.

Announcer-deejay, Pacific northwest, 26, married, veteran, 9½ years experience. Strong on beepers, interviews, news. 3rd ticket. Middle-of-road west coast station. $525. Box M-32, BROADCASTING.

Announcer with combo experience at the number one non-metropolitan station in Minnesota. Single, available. Box M-35, BROADCASTING.

Announcer. Good all phases. Prefer news. Daytimers state duties. Salary. Box M-39, BROADCASTING.

Announcer—restricted permit. Recent broadcasting school graduate—no experience—prefer FM. 6 to midnight. Age 52, single. Box M-46, BROADCASTING.

No. 1 Pulse rated dj & experienced chief engineer seeks position with modern station in northeast. $120 week minimum. Available immediately. Box M-48, BROADCASTING.

Combo-announcer experienced all phases, 1st ticket, dependable, family. Desires greater opportunity. Box M-51, BROADCASTING.

Ten years professional experience, finest background. Know formula and standard. Veteran with college. References. East or midwest. Box M-67, BROADCASTING.

Announcer — 6 years experience — prefer northeast coast states. Married man. Box M-74, BROADCASTING.

Looking for November opening in northwest Iowa or surrounding states. Can't leave till then as wife teaches school. Box M-76, BROADCASTING.

Announcer looking for a start, can handle news, commercials, d.j. Willing to travel. Box M-80, BROADCASTING.

Newscaster, authoritative, deejay, relaxed on fast board, Negro, mature, family. No shouter, N. Y., D. C. areas. Consider weekends. Box M-81, BROADCASTING.

NBC Newsman available to any top market in U. S. or Canada. Details and resume ready. Employer will recommend radio and or TV station in upper 50 only please. Box M-82, BROADCASTING.

1st phone combo. Presently employed in Pa. Like to relocate to Conn., N.E. area. 5 years TV engineering and 6 months radio combo experience. Box M-85, BROADCASTING.

Well rounded air personality, bright sounding dj, announcer experienced—all phases—tight board, authoritative newscaster. Remotes/beepers, professional attitude. Cooperative. Box M-90, BROADCASTING.

Bob Costigan, disc jockey-newscaster, fully experienced, tight board. Seeks full time, east coast. Excellent references. Tape, resume furnished. 53 Behan, Staten Island 6, N. Y.

Announcers—(Cont'd)

Announcer, 1 year experience. Smiling voice with sincerity. Married. Desire permanent dj position at middle-of-road or good music station. Larry Nelson, 1823 Hutchins Ave., Rockford, Illinois. Call evenings 815-968-6235.

Experienced, sincere, and versatile. Can handle any format. Strong news, natural air salesman, and sportscaster. Prefer midwest. Contact: Tom Mirshak, 1235 Clover Ave., Rockford, Ill.

Major market announcer/newsman, 34. offers ability, versatility, 8 years experience, taste, permanence to active non-rock station. Call, write, wire K. Lawrence, WWJ News, Detroit, Michigan or call 272-3541 evenings.

First phone announcer, B.S. degree in business administration. 25, experienced, married. Excellent credit rating. Desires to move up with well-established top 40 station, but will consider good music. Will relocate. References. Contact Dick Sharpe, 212 East Academy St., 687-4693, Fuquay Springs, N. C.

First phone announcer. Age 33. $100 minimum. Call 314-014-2174. Johnny Jackson, Cardwell, Mo.

Top forty jock—4 years experience—married—good references—Rusty Draper—MU—3-4217—Rusk, Texas.

Florida market; announcer two years experience. Good voice, tight production. Call (305) 238-4229 or write Ken Roberts, 8190 SW. 185th St., Miami 57, Florida.

Experienced network announcer available soon. Presently employed as summer relief announcer at WTOP-AM-FM-TV, Washington, D. C. and as C.B.S. staff Washington, D. C., seeks position of security at established large market outlet. Experienced in sports, news and record shows as well as staff duties. 15 years experience. Willing to relocate for the right financial contract. Write or wire—Ted Work—WTOP Broadcast House—Washington, D. C. or call 244-5678.

Announcer experienced, seeks job in station with staff of more than 3, no rock and roll considered. Jack J. Quirk, Rt. 3, Thomson, Ga. Phone 595-4549.

Technical

Attention: Pittsburgh, Wheeling, Youngstown and surrounding area. Chief engineer 5 kw AM & FM desires relocation as staff engineer or chief. TV staff engineer also considered. Technical school graduate, single, young, draft free. Previous experience includes studio and production engineering. Box M-40, BROADCASTING.

Experienced radio-TV operating engineer. Any location considered. No announcing. Box M-71, BROADCASTING.

Wanted: Position as jr. consultant. Several years experience-references. Box M-75, BROADCASTING.

1st phone Grantham graduate, 23, single, draft exempt, 2 years college seeks permanent position South Jersey, Philadelphia, Washington. Willing to learn announcing. 202-362-9773.

Production—Programing, Others

Pittsburgh program director desires programing job in any metro market. Strong on production, promotion, ratings. College grad., married, references. Box L-342, BROADCASTING.

Attention Philadelphia and vicinity! I want to specialize in news—writing and airing. 2 year varied announcing experience, B.A. in radio speech, plan to study journalism. Box M-37, BROADCASTING.

13 years radio & television experience as announcer/director and program director. Wish position as program director or news director. Available 31 October. Leaving present position at own decision. Box M-38, BROADCASTING.

Production, Programing & Others

Continued

Wanted: Wisconsin market. Administrative, some air. Sixteen years experience, presently large market. Family, best references. Box M-55, BROADCASTING.

Newsman-college graduate, good writer, authoritative delivery. Five years experience. Four major market. Double on dj, sports. Also seeking TV chance. Box M-78, BROADCASTING.

Newsman college graduate. Year experience, ambitious, first phone, no maintenance. Box M-83, BROADCASTING.

TELEVISION

Help Wanted—Management

Midwest TV station seeking general manager. Perhaps sales manager now looking for general manager position. Production background helpful but not necessary. Excellent opportunity. Box L-362, BROADCASTING.

Television sales manager midwest network affiliate experience, able direct local sales staff. First class job for first class man. Boozers, floaters, loafers don't reply. Congenial staff, fine living conditions for aggressive man who will settle down, raise family, join church, work hard and make money. Starts $10,000 plus. Box L-253, BROADCASTING.

Help Wanted—Sales

Wanted—TV sales: Sales service man between 22-28 with sales and/or traffic radio or TV experience. This large southern market offers opportunity for growth within TV sales dept. Write or wire: WAII-TV, Atlanta, Ga.

Help Wanted—Technical

Engineering Supervisor — major market unionized TV operation needs manager to take charge of day-to-day technical operations. Degree preferred. For confidential handling reply to our consultants. Box M-28, BROADCASTING.

Licensed experienced TV transmitter and studio engineer needed. Must be familiar with RCA black and white and color equipment including studio, film transmitter, microwave and VTR. Maintenance experience essential. Midwest location in university town. Send background and experience with salary requirements and photo to Box M-44, BROADCASTING. All replies will be acknowledged.

Major So. California station looking for TV studio technicians with all-around experience, including camera, video, studio, etc. FCC first phone required. Send resume to Box M-47, BROADCASTING.

Midwest UHF has opening for engineer with first class license. Position requires operation of AM/FM/TV control rooms and transmitters. Experience in radio or TV desired, but others will be considered. Box M-50, BROADCASTING.

Experienced engineer, best technical qualifications, for Texas station. Box M-64, BROADCASTING.

Qualified TV engineer trainee with first phone for Texas station. Box M-65, BROADCASTING.

Maintenance chief for southwest station. Must have superior technical qualifications. Box M-60, BROADCASTING.

Assistant chief engineer with proven ability for Texas VHF. Box M-61, BROADCASTING.

Broadcast engineer. First phone license and minimum four years experience in broadcast radio and television maintenance and modification. Apply University of Minnesota Employment office, room 10, Morrill Hall, Minneapolis, Minn.

Studio Engineer experience in service maintenance and video tape recording. Contact Fred Edwards, WVUE-TV channel 12, New Orleans. Telephone 525-9011, (Area Code 504).

TELEVISION

Help Wanted—Technical—(Cont'd)

Experienced transmitter operator—Central Texas max. power educational VHF, new installation, RCA TT50 transmitter. Contact Bob L'Roy, KLRN-TV, Star Route 2, New Braunfels, Texas.

Young capable studio engineer wanted immediately. Permanent position with progressive VHF station, supervisory position available if qualified. Chief engineer, WJBF-TV, Augusta, Ga.

Television transmitter engineer-switcher needs first phone and car. Contact Carl Anderson, KREY-TV, Montrose, Colorado.

Production—Programing, Others

Texas VHF station looking for excellent continuity writer. Box M-58, BROADCASTING.

Director with creativity wanted in southwestern resort city. Box M-59, BROADCASTING.

Experienced, dependable newsman-photographer, adept at gathering and writing news. Box M-62, BROADCASTING.

Alert newsman-announcer to gather write and photograph news, southwest station. Box M-63, BROADCASTING.

Experienced production manager—etc. Contact WENH-TV, Durham, New Hampshire.

Immediate opening for continuity director (male or female) for growing NBC UHF station in university city. Good opportunity for person now in radio or TV. Continuity department to move up. Call Robert M. Lumpp p.d. WCHU-TV, Champaign. 352-7673.

Situations Wanted

Sales

TV-Radio salesman: 6 years selling for major network and national rep. Now seeking permanent position with thriving station. Box M-16, BROADCASTING.

Announcers

Mature announcer-newsman 14 years radio-TV experience, all phases. College, married. Best references. Available mid-October. Box L-360, BROADCASTING.

TV staff announcer, mature, professional, personable, versatile seeks move. Box M-57, BROADCASTING.

Technical

Married man 33, first phone, 4 years experience in television. Desire position as studio or xmitter engineer, preference Eastern states. Box L-334, BROADCASTING.

Production—Programing, Others

Cameramen-editor-director with strong production background desires position with organization producing documentary films. Resume, samples upon request. Box L-267, BROADCASTING.

Thirteen years television experience in top southern market. One year as radio writer prior to TV. Film, video tape and live operation. Presently employed. Have worked on many accounts for national advertising agencies. Married, 2 children. I'm tops and have credits to prove it. If you want experience, creativity and results write Box L-308, BROADCASTING.

Announcer-newscaster-writer, buried alive in major market VHF and 40 kw AM, seeks return to smaller market TV. College graduate, 15 years experience. Box L-338, BROADCASTING.

News Specialist! 10 years experience all phases radio-TV news. Now employed major market. Ready to move up to challenging position at major market news operation. Conscientious family man ready to gather and deliver top newscast in any tough market. Box M-13, BROADCASTING.

Production—Programing, Others

TV production and programing: Nine years experience in all phases of TV operation including on air announcing. Desire to relocate in major southwest market. Details on request. Box M-3, BROADCASTING.

Newsreel cameraman, national awards, complete 16mm, stills, slides, complete movie lab. experience, news gathering, directing and shooting commercials and documentaries, family. Box M-91, BROADCASTING.

A substitute for experience? None's been invented yet! I have 15 years in most phases of radio-TV on local and network levels. Prefer TV news gathering and editing. Each reply promptly answered. Box M-34, BROADCASTING.

Producer-director—4 years experience. Box M-87, BROADCASTING.

Hard working pro—28, degree, U. of Tex., married. 10 years radio & TV. Excellent TV staff, weather & sports. Good news, appearance & personality. Currently employed radio pd. Bill Dane, 794-4502, Texarcana, Tex.

Wanted To Buy

Equipment

Needed urgently—tower at least 150', audio console, microphones & allied equipment for new AM station in eastern U. S. Let us know what you have to sell. Box K-249, BROADCASTING.

Needed: Audio Console such as Gates 51CS. Contact radio KLIN, 404 S. 13th Lincoln, Nebraska.

One new or used McKensie unit model 5cpB with one channel record unit, also assorted cartridges. Paul Adams, WCPO-TV 2345 Symmes Street, Cincinnati, Ohio 45206.

Will buy or trade used tape and disc recording equipment — Ampex Concertone, Magnecord, Presto, etc. Audio equipment for sale Boynton Studio, 10 B Pennsylvania, Tuckahoe, N. Y.

For channel 5 we need 500 or 1000 watt transmitter and three gain antenna. Box M-56, BROADCASTING.

Want to purchase: TK-31 RCA camera field chain. Sync Generator (Field type). One-watt RCA microwave with audio multiplexer. Call or write M. N. Bostick—KWTX-TV, Waco, Texas.

For Sale

Equipment

Television radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

4 Bay FM antenna, 8 bay FM antenna phone 547-1274 Claude Thorpe, Chesapeake, Virginia.

⅞" Coaxial cable, Andrew Heliax. Black sheath covered. Never used. 85c per foot fob El Cajon Electronic Engineering, P. O. Box 012, San Diego 15, California.

Thermometer, remote electrical: used by over 100 stations, enables announcer to read the correct outside temperatures from mike position. Installed in less than an hour. Send for brochure. Electra-Temp. Co., Box 6111, San Diego 6, Calif.

For Sale

Equipment—(Cont'd)

250 watt GE transmitter, good condition, $750.00 PT-6 Magnecord tape recorder, completely overhauled, $250.00 will pack and ship. Box M-29, BROADCASTING.

RCA TT5A tuned to channel 2. Priced to sell quickly. Write Box M-23, BROADCASTING.

Auricon Pro 600 special model CM 77, variable area Galvanometer, 400 foot magazine. No amplifier. Camera was never used. Will take $1,635.00 sells for over $2000.00. Box M-8, BROADCASTING.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrinding, repair, etc., BC-604 crystals and Conelrad. Also AM monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 96, Temple, Texas.

Almost new tape-a-thon. Model 702-10 with AG. P.O. Box 860 Pittsburgh 30, Penna.

GPL 16mm Kinescope recording unit complete. Good condition. Contact Al Powley, WMAL-TV, Washington, D. C. KEllogg 7-1100.

For sale best reasonable offer. Radio remote wagon, Ford Econoline, equipped with Motorola 60 watt base station (modified for mobil) regular and hi-gain antenna—plus Motorola base station, 350 ft. transmission line and base antenna. All or part. Truck and equipment in working order. Chief engineer, Radio station WAVA, P.O.B. 7065, Arlington, Virginia.

Collins, mod. 42E ant. tuning unit, complete remote MTR transformer. 3 RCA Universal, 2 RCA lightweight pickup arms, filters, spare heads. Best offer. Wallace Guptill, KATE, Albert Lea, Minn.

Rack-Mount Magnecord PT63-A, PT6-R $275.00. Two Roberts model 90 $75.00 each. Rek-O-Kut model M-12 disc lathe with standard and microgroove gears $50.00. KVLG, La Grange, Tex.

Collins announcer remote console with turntables, in excellent condition, only $600. Box M-73, BROADCASTING.

Western Electric 504-B-2, 3 kw, FM transmitter. 4-loop, Electronics Research antenna. Make offer. WKNO-TV, Memphis, Tenn.

For sale 12 bay RCA-FM antenna, tuned to 105.9 mc, never used, very reasonably priced. Also used 4 bay Andrew antenna can be tuned to any FM channel. $900.00. Write immediately to Box M-88, BROADCASTING.

Business Opportunity

Small profitable station on Florida Gulf Coast willing to sell up to 49% to the right man capable of full management. Other radio and allied business interests are reason for selling. All communications confidential. Full details after examination of credentials. Box M-79, BROADCASTING.

Miscellaneous

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 **Super dooper hooper scooper one liners exclusive in your market. Free sample.** Lyn Publications, 2221, Steiner St., San Francisco.

Attention program directors and dj's—Terse, controversial comments in the actual voices of top Washington public figures. Perfect for controversy—listener response programing. Little cost—big rewards—peak listener reaction. Box M-24, BROADCASTING.

Recording studio, serving southeast from metropolitan area, fully equipped, A-1 reputation, strong potential. Reply Box M-70, BROADCASTING.

Instructions

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

1st ticket class . . . 6 week course, resident or correspondence, Denver, Colorado, a fun place to live and study. Write for bulletin from Signal Broadcasting, 431 W. Colfax, Denver. Also offering 6½ month announcing-station operations course. Free placement service. Signal Broadcasting, Denver.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and TV Arts & Sciences, 1563 North Cherokee, Hollywood, Calif. "No cram school."

San Francisco's Chris Borden School graduates are in constant demand. 1st phone and "modern" sound. Plenty of jobs. Free placement. Illustrated brochure. 259 Geary St. Starting date for next class November 4, 1963.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting October 9 and January 8. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated schedule. For the man who must get his 1st phone in a hurry, the Los Angeles Division of Grantham schools now offers the proven Grantham course in an accelerated schedule. Next classes begin November 11 and January 13. For free brochure write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

FCC license in six weeks. Total cost $285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Instructions—(Cont'd)

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Pittsburgh. FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

RADIO

Help Wanted—Sales

VP SALES—NEGRO CHAIN

Nation's top-rated Negro Radio Group seeking VP to coordinate National-Regional-Local sales of 6 stations located Tampa—Richmond—Shreveport—Little Rock—Jackson—Birmingham.

Must be a "salesman's salesman" endowed with unusual administrative abilities—common sense—imagination—unlimited drive.

Preference to applicants experienced all phases Negro radio—married—35-45—college.

Guarantee—override commission—insurance plan—paid vacation—moving expenses.

If you thrive on 70 hours a week—under pressure and seek unlimited opportunity with a progressive organization—this is it.

Send complete resume—late photograph—references—in complete confidence or call McLendon Broadcasting Co.—960-980 Milner Building—P. O. Box 197—Area 601 948-1617—Jackson, Mississippi.

SALES CORRESPONDENT

Opportunity for challenging and rewarding position with a major broadcast equipment manufacturer. Immediate opening in midwest sales office for a young man who believes in hard work and customer service. Technical background in broadcasting is essential and a college degree is preferred. Send resume with photograph to:

Box M-41, BROADCASTING

Announcers

WEEL Fairfax, Virginia

Growing fast in metropolitan Washington, D. C. market needs qualified personnel including one combo man. Send tape, resume with 1st letter. No phone calls please. Jules Henry, WEEL, Fairfax, Virginia.

Announcers—(Cont'd)

WE CAN AFFORD YOU!

This chain operation in a major-market paradise cares enough to hire the very best! If you're different . . . if you have a number one rating history in a top 50 market . . . if you know how to move without screaming . . . if you're ready to make the last move of your career, we want to talk to you! If you have the exceptional talent we want, we have the money and staff stability you want! Send air check tape, complete resume, references, and rating history to:

Box M-18 BROADCASTING

Production—Programing, Others

EXPERIENCED NEWSMAN—Network O & O (Radio) seeking mature, creative newsman capable of producing documentaries, vignettes, series, etc. Send resume, salary desired to:

Box L-169, BROADCASTING

DEDICATED NEWSMAN

with strong air qualities and journalism background and/or degree needed for am-tv in mid-Atlantic market. Send resume, tape and photo to:

Box M-72, BROADCASTING

Situations Wanted—Announcers

ATTENTION

TOP-TWENTY MARKETS!

I want your professional appraisal of my work. Top-forty top flight. In midwest at lower end of top 100 markets. Married, two children; military OK, 24 years old; five years experience; tops in production, Not looking for a job, just appraisal . . . for now.

Box M-53, BROADCASTING

TELEVISION—Help Wanted—Sales

WANTED: TV SALESMAN

We need a hard-working, hard-nosed TV salesman who sells creatively and enjoys competition. Top 10 market network-affiliated station, offering $20,000 per year potential. Send complete resume and late photograph in complete confidence.

Box M-30, BROADCASTING

Business Opportunity

BIG PROFITS, PRESTIGE
"DREAM HOME" PROMOTION

sell it now for Winter, Spring Profits. WJQS Cleared $10,000.00 each on two we promoted. No risk or investment for Station-Exclusive. Call, Wire, write: Len Heilbroner, WJQS, Jackson, Miss.

Instructions

EMERSON COLLEGE

Accredited liberal arts college. Specialization in radio, TV, theatre arts, speech, speech and hearing therapy. B.A., B.S., M.A., M.S. degrees. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV production. Electronic production studio, theatre, FM radio station, speech and hearing clinic. Outstanding opportunities for achieving professional competence in acting, directing, and script writing for radio and TV. Coed. 82nd year. For catalog write: Director of Admissions,

EMERSON COLLEGE
303 Berkeley St., Boston 16

RADIO
TV
SPEECH
THEATRE

Miscellaneous

Radio Program Director

world news scope—exciting new half-hour series of international news commentary is produced each week in New York and is now ready for fall program schedules. Write for free audition tape—Program Service Company, 510 Madison Ave., New York 22.

Wanted To Buy

Stations

MAJOR MARKET FM

Present owner, Major market FM station, wishes to extend into another major market. Station wanted in one of the following cities, or in the suburbs thereof: New York, Philadelphia, Washington, D. C., San Francisco, Los Angeles. Excellent references, immediate cash.

Box M-25, BROADCASTING

For Sale

Stations

RACE STATIONS

Chain operation spinning off 3 stations in metro markets Eastern half United States—Competitive and non-competitive situations. Answer only if financially qualified.

BOX K-85, BROADCASTING

IN THE SOUTH

Fulltime station. Present Annual Billings approximately $170,000.00. Price $200,000.00 cash or $225,000.00 on terms.

Box L-184, BROADCASTING

For Sale—Stations

Continued

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

CONNECTICUT

radio station for sale. Only two stations in county. Low Frequency. 269,000 population my m. Small amount cash if financially qualified.

Box M-11 BROADCASTING

CALIFORNIA

Profitable daytime station in dynamic growth and desirable living area. Well-equipped and beautifully appointed. Priced at little more than average annual cash gross of over $80,000. Excellent terms to qualified buyer.

Box M-42, BROADCASTING

Radio Station WDAR,

Darlington, S. C. will be sold under Order of Court at public auction in said City at 11 a.m. October 14, 1963. For further details apply to undersigned. D. Carl Cook, Receiver, P. O. B. 593, Darlington, S. C.

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

Conn.	single	daytime	$150M	terms
Fla.	single	coastal	50M	35M
Ga.	single	fulltime	85M	terms
Pa.	metro	daytime	155M	25M
M. W.	major	fulltime	675M	125M

buying and selling, check with

V CHAPMAN COMPANY INC

2045 PEACHTREE RD., ATLANTA, GA. 30309

STATIONS FOR SALE

NEW ENGLAND. Fulltime. Exclusive. Priced at $85,000. 25% down. Excellent terms on balance.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, California

To reach everyone in BROADCASTING and its allied fields.

You Can't Top A
CLASSIFIED AD
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 101

of KPHO-TV (ch. 5) Phoenix, Ariz.; Spokane Television Inc., on channel 11, North Spokane, Wash., KXLY-TV (ch. 4) Spokane, Wash.

Rulemakings

PETITION FOR RULEMAKING DISMISSED

■ Tampa, Fla.—Tampa Bay Television Co. Request for institution of rulemaking proceeding to assign channel 32 to Tampa-St. Petersburg. Letter requesting dismissal filed Sept. 12.

PETITIONS FOR RULEMAKING FILED

■ WIFN-FM Franklin, Ind. — Requests amendment of rules to permit WIFN-FM to change frequencies and increase power to minimum of 3 kw ERP and to present alternates. Received Aug. 21.

■ WXYJ Jamestown, N. Y. — Requests amendment of rules to amend table of FM assignments to allocate channel 269A to Jamestown. Received Sept. 24.

■ KUDL Fairway, Kan.—Requests institution of rulemaking to add FM channel 221A to Fairway. Received Sept. 24.

■ Huntsville, Ala.—Alabama Educational Television Commission. Requests amendment of rules to change table of assignment to change channel 25- from commercial to noncommercial. Received Sept. 25.

Processing line

■ Notice is hereby given, pursuant to Sec. 1.354(c) of commission rules, that on Oct. 29, 1963, standard broadcast applications listed in appendix below will be considered as ready and available for processing. Pursuant to Sec. 1.106(b) (1) and Sec. 1.361(c) of commission's rules, application, in order to be considered with any application appearing on list or with any other application on file by close of business on Oct. 28, 1963, which involves conflict necessitating hearing with application on list, must comply with interim criteria governing acceptance of standard broadcast applications set forth in note to Sec. 1.354 of commission rules and be substantially complete and tendered for filing at offices of commission in Washington by whichever date is earlier: (a) close of business on Oct. 28, 1963, or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Attached list contains less than usual number of 50 applications in order that action can be taken on all applications presently in "processing line—awaiting action" category without any unnecessary delay which might otherwise occur. Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309(d) (1) of Communications Act of 1934, as amended, is directed to Sec. 1.359 (i) of commission rules for provisions governing time of filing and other requirements relating to such pleadings. Appendix follows:

■ WCEN Mount Pleasant, Mich.—Paul A. Brandt. From 1150 kc, 500 w, 1 kw-LS, DA-N, unl.; to 1150 kc, 500 w, 5 kw-LS, DA-2, unl. (BP-14666).

■ Immolakee, Fla.—Carl R. Buckner. 1490 kc, 250 w, unl. (BP-15900).

■ WROL Knoxville, Tenn.—WROL Inc. From 1490 kc, 250 w, unl. (Fountain City); to 1490 kc, 250 w, 1 kw-LS, unl. (Knoxville) (BP-15954).

■ KDAY Santa Monica, Calif.—Continental Broadcasting of California Inc. From 1580 kc, 50 kw-D, DA; to 1580 kc, 1 kw, 50 kw-LS, DA-2, unl. (BP-15963).

■ KEYY Provo, Utah—Mid-Utah Broadcasting Co. From 1450 kc, 250 w, unl.; to 1450 kc, 250 w, 1 kw-LS, unl. (BP-15964).

■ WHSL Wilmington, N. C.—Progressive Broadcasting Corp. From 1490 kc, 250 w, unl.; to 1490 kc, 250 w, 1 kw-LS, unl. (BMP-10967).

■ KSST Sulphur Springs, Tex.—Hopkins County Broadcasting Co. From 1230 kc, 250 w, unl.; to 1230 kc, 250 w, 1 kw-LS, unl. (BP-15966).

■ WLSB Copperhill, Tenn.—Copper Basin Broadcasting Inc. From 1400 kc, 250 w, unl.; to 1400 kc, 250 w, 1 kw-LS, unl. (BP-15969).

■ WMOG Brunswick, Ga.—Radio Brunswick Inc. From 1490 kc, 250 w, unl.; to 1490 kc, 250 w, 1 kw-LS, unl. (BP-15971).

■ KVOP Plainview, Tex. — KVOP Inc. From 1400 kc, 250 w, unl.; to 1400 kc, 250 w, 1 kw-LS, unl. (BP-15977).

The REA Controversy



You might not even know what the REA is, or that it's controversial. But a controversy exists, and it involves you as a taxpayer, as a customer of an investor-owned electric light and power company (perhaps as a shareholder, too), or as a member of a rural electric cooperative.

To begin with, REA stands for the Rural Electrification Administration, a bureau of the Federal Government in Washington. It was established in 1936 to make loans to local agencies who would help get electricity to rural America. The local agencies were called rural electric cooperatives (now sometimes "rural electric systems"). These systems borrow money from the Federal Government at 2% interest. As cooperatives, they pay no Federal income tax.

Because investor-owned electric companies and rural electric co-ops worked as good neighbors, electricity now flows in plentiful supply throughout our nation's farmlands. Yet the REA recently asked the treasury for more loan appropriations than ever before ($425 million in the last budget, compared with only $175 million back in 1952).

Many people—magazine and newspaper writers and editors, congressmen, senators, business leaders, farm leaders—have asked for an explanation of the REA's ever-growing budget. General maintenance and the "heavying up" of existing lines account for part of the huge expenditure. But the heaviest portion is requested for building generating plants and high-voltage lines.

Considering this, thoughtful people are asking whether the REA in Washington is encouraging some rural electric co-ops to build power plants and transmission lines where they are not needed. Many people are wondering whether the REA is loaning money to some co-ops to help build a Federal power system not authorized by Congress.

Many other questions have been asked about REA loans: Are they being used by REA in Washington to urge local rural electric co-ops to expand into urban and industrial service, in contradiction to the purpose for which they were established? Is it proper for the REA to lend public funds while keeping the basis for the loan a secret? Is the REA in Washington injuring its once-honored image, and also the honored images of the local rural electric cooperatives?

Naturally, we in the electric light and power companies also ask these questions. But our voice is only one among many. Perhaps your voice should join in, too, for the question of how you want your tax dollars to be used has great bearing on this nationwide controversy.

Investor-Owned Electric Light and Power Companies... *more than 300 companies across the nation*

Sponsors' names on request through this magazine

OUR RESPECTS to Goodman Ace

Articulation difficulty led to writing

Groucho Marx was once introduced on a radio variety show by a master of ceremonies who said, "Well, if it isn't Groucho Marx." Groucho replied, "Well, if it isn't Groucho Marx, then who is it?" The answer could have been, "Well, if it isn't Groucho Marx, it's Goodman Ace."

That's because so many of the words which have poured from the mouths of such as Marx, Kaye, Berle and Talullah originated in the mind of Goodman Ace.

Today he's creating material to fit the rapid pace of Sid Caesar, after spending seven years supplying low pressure material to fit in between Perry Como's songs. If this seems terribly contrasting, it is not surprising for this man who once undertook to write material for a radio variety show which featured such extremes as Jerry Lewis and George Sanders. It was Tallulah Bankhead's *Big Show* on NBC and Mr. Ace still rates it as one of his greatest challenges, and most gratifying accomplishments.

His Mark ▪ But if he has shaped his material to fit the particular medium or personality, there remains the indelible mark of his artistry—the reverence for the humor of the spoken word, the outrageous pun, the creation of the absurd situation. Goodman Ace's humor belongs in the coffee houses with Addison and Steele and Swift, around the round table with Benchley and Kaufman, and not in the sideshow with the clown making pratfalls. It was this trait which converted Berle from a variety format to a situation-type role, and has made Sid Caesar accept what he at first called "walky-talky" type material. Mr. Caesar, long known for his expressive face and flair for pantomime and mimicry, actually showed surprise at the rehearsal of his first Ace-written show to find a script entirely written out.

This is the latest challenge undertaken by a man who 46 years ago entered the writing business at the drop of a hat—that is, he forsook a $40-per-week hat-selling job to enter newspaper drama reviewing at $25 a week in Kansas City.

Born Jan. 15, 1899, in Kansas City, Mr. Ace cut short a college education at the age of 18 upon the death of his father so that he could support his mother and two sisters. Even under those circumstances, his mother urged him to take the lesser-paying newspaper job with the *Kansas City Post,* because it was the kind of work he enjoyed. Even today he still insists, "I am a writer, I could never be anything else."

For 16 years, however, he was something else—namely a leading radio personality with his wife, Jane, on a show called *Easy Aces.* The program had its beginning on KMBC Kansas City. By 1931 it had moved to Chicago, and in 1933 it went to New York and network radio, where it stayed until 1948.

Since that time, Goodman Ace has been putting words into other people's mouths, handling the writing for such productions as Danny Kaye's radio show, and the previously-mentioned Tallulah Bankhead *Big Show,* which ran an hour-and-a-half on Sunday nights for two years (1950-51). In 1952, he came to television with the *Milton Berle Show,* and for the past seven years he has written for Perry Como. Also during that time, he has contributed articles to *Saturday Review,* witten a book entitled *The Book of Little Knowledge,* and he says one of these days he'll get around to writing his memoirs, which he has tentatively titled *How To Try In Television Without Really Succeeding.*

Today at 64 (he claims he's actually closer to 185), Mr. Ace talks with enthusiasm about the Caesar show, his immediate project, and with philosophy about himself and his trade. "I first got into writing when I was young because I had difficulty articulating," he explained wryly. "Now things have reversed themselves, and you can't stop me from talking. Trouble is, I have the feeling I'm saying the same things over and over again." Goodman Ace hasn't run out of things to say, though, as a New York critic attested in a review of the first Caesar show a few weeks ago: "The influence of Mr. Ace was noticeable in a number of the sketches. There were topical quips, unexpected twists with ideas and basically funny thinking."



Goodman Ace

Mr. Ace himself feels that a comedy writer should go beyond simply trying to make people laugh, and should "say something" in his humor. He admits, however, that topical humor can become too heavy if not balanced by the less-serious types of skits and situations.

As one wag once put it, "Comedians come and go, but Goody Ace just keeps rolling along." It is true, but not by accident. Mr. Ace's longevity in the business has been accompanied by a stream of half-jesting philosophy. "I used to get all worked up arguing with a comedian and trying to convince him about using a particular routine or gag. Even if he agreed to use it, it would be a half-hearted effort, and better not used at all. So I've just adopted the attitude that it may take 10 minutes to sell a gag to a comedian, and it only takes five minutes to write another one."

An Old Saw ▪ It might be expected that a veteran of humor might go along with the old saw that there "are no good comedians coming along to replace the Bennys, Hopes and Skeltons." Mr. Ace, however, sees it differently. "Today's comedian attempts to be more of a character actor, instead of a straight standup comedian. He has many more pressures determining his success than did the older comedians. For instance, Dick Van Dyke, whom I consider to be one of the best young comedians, was almost put off the air two years ago by ratings. If our show, the *Easy Aces,* had been judged by ratings, it wouldn't have lasted a year." Goodman Ace and the ratings have both survived through the years, though hardly on a basis of "peaceful coexistence." Mr. Ace is an avowed ratings critic, and says he has plans to resume writing articles on the subject soon.

Mr. Ace has theories and philosophies about his business. But the one solution to the age-old question, "What is humor?" escapes him still and mystifies him. "Humor is strictly a personal thing, and for that very reason, very elusive.

"Just the other day I was in a very crowded elevator, and a woman was stepping into the elevator. She made some inane comment, and everybody on the elevator broke up laughing. I didn't even think it was funny. Sometimes I wonder if people's idea of humor is so different, how can I ever make them laugh?"

If Mr. Ace questions his ability to make people laugh, few other people do.

Fourth network?

A NEW program force for noncommercial television stations came into being last week. It has an initial grant of $6 million and the promise of more from the enormous resources of the Ford Foundation. It is a force to be reckoned with in future television program planning.

The new force is the National Educational Television and Radio Center which, now that it has the Ford grant, has elected to change its ways. The NETRC has been producing educational radio and television programs for distribution to educational stations. It has now decided to go out of the radio business entirely and drop the production of instructional programs for television. From now on it will devote itself exclusively to the production of "high-quality informational and cultural" shows.

The implications are obvious: The leaders of the educational television movement have chosen to move far beyond the orbit of their original interest. The clear intention is to create programs that will draw larger audiences to the noncommercial stations than the purely instructional programs have drawn. It is not at all inconceivable that NET (for "National Educational Television," the shorter name by which the old NETRC will now be known) could become a fourth network.

This may prove to be all to the good of the U. S. television system and the American public. Certainly the diversity of responsible program sources is to be encouraged. Yet there will always be the danger that the noncommercial service will be given unfair advantages in its competition with commercial TV. Already that danger is real.

A good many programs now broadcast on the noncommercial stations are supplied by commercial enterprises in exchange for a credit on the air. It is a short step from a simple credit line to a short advertising message, and once that step is taken the noncommercial stations will be competing with commercial stations for advertising support.

Still more commercial enterprises will be tempted to put up money for noncommercial shows if those shows begin to attract substantial audiences. We have no doubt that an NET, if it succeeds in producing attractive programs and clearing them on noncommercial stations throughout the country, will have little trouble raising money from businesses if those businesses and perhaps their products are mentioned on the air.

That will be the time to require the noncommercial stations to abide by their franchises. All those stations were granted in the first place, without competition from rival applicants, on the clear understanding they would never sell advertising.

Who's boss?

WE make the flat charge that the Federal Communications Commission is not serving the public interest, convenience and necessity. These are the counts:

It is overcommercializing its regulation of broadcasting, to grab headlines and euchre bigger appropriations.

It is neglecting regulation of telephone, telegraph and other common carrier services which are more important to the consumer economically but which lack the glamor of broadcasting.

It is squandering taxpayers' funds through "made work," such as the inane hearings in Chicago and Omaha on local programing, the harrassment of stations on license renewals, unnecessarily prolonged freezes and other contrived devices to force stations to bow to its will.

It is defying congressional intent by seeking to arrogate control over broadcast advertising (which is really rate-making that would transform broadcasting into common carrier status) and by seeking to impose filing fees without legislative authority.

It is spending so much time—an estimated 80%—on its broadcast crusades which it thinks have publicity value that many policy determinations are being relegated to the staff.

It is violating its own fairness doctrine (which is of doubtful legality) by demanding on the one hand that licensees determine their public's programing needs and, on the other, ignoring the views of elected representatives of the public, to wit, members of Congress.

Since Chairman E. William Henry's "huckster" barrage in New York two weeks ago, three influential legislators have spoken. Chairman Oren Harris (D-Ark.) of the House Commerce Committee, Chairman Walter Rogers (D-Tex.) of the House Communications Subcommittee, and Senator Gordon Allott (R-Colo.) of the Senate Appropriations Committee have challenged the FCC's authority to place limitations on advertising, and to otherwise interfere with control over programing and business management of stations.

The commercial time issue is one on which all stations, large and small, and the networks, see eye to eye. This has stimulated more activity through state associations and by individual broadcasters with Congress than any other regulatory issue in recent memory.

Two bills, introduced by Representative Rogers—to prohibit the FCC from making rules on broadcast advertising and to prohibit it from assessing filing fees—are in the hopper. Mr. Rogers wants hearings "as soon as practicable."

We suggest that, in the absence of immediate action by the FCC withdrawing the commercial time rulemaking and postponing indefinitely from the Jan. 1 effective date the filing fee rules, broadcasters encourage Mr. Rogers and his committee to convene hearings forthwith.

Meanwhile, it would seem prudent for Mr. Henry and his like-minded "give-em-hell" colleagues to take a new look at the law and the congressional intent and not accept as gospel that which the staff masterminds serve up to them.

Congress created the FCC nearly 30 years ago. It can, if it wishes, abolish the seven-man commission and create a new one of three, five or nine men. Unless the present FCC sees the light glaring red from Capitol Hill, we predict the Congress will take strong measures to bring the FCC back under control.



Drawn for BROADCASTING by Sid Hix

"Our greeting card sponsor called, boss. He said to check all your get well-cards and see how many were made by his company!"

ALL ABOARD THE *5:15

. . . leaving the Twin Cities daily, bound for variety, drama, comedy, news, weather and sports.

The great stars and shows of KSTP-TV (Channel 5), are aboard . . . The Lieutenant, Mr. Novak, Bob Hope, Grindl, Mitch Miller, Dr. Kildare, Bonanza and many more . . . bringing you the brightest entertainment in the Northwest.



Also riding first class are the stars of KSTP Radio (15 on your dial). Steve Cannon, Jane Johnston, Brooks Henderson, Elt Ryberg, Marv Henry and the rest — the finest talent in the market.

Combined with the outstanding news coverage that has made KSTP Radio and TV famous, the 5:15* provides a sales ride you can't afford to miss.

So catch the 5:15*! It's the most effective, most dependable vehicle for your selling message in the Northwest. All aboard!

Represented nationally by Edward Petry & Co.

KSTP *

CHANNEL 5-15 KILOCYCLES

TELEVISION RADIO

MINNEAPOLIS-ST. PAUL

HUBBARD BROADCASTING, INC.



THE
ALL
NEW

KRCR-TV COMPLETES A MAJOR TV MARKET IN THE WEST



NOW AS LARGE AS SAN FRANCISCO!

KRCR-TV CHICO-REDDING, CAL. NBC-ABC

Write or call for comparative market data.

Now Represented by

adam young inc.

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS DETROIT • LOS ANGELES • ST. LOUIS • SAN FRANCISCO

REPRESENTING RADIO AND TV STATIONS

50 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

OCTOBER 14, 1963

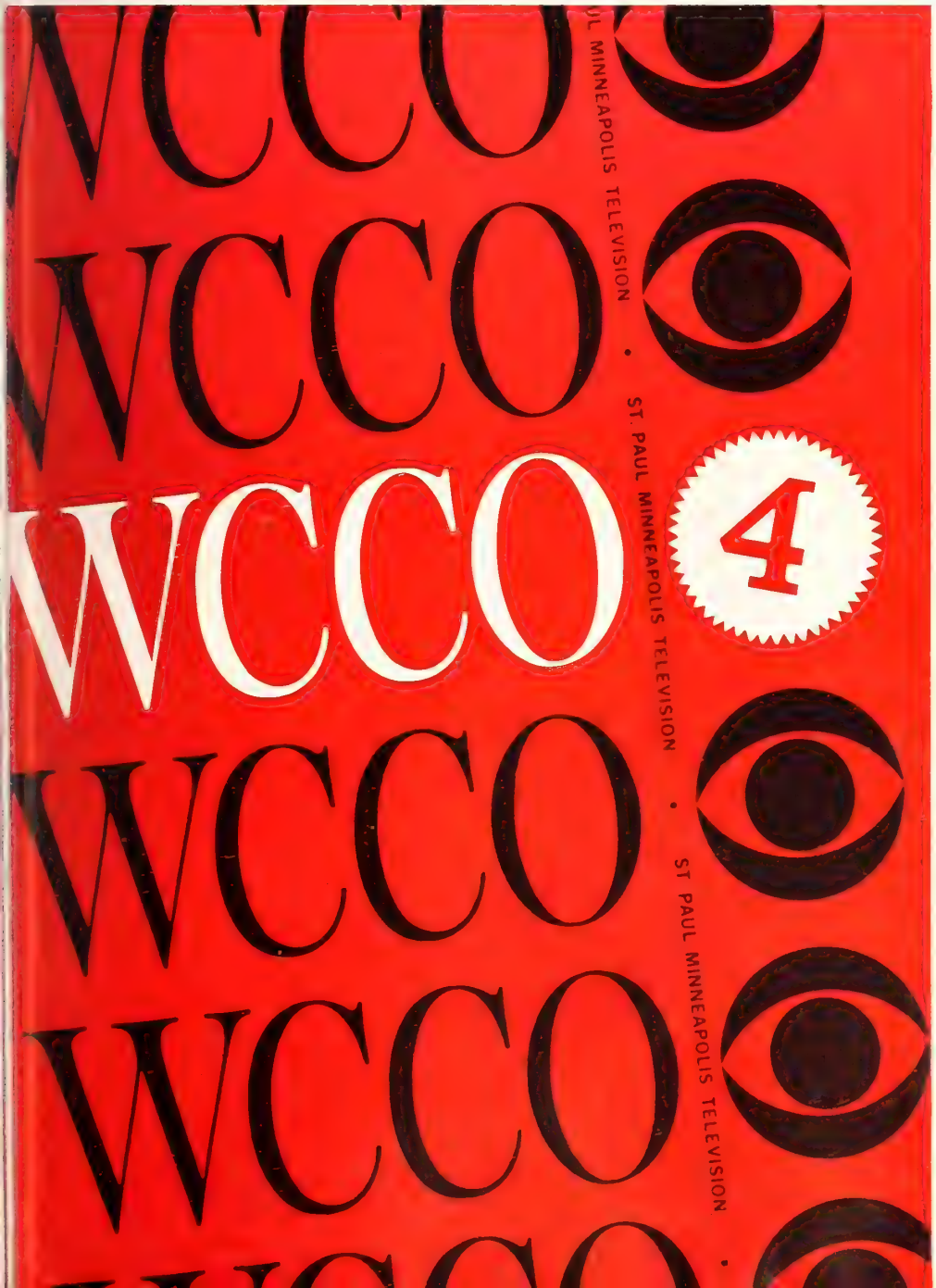
It's a three-network horse race in opinion of men who buy the shows 31

It could be baseball in network prime time beginning in April 76

Interpublic adds another agency; becomes largest management company 34

Conflict on role of government controls at campus conference 52

COMPLETE INDEX PAGE 7



NOT

DROPPED ON THE DOORSTEP!

NO

SUBSCRIPTIONS!

but it stands out
as the difference
between good and great,
and is most frequently
invited* into the
760,000** Northwest TV homes

*Sept. '63 NSI
7 AM—12 MIDNIGHT, DAI
**TV MAGAZINE 9/63

REPRESENTED BY /PETERS, GRIFFIN, WOODWARD IN



Here are the science-fiction and exploitation block-busters you've been waiting for! 15 fantastic, gripping features of outer space and the unknown all made between 1957 and 1962.

These never-before-seen-on-TV chillers have already been sold to the five ABC-TV O & O stations—WABC-TV New York, KABC-TV Los Angeles, WXYZ-TV Detroit, KGO-TV San Francisco and WBKB-TV Chicago . . . to the Capital Cities O & O's—WPRO-TV Providence, W-TEN Albany and WKBW-TV Buffalo . . . and to KCPX-TV Salt Lake City, KARD-TV Wichita and WTTG Washington, D. C.

Get the "X" features for your market, today!

THE 27TH DAY • BATTLE IN OUTER SPACE • THE TINGLER • MOTHRA • 12 TO THE MOON • THE WOMAN EATER • THE ELECTRONIC MONSTER • CURSE OF THE DEMON • THE GIANT CLAW • THE H MAN • ZOMBIE OF MORA TAU • THE STRANGLERS OF BOMBAY • WE'LL BURY YOU! • MEIN KAMPF • THE SILENT WORLD

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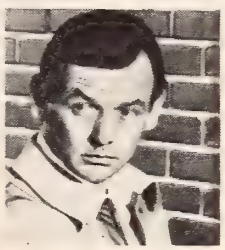

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INGER STEVENS


LAWRENCE WELK


DAN O'HERLIHY


DAVID JANSSEN


GENE BARRY


THE FLINTSTONES


DONNA REED

...but that's not all

Sure, the new ABC View leads the parade this fall on KTVI, TV 2, but we've made big news ourselves in St. Louis. Our new afternoon programming, featuring **Adventures in Paradise, Rifleman** and **Zane Grey Theatre,** lets you sell to everyone old enough to buy from 4 P.M. 'til 6 P.M. Later on, we hold that big ABC evening audience with Annette Chambers, our glamorous new weather girl, and Steve Allen. Thursday nights are spiced with **Battle Line.** Saturday nights sparkle with our new Spectacular Movie (the first two shows are **Hercules** and **Goliath Against the Giants),** and Sunday night viewers spend thrilling moments with **Chiller Theatre.** Obviously, the combination for action in St. Louis is ABC and

HR St. Louis
KTVI 2 abc



KRLD-TV News plus the CBS Television Network lineup of News, Sports and Entertainment make Channel 4 the NUMBER ONE Station in the Dallas-Fort Worth area*.

To get your ad message to the best-informed, most-entertained viewing audience in Texas, see your ADVERTISING TIME SALES representative.

*Excerpt from the Nielsen Station Index Report for the period ending July 28, 1963, which contains definitions of the data and reminders of their use. Copyrighted 1963 by A. C. Nielsen Company and reprinted with permission.

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

CLOSED CIRCUIT®

Smoke and fire

Report of surgeon general's scientific committee on effect of cigarettes on health is expected to break before Christmas holidays and will create new problems for cigarette manufacturers. Report is expected to say, as did British report last year, that cigarette smoking does no one any good, and will be springboard for advocates of anti-smoking law who will demand that tobacco products be labeled as injurious to health. Senator Maurine Neuberger (D-Ore.) is poised to lead campaign.

Problems will promptly arise in connection with advertising and with heavy use of broadcast media. Reverberations will be felt in both television and radio, but tobacco companies are understood to feel they can live with report. Problems also may arise next year in state legislatures with 20 of them convening in January. After initial report, surgeon general is to appoint second committee to deal with controls but steam probably will be taken out of that by Neuberger campaign. Parallel is seen in what happened in England after release 18 months ago of report of Royal College of Physicians deprecating cigarette smoking as injurious to health. Cigarette sales dropped 12-15% but reportedly are now up to pre-report level.

Advisory on advertising

Extensive report that advertising leaders hope will go long way toward dispelling governmental and other critical illusions about scope and effectiveness of self-regulation in advertising is being prepared by Department of Commerce's Advertising Advisory Committee, for submission to Commerce Secretary Luther Hodges. Idea originated in meeting of Commerce officials and advisory committee, which is composed of executives of 17 leading advertising associations and is headed by president Peter W. Allport of Association of National Advertisers. Book-length report is being prepared for committee by John McMillin, former agency executive and trade magazine editor. Expectation is it'll be ready this fall or winter.

Movies and pay TV

Extent to which motion picture producers are eyeing pay TV is indicated in contacts being made in Washington. Representatives of at least two top film companies within past fortnight have called on members and staff of FCC to look into possibilities of on-air (as opposed to wire connected) pay TV. Generally they received non-commital or negative responses, presumably on ground that multiple station operation (ostensibly through new UHF facilities) would in effect get producers back in exhibition field which they lost 30 years ago under consent decree separating production and exhibition.

Whatever ultimate decision is on broadcast pay TV, which would rest with FCC, there would be no way of preventing wire pay TV without specific legislation to that end. West Coast subscription television project, now headed by Sylvester L. (Pat) Weaver, contemplates wire service, which could be tied into community antenna operations wherever they might be reached.

Time to swing

Intriguing question last week was: What happened in FCC meeting following all-day oral argument on short-spaced drop-in question Oct. 4? One report was that Commissioner Lee Loevinger, swing man in otherwise evenly divided commission, suggested approval of some of seven proposed VHF drop-ins, rejection of others. This approach, however, attracted little interest and, with commissioners bone-weary after listening to almost eight hours of argument, Chairman E. William Henry decided to end meeting, put off decision until his return from Europe later this month. It seems likely commission will either buy or reject entire drop-in package. But which way it will go is still up to Commissioner Loevinger.

No multiple threat

Unless there's sharp turn-about FCC won't change its present multiple ownership rules limiting facilities to seven broadcast stations in each class (in TV, five VHF's; two UHF's). Although subject has been agitated at staff level, commission informally, as policy matter, isn't disposed to reopen issue.

FCC staff, however, is investigating ownership from another angle: acquisition by brokerage and investment houses of minority interests in substantial blocks of stock of publicly held companies or through financing operations. In some instances, it's been discovered that such holdings include companies licensed for in excess of dozen stations in various classifications.

Cut-ins cut out?

Reports from TV stations around country indicate mounting pressures against practice of charging cut-in fee when network advertiser substitutes, on some stations, commercials different from those in his network program. Three major TV users are said to have asked stations in selected areas, presumably in preparation for test campaigns, to waive cut-in charge, which generally amounts to 10% of applicable hourly rate. Some reportedly promised to put sizable spot budgets into market in return; some were said to have asked for waiver on grounds they've made heavy local investments in past. Known results to date: rejection. Advertisers are identified as Procter & Gamble, Colgate-Palmolive and American Home Products.

Struggle for space

Industrial users in communications evidently are making slow but steady headway with FCC on their demands for more spectrum space. That largely was purpose of FCC's visit to West Coast fortnight ago to inspect mobile facilities used by trucking companies, manufacturing plants and others. In forefront of manufacturers urging greater allocation is Motorola Co., which sells large quantities of equipment to these users.

Industrial users make their big pitch on basis of their limited allocation of spectrum space (less than 41 magacycles) as against use by broadcasting of 513 megacycles of what they describe as choice spectrum space. These include 492 megacycles for television, both UHF and VHF; 20 megacycles for FM in VHF range and 1.1 megacycles for AM broadcast.

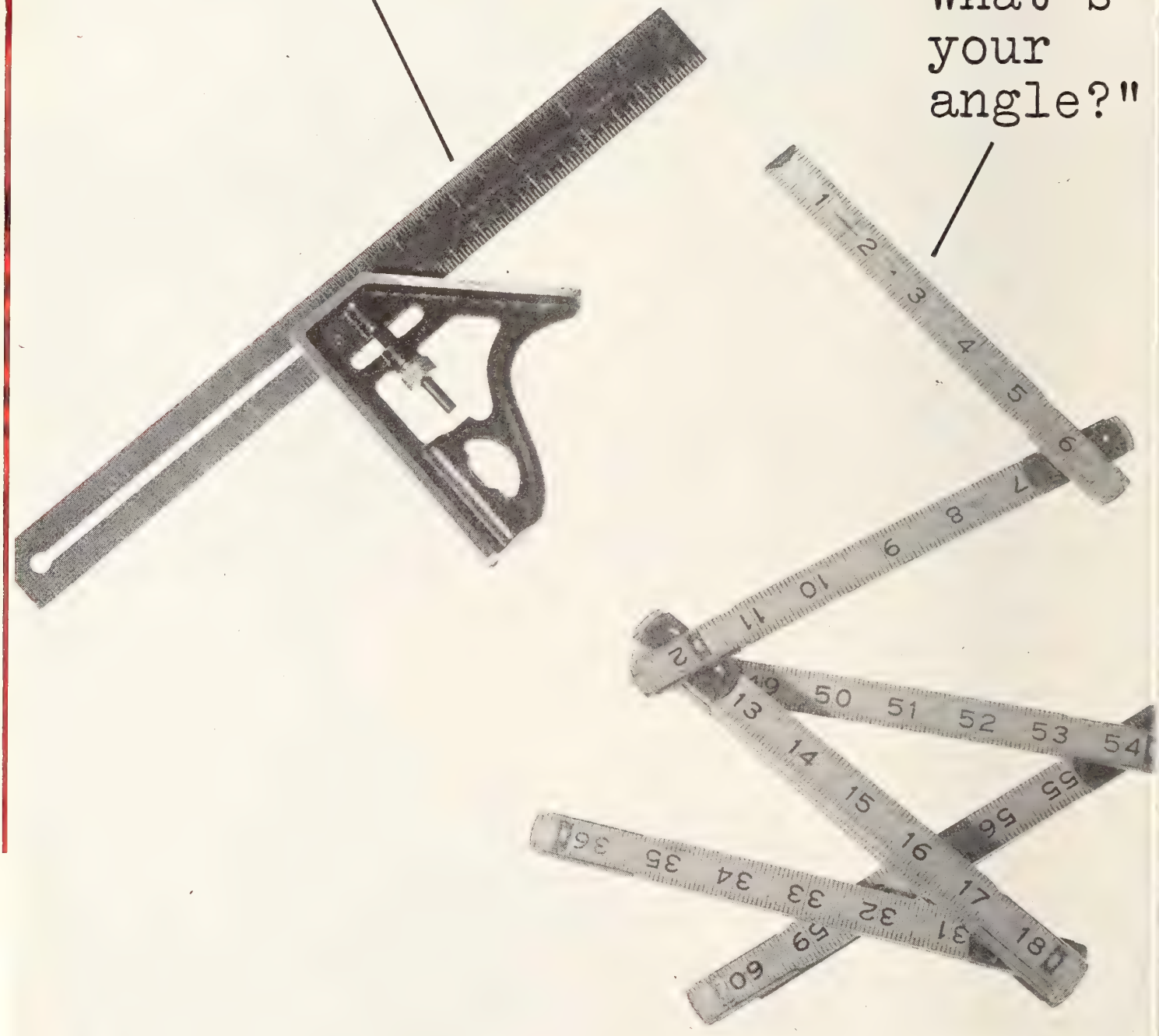
From little acorns grow

Broadcast research people who've been roundly criticized by government officials for allegedly inadequate samples in ratings reports have found some of government's own sampling procedures to be at least as questionable. New U. S. Bureau of Labor Statistics report on consumer expenditures and income for New York City gives 75 items of information purporting to apply to families connected with armed forces in that area. Sample: one family. In same report data on self-employed household heads in all of New York City is based on sample of 12.

Published every Monday, 53d issue (Yearbook Number) published in November, by Broadcasting Publications Inc., 1735 DeSales Street, N. W., Washington, D. C., 20036. Second-class postage paid at Washington, D. C., and additional offices.

"Hey, why don't you let me set you straight!"

"What's your angle?"



There's only one rule to follow in reaching the total North Florida/South Georgia *regional* market: WJXT Television! From *any* angle, the figures prove it . . . 307% more television homes reached outside the metro area . . . 17% more inside Jacksonville itself . . . 42 out of the top 50 breaks . . . but, why go on? WJXT is the only efficient way to build a schedule that stands up!

Represented by TvAR

WJXT 4

JACKSONVILLE, FLORIDA

POST-NEWSWEEK STATIONS A DIVISION OF THE WASHINGTON POST COMPANY

Source: June 1963 ARB, Mon.-Sun., 9 a.m. to Midnight

WEEK IN BRIEF

Agency seers think TV season will see all three networks running good race. Majority concede win to CBS, but place and show position jockeying between NBC and ABC. Nevertheless, program offerings are all to good. See . . .

THREE-NETWORK RACE . . . 31

Decision expected within "days" on NAB-RAB cooperation in ratings research, but how long this may be isn't clear. Both sides feel meeting was fruitful and allow as how joint efforts will take place. See . . .

ARE NAB, RAB NEAR DEAL? . . . 66

Interpublic becomes largest advertising agency organization with acquisition of EWR&R and its $80 million in billings. Total for all Interpublic groups reaches $493 million in billings. See . . .

INTERPUBLIC INC.: THE LARGEST . . . 34

Newspapers rally to broadcasters side in fight over government regulation. Editorials align competitors with many expressing fear that if it's radio-TV today, it may be the press tomorrow. See . . .

PLANNED REGULATION MONSTROUS . . . 56

Tokyo Olympics sold out, with Lorillard, Texaco and Schlitz buying full sponsorship of games NBC bought for $1.5 million. Sarnoff sees future audiences in billions for worldwide TV. See . . .

SUMMER OLYMPICS SOLD OUT . . . 38

Fetzer proposes baseball spectaculars in Monday night prime time. Reaction from ball leagues is favorable; networks are interested. Price would be $6.5 million, and station time might run as high as $15 million. See . . .

MONDAY NIGHT AT BALL GAME . . . 76

Congressional hearings are due on FCC's request for more choice in station sales. Pastore says there are some questions that need answering on the record. Date for sessions not yet set. See . . .

PASTORE PLANS HEARINGS . . . 44

Westinghouse not only angels Broadway play but is telecasting opening night at cost of $80,000. About 25% of this cost may be recouped from advertisers. Experiment being watched carefully. See . . .

DAY AND DATE, TV AND BROADWAY . . . 78

Freedom is a lonely road, Stanton tells Reed College forum. Civic leaders, teachers, intellectuals, all quick to criticize TV, don't show up when liberty is at stake. Cox defends FCC's right to regulate. See . . .

DISPUTE OVER REGULATION . . . 52

ET-to-tape cartridge controversy seen clearing up as soon as committees get standards out. Attack is two-pronged, for turntable and cartridges. Radio board of NAB should have proposals by January. See . . .

BACK AT DRAWING BOARD . . . 80

DEPARTMENTS

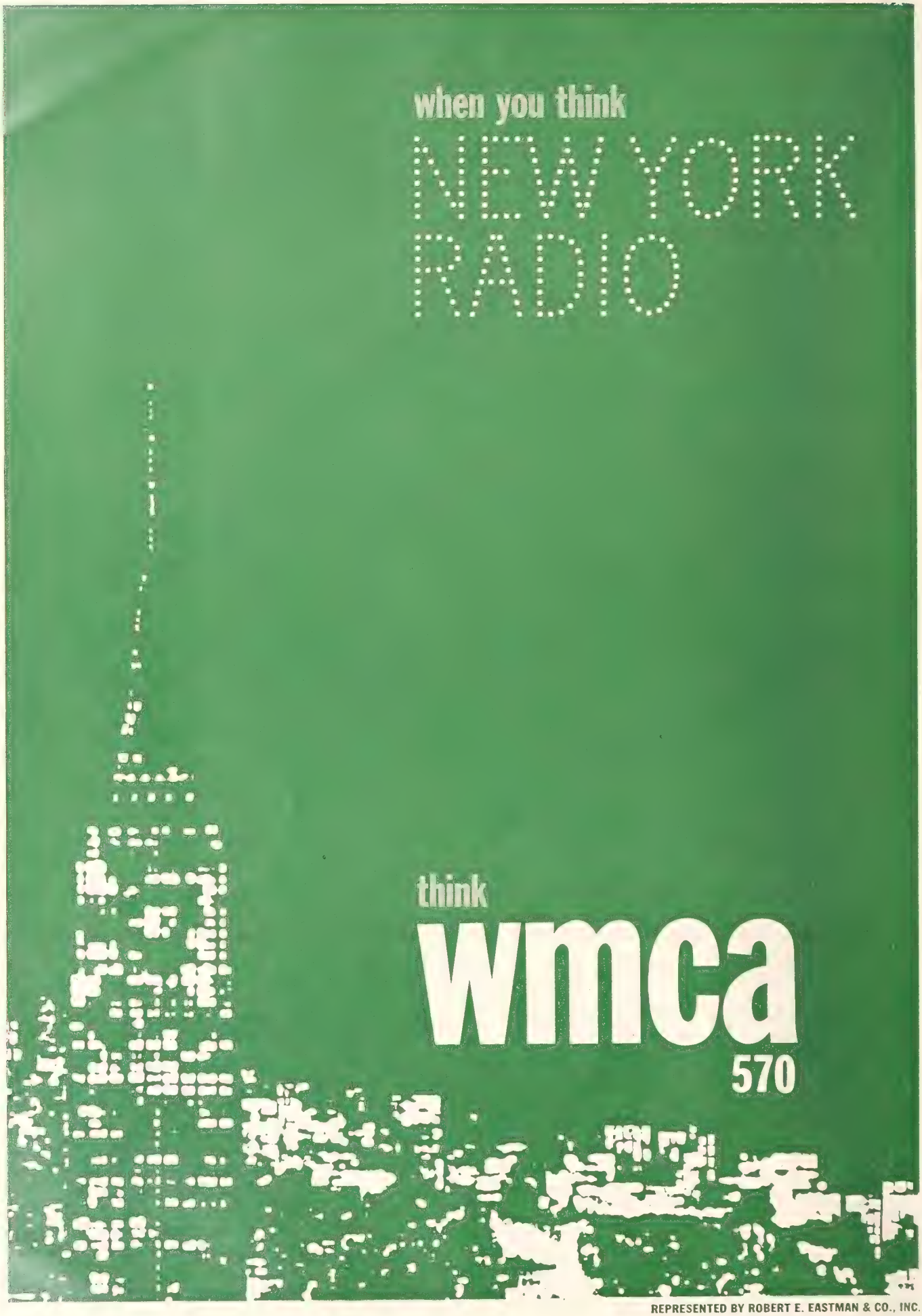
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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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REPRESENTED BY ROBERT E. EASTMAN & CO., INC.

CBS-TV again No.1; 2nd slot to ABC-TV

ABC-TV on basis of Nielsen 30-market ratings report for first week of season in which all new programing had premiered claimed dominance on Tuesday and Wednesday nights, and CBS-TV took four nights (Monday, Thursday, Friday and Saturday). NBC-TV topped Sunday night. Nielsen week, ending Oct. 6, covered Monday-Sunday, 7:30-11 p.m. In top 20, CBS-TV took 12, ABC-TV seven and NBC-TV one (*Bonanza*).

NBC sources meanwhile pointed out that their schedule for that week included two specials and that these usually get lower ratings than regular entertainment shows. They also noted that their *Bill Dana Show* at 7-7:30 p.m. on Sunday—which many affiliates had considered least likely to draw big audiences—had scored highest share of audience (41) of all network shows in that week.

Top 20, 7:30-11 p.m., week ended Oct. 6

Rank	Programs	Rating
1.	Beverly Hillbillies (CBS)	29.1
2.	Patty Duke (ABC)	27.0
3.	Donna Reed (ABC)	27.0
4.	Elizabeth Taylor (CBS)	26.3
5.	Lucy Show (CBS)	25.9
6.	Dick Van Dyke (CBS)	25.7
7.	Ben Casey (ABC)	25.1
8.	Bonanza (NBC)	24.7
9.	Fugitive (ABC)	23.7
10.	Nurses (CBS)	23.7
11.	Petticoat Junction (CBS)	23.3
12.	Danny Thomas (CBS)	23.2
13.	Andy Griffith (CBS)	23.2
14.	Red Skelton (CBS)	22.1
15.	Jack Benny (CBS)	21.9
16.	Hitchcock (CBS)	21.8
17.	Breaking Point (ABC)	21.6
18.	Ed Sullivan (CBS)	21.4
19.	McHales Navy (ABC)	21.3
20.	Lawrence Welk (ABC)	21.2

UK show to NBC-TV; Van Dyke quits Judy

Two new developments were announced Oct. 11 in network planning for TV season ahead. NBC-TV will "preview" on-air new show, *That Was the Week That Was,* being readied for 1964-65 season. Network will telecast preview program on Nov. 10 (Sunday) at 10-11 p.m. EST. NBC-TV plans to place American version of popular British satirical revue of topical comment on network schedule next year (Leland Hayward has rights to show in U.S.).

CBS-TV said comedian Jerry Van Dyke at his request has been relieved as regular on *Judy Garland Show* to star in new pilot, *My Son Goggle,* being prepared for network for next season. Filming on pilot starts Oct. 28 at Filmways TV Productions.

Anyone for aspirin?

Alberto-Culver Co. is shopping Upstate New York for TV availabilities for test campaign of new aspirin called "Release." Agency: Compton Advertising, Chicago.

Program firms charged in $412,137 N.Y. fraud

Indictment charging fraud in amount of $412,137 has been issued by federal grand jury in New York against L. Nicholas Dahlman, former president of Broadcast Planning Inc. and Broadcast International Inc., New York, and Benjamin S. Haggett Jr., former executive vice president of Meadow Brook National Bank, New York.

U. S. Attorney Robert M. Morgenthau claimed that Mr. Haggett approved unsecured loans to Mr. Dahlman's firms of more than $212,000 at time when both these companies were insolvent and already owed bank $210,000.

Firms were organized to produce radio-TV programs for stations in U. S. and abroad.

Radio-TV networks, AFTRA negotiate

For first time American Federation of Television & Radio Artists is seeking to cover in its network TV contracts performers' rates for programs produced here and transmitted abroad by communications satellites.

This provision is one of several being sought by AFTRA in negotiations with radio and TV networks for new pact to replace one expiring Nov. 15. Among other demands reportedly made by AFTRA are 10% increase to group dancers on variety shows; elimination of discount formula for performers on daytime series; inclusion of all reporters under network contract except political commentators and analysts, and additional 75% increase in fees for newsmen appearing on pooled broadcasts (currently pay is single-network rate, irrespective of number of networks carrying pooled program).

AFTRA and Screen Actors Guild also are negotiating with advertising agencies and Film Producers Association of New York for new contract covering tape and film commercials (BROADCASTING, Sept. 30).

CATV for Utica

Mohawk Valley Community TV Co., 71% owned by licensee of WKTV(TV) Utica, N. Y., was granted exclusive franchise for community antenna TV system in Utica Friday (Oct. 11). Gordon Gray, president of WKTV and Mohawk, said system would be on air by spring of 1964.

Utica CATV will carry nine channels and has potential of 30,000 subscribers, Mr. Gray said. Local citizens own remaining 29% of Mohawk Valley. Company also has applied for systems in other nearby cities.

Drug store chain bans cigarette advertising

Paine Drug Co. announced Friday (Oct. 11) that it has banned all cigarette advertising in its seven Rochester, N.Y., stores because of "recently overwhelming evidence of effects of cigarette smoking on heart and lungs." Paine stores will not display cigarettes in future and will place them behind counter.

In New York Friday, George V. Allen, president of Tobacco Institute Inc., said original theory that smoking is a direct cancer generator "has virtually been abandoned. Other theories about how smoking might be involved are still theories, to be investigated," he told annual convention of Retail Tobacco Dealers of America.

Hartke goes to Geneva for Senate group

Senator Vance Hartke (D-Ind.) was designated last week to represent Senate Commerce Committee, of which he is member, at International Radio Conference on Space Allocations now going on in Geneva (BROADCASTING, Oct. 7). Senator left yesterday for three weeks.

It was understood that on his return, Senator Hartke, also member of Communications Subcommittee, would introduce legislation to permit presunrise operation for daytime radio stations. Rulemaking to do this has been pending at FCC for more than year.

Applications dismissed

FCC Friday (Oct. 11) said 29 more FM applications had been dismissed for failure to comply with new allocations table. Eighteen others were dismissed earlier in week (see page 62).

WEEK'S HEADLINERS


Mr. Dudley

Richard D. Dudley, general manager of Wisconsin Valley Television Corp. (WSAU-AM-FM-TV Wausau) for past six years, elected president, general manager and a director of corporation. Active in broadcast industry for 17 years, Mr. Dudley will supervise operations of WSAU stations and WMTV(TV) Madison. He succeeds **George Frechette,** who died Sept. 24 (BROADCASTING, Sept. 30). Other promotions announced: **Bart F. Kellnhauser,** station manager-program manager; **Thomas E. Bolger,** WMTV general manager; **Roland W. Richardt,** director of engineering for all of firm's stations; **Martin Hogman,** WSAU-AM-FM general sales manager; and **William E. Payne,** promotions manager.


Mr. Reilly


Mr. Elman

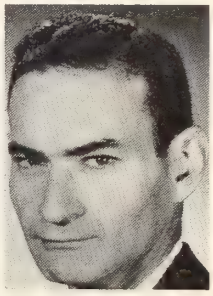
John R. Reilly, chief of executive office for U.S. attorneys at Justice Department, appointed by President Kennedy to fill unexpired term at Federal Trade Commission of **A. Leon Higgenbotham,** who has been named to U.S. district court in Philadelphia. **Philip Elman,** controversial FTC commissioner who has frequently dissented from commission rulings, renominated by President to new seven-year term. Mr. Reilly's term will run to Sept. 25, 1969; Mr. Elman's to Sept. 25, 1970. Mr. Reilly, 35 years old, from Dubuque, Iowa, and graduate of University of Iowa Law School, was in Chicago office of antitrust division from 1955 to 1958, participating in number of cases involving price-fixing and other violations of Sherman Antitrust Act. From 1958 until 1960 he was Midwestern representative of Council of State Governments, an organization of state officials, working primarily with Conference of Chief Justices and National Association of Attorneys General. Mr. Reilly was named to Justice post in January 1961 by Attorney General Robert Kennedy.


Mr. Guild

Walter Guild, president, and **David Bascom,** board chairman of Guild, Bascom & Bonfigli, San Francisco, have switched titles and responsibilities. It was noted that as board chairman, Mr. Guild will have more time to devote to his activities for U. S. State Department in field of foreign aid. In conjunction with Dan Bonfigli, executive VP, Mr. Guild and Mr. Bascom have worked almost interchangeably in development and direction of agency policies and philosophies since inception of GB&B in 1949.

Peter K. Warren, president of Pepsi-Cola International Ltd., subsidiary of Pepsi-Cola Co., New York, assumes additional responsibility for all marketing functions, including domestic programs, replacing **William C. Durkee,** senior VP-marketing, who has resigned. **Thomas Elmezzi,** senior VP-manufacturing, elected executive VP, newly created post. Elected operating VP's, also new posts, were **Charles N. Baker, Frank W. McIntosh, Samuel Desch** and **Harry Hambleton.** Each will be in charge of geographical section of company's worldwide business. Elected VP's were **Norman Heller,** market research; **Alan Pottash,** marketing services; and **Robert Abernathy,** technical services. **Seymour Lusterman,** VP-market research, and **John J. Soughan,** VP-marketing services, have resigned. **Stephen J. Gullo,** VP-technical services, will continue with Pepsi-Cola but in another capacity. Donald M. Kendall, who was elected president and chief executive officer of Pepsi-Cola Co. last month (BROADCASTING, Sept. 16), said new management realignment will enable corporate officers to provide more efficient over-all supervision and, at same time, allow division and subsidiary officials greater latitude to develop programs for their respective areas.

Ted Rogers, executive producer at MGM-TV for past two years, appointed assistant to John W. Kluge, president and board chairman of Metromedia Inc., New York, with general corporate responsibilities. Mr. Rogers was with NBC-TV as producer from 1955 to 1958, subsequently becoming executive producer for network's program department in New York. In 1960 he headed Hollywood production company, Ted Rogers Associates.


Mr. Gross

Murray Gross, director of advertising for Metromedia Inc., New York, since October 1961, appointed to newly created position of director of communications for Television Bureau of Advertising, that city. He will be in charge of coordinating projects and directing their distribution for maximum use among all areas of TV advertising. Mr. Gross returns to TvB, having previously served as assistant director of sales development, assistant director of sales promotion and director of sales development.

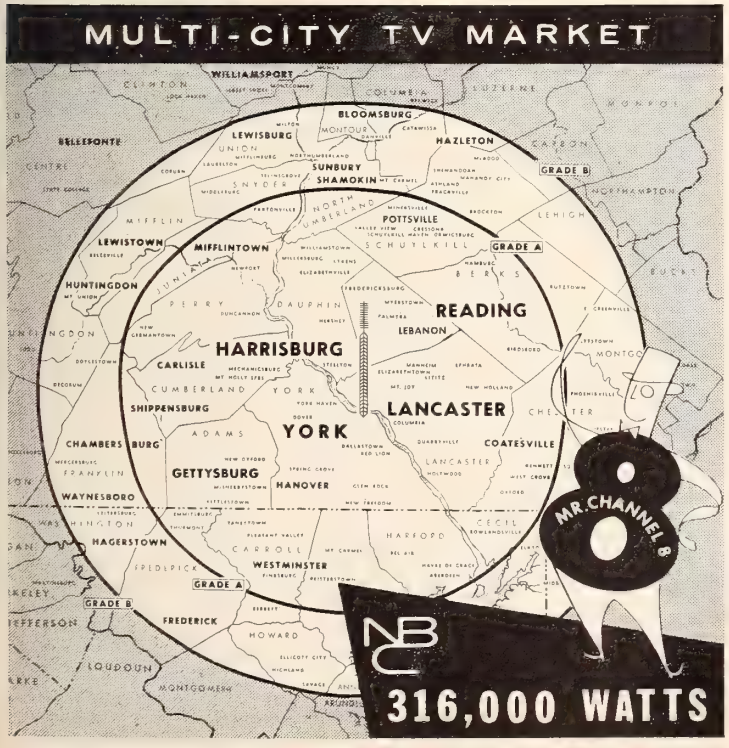

Mr. Spitzner

Clyde R. Spitzner, director of sales and programs at WFIL-AM-FM Philadelphia, appointed to newly created post of general sales manager for broadcast division of Triangle Publications. Mr. Spitzner, with Triangle organization for past five years, was formerly commercial manager of WIP-AM-FM Philadelphia and a director of Wm. Penn Broadcasting Co. (WPEN-AM-FM Philadelphia). Triangle Stations are WFIL-AM-FM-TV Philadelphia, WFBG-AM-FM-TV Altoona and WLYH-TV Lebanon, all Pennsylvania; WNBF-AM-FM-TV Binghamton, N. Y.; WNHC-AM-FM-TV New Haven, Conn.; and KFRE-AM-TV, KFRM(FM) Fresno, Calif.

Edwin Green appointed to newly created post of media director at Lawrence C. Gumbinner Agency, New York. Mr. Green, who has been director of broadcast media at Gumbinner since 1961, now assumes responsibility for all media activities of agency. Prior to joining Gumbinner, he served at Benton & Bowles, New York, as assistant media director.

For other personnel changes of the week see FATES & FORTUNES





The WGAL-TV market: selling opportunity unlimited. You can get your share of this prosperity with Channel 8. This is because—in its area—WGAL-TV produces more business than any other station, and has more viewers than all others combined.*

*Statistics based on ARB data and subject to qualifications issued by that company, available upon request.

Market figure: SRDS 1/1/62-1/1/63

WGAL-TV

Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.• New York • Chicago • Los Angeles • San Francisco

What makes a great salesman?

By the time he was fifteen, Harvey Firestone could buy, sell, or swap a horse with the best of them. But his first really important sale involved rubber buggy wheels, not horses. He sold them to an unknown young mechanic for use on a contrivance which was destined to outmode Old Dobbin. That mechanic was Henry Ford, who years later would purchase millions of pneumatic tires for his ubiquitous Model T's.

Convinced that motor-driven vehicles would replace those pulled by horses, Firestone switched from buggy-selling to the manufacture of rubber tires. His first successful tire, dubbed "The Perfect Side-Wire Tire" was backed by such sound sales promotion he found it difficult to produce enough to satisfy demand. To further increase sales Firestone set up a unique nationwide system of retail outlets. His "Ship by Truck" campaign led to the establishment of a new industry, brought the country better roads—and sold still *more* tires!

Harvey Firestone's imaginative mind and organizational genius made him the best-known man in the rubber industry. He pioneered—and sold—non-skid treads, low-pressure balloon tires, and tires specifically designed for trucks and farm tractors, contributing significantly to the development of American highway transportation.

Imagination and sound organization have aided the growth of the Storer stations, too. Advertisers know these stations sell with creative, community-keyed programming, sound management, and round-the-clock operational efficiency. In Toledo, Storer's great salesmen are WSPD and WSPD-TV, two important stations in an important market.



LOS ANGELES *KGBS*	**PHILADELPHIA** *WIBG*	**CLEVELAND** *WJW*	**NEW YORK** *WHN*	**TOLEDO** *WSPD*	**DETROIT** *WJBK*
MIAMI *WGBS*	**MILWAUKEE** *WITI-TV*	**CLEVELAND** *WJW-TV*	**ATLANTA** *WAGA-TV*	**TOLEDO** *WSPD-TV*	**DETROIT** *WJBK-TV*

STORER
BROADCASTING COMPANY


Firestone Supreme

6 MAJOR STUDIO FEATURE FILMS NOW AVAILABLE FOR FIRST TV RUN

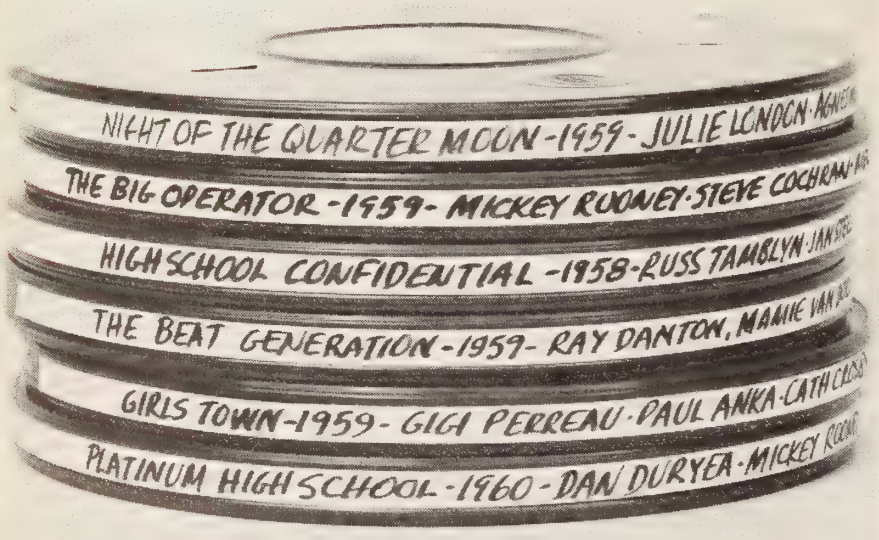
the "BIG 6"

. . . **BIG** because their stars are . . . Mickey Rooney • Julie London • Fay Spain Dan Duryea • Mamie Van Doren • Steve Cochran • Jan Sterling • Paul Anka Dean Jones • Gigi Perreau • Yvette Mimieux • Agnes Moorhead • Russ Tamblyn • Terry Moore • John Drew Barrymore • Jim Backus • Mel Torme Diane Jergens • Cathy Crosby • Ray Danton

. . . **BIG** because their stories are.
All action, drama, suspense

. . . **BIG** because their release dates are.
All 1958, 1959, and 1960

. . . **BIG** because their running times are.
96 min., 94 min., 94 min., 92 min., 90 min., 85 min.



NTA

NATIONAL TELEFILM ASSOCIATES, INC.
8530 WILSHIRE BOULEVARD, BEVERLY HILLS, CALIF.
TELEPHONE: OLEANDER 5-7701
444 MADISON AVENUE, NEW YORK 22, NEW YORK
TELEPHONE: PLAZA 3-6106

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing

OCTOBER

Oct. 13-18—**Second Advanced Advertising Management Course** of the Association of National Advertisers, Hotel Moraine-on-the-Lake, Highland Park, Ill. R. P. Campbell, advertising manager for Post division of General Foods Corp., heads the subcommittee which is planning this course.

Oct. 13-18—**Society of Motion Picture and Television Engineers'** 94th conference. Hotel Somerset, Boston.

*Oct. 14—Washington chapter of **American Women in Radio and Television** stages a "special report" on the President's Commission on the Status of Women, 7 p.m., National Press Club. Senator Maurine Neuberger and Representative Edith Green, both Democrats of Oregon, and Mrs. Esther Peterson, assistant secretary of labor and vice chairman of the Commission on the Status of Women, will head the panel. Panel also includes Anne Denton Blair, Triangle Stations, and George Herman, CBS News and host of *Women of Washington*.

Oct. 14—**ASCAP symposium** for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Harry Ruby and Arthur Hamilton will discuss popular songs of yesterday and today.

*Oct. 14—**Western States Advertising Agencies Association**, dinner meeting at Sheraton-West hotel, Los Angeles. "Clients Night" program, with Robert Cody, director of advertising for Security First National Bank; Ken Hudnall, VP of Peterson Publishing Co., and Robert Kleos, manager of marketing services, Beckman Instruments, as featured speakers. Bill Boylhardt, of Boylhardt, Lovett & Dean, is program chairman.

Oct. 14—New deadline for reply comments on **FCC's** proposal to adopt NAB's commercial time limits.

Oct. 14-15—**Radio Advertising Bureau** management conference at The Executive Inn, Detroit.

Oct. 14-15—Twelfth annual convention of the **North Dakota Broadcasters Association**, Ray hotel, Dickinson.

Oct. 14-18—Fifteenth annual fall convention of **Audio Engineering Society**, Barbizon Plaza hotel, New York.

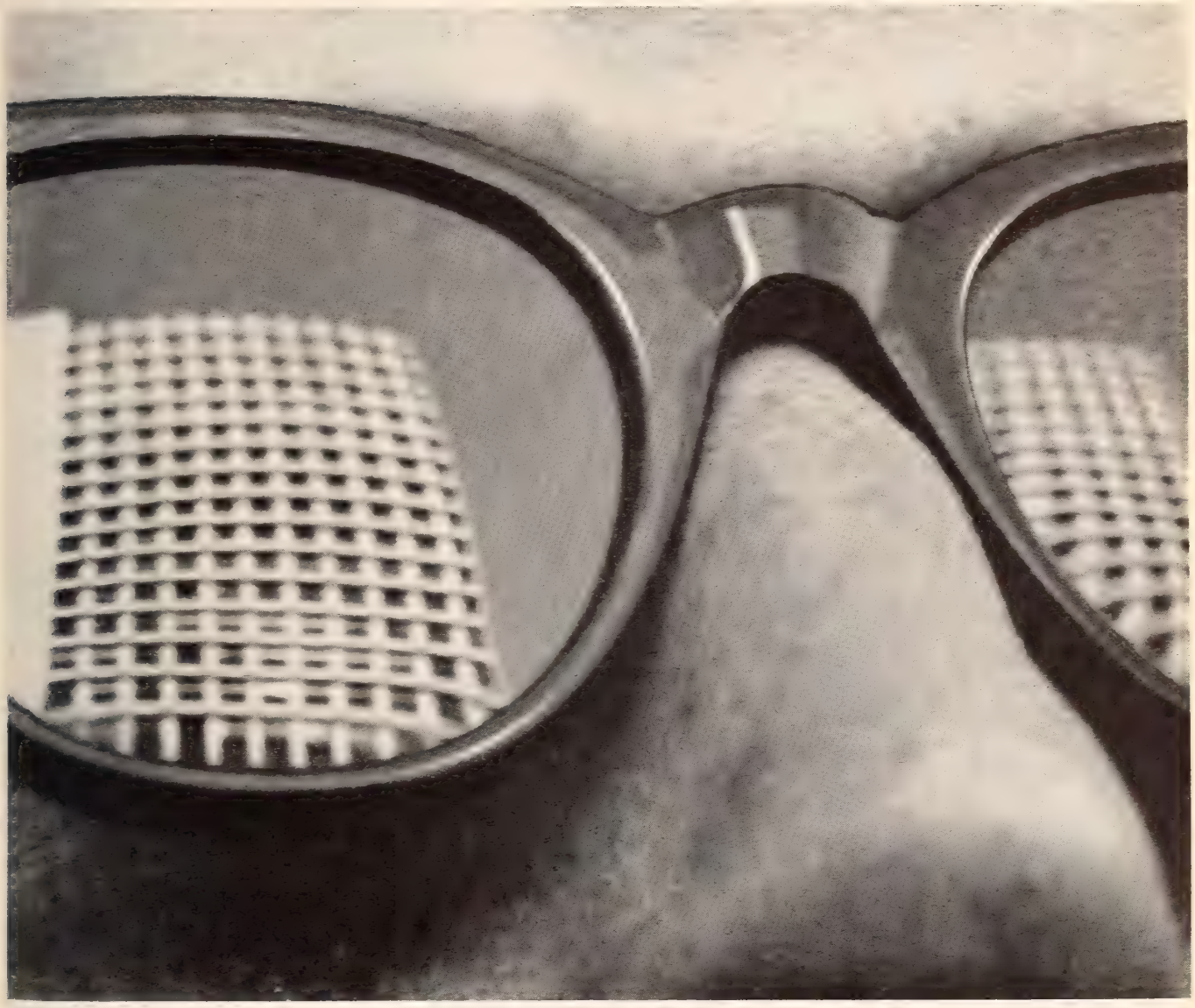
*Oct. 15—Philadelphia chapter meeting of **American Women in Radio and Television**, Sheraton hotel. Elizabeth Bain, president-elect of national American Women in Radio and Television, will be guest speaker.

Oct. 15-17—**Ninth Tri-Service Conference on Electromagnetic Compatibility** at Museum of Science and Industry, Chicago. Leading scientists will discuss the growing

NAB CONFERENCE DATES

National Association of Broadcasters fall conference dates:
Oct. 14-15. Statler-Hilton hotel, Hartford, Conn.
Oct. 17-18, Leamington hotel, Minneapolis.
Oct. 21-22, Pittsburgh Hilton hotel, Pittsburgh.
Oct. 24-25, Americana hotel, Miami Beach.
Nov. 14-15, Dinkler-Andrew Jackson hotel, Nashville.
Nov. 18-19, Texas hotel, Fort Worth.
Nov. 21-22, Cosmopolitan hotel, Denver.
Nov. 25-26, Fairmont hotel, San Francisco.

Take a good look... at San Diego

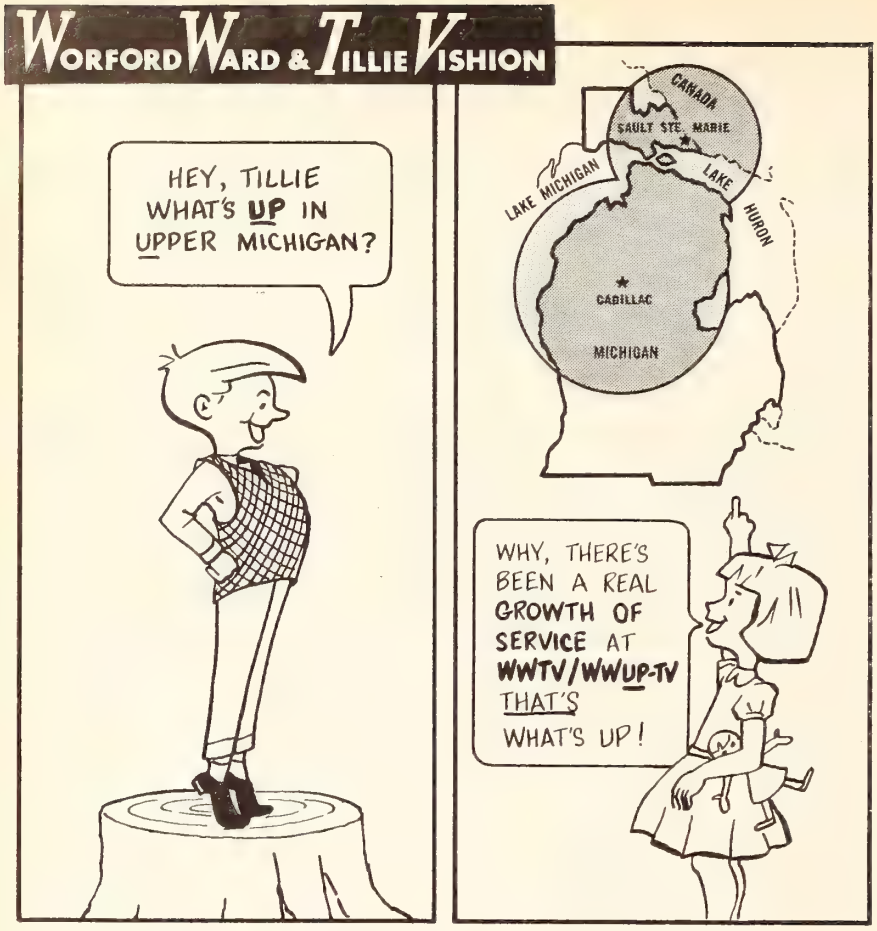


You'll see what the 1,187,000 people in this growing market see daily: new skyscrapers thrusting upward into a smog-free sky . . . ships from the far corners of the world plying the waters of a busy port . . . stimulating advances in education and research. □ This change, growth, action . . . all is evidence of the vigor which led San Diego to be named an All America City for 1963 by Look Magazine and the National Municipal League. □ San Diegans are served best by the Time-Life Stations: KOGO-TV and KOGO-AM/FM. Their pace and programing . . . in tune with the vigorous tempo of this vital city . . . are dynamic, aggressive, community-oriented.

KOGO-TV | AM | FM-SAN DIEGO

AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY

TIME LIFE BROADCAST



REAL GROWTH of SERVICE!

Yes, WWTV/WWUP-TV has had an *enormous* audience-increase in the past year—now covers an area with 492,100 homes. *This is more TV homes than many great cities can boast.* WWUP-TV, Sault Ste. Marie, made most of the difference!

Matter of fact, we believe Upstate Michigan is the greatest "new opportunity" you television advertisers can find in the entire U.S. Nearly a million PEOPLE. Annual retail sales, nearly a BILLION dollars.

Consult your jobbers and distributors in the area as to the influence WWTV/WWUP-TV has in our 39 counties—or ask Avery-Knodel for a detailed market analysis.

The Folzer Stations

RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJFM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC

TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV/ CADILLAC-TRAVERSE CITY
/WWUP-TV SAULT STE. MARIE
KOLN-TV/ LINCOLN, NEBRASKA
/KGIN-TV GRAND ISLAND, NEB.

WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY — CHANNEL 9, ANTENNA 1640' A. A. T., CBS • ABC

SAULT STE. MARIE — CHANNEL 10, ANTENNA 1214' A. A. T., CBS • ABC

Avery-Knodel, Inc., Exclusive National Representatives

"YOUR NEW WORLD OF NEWS"
FROM THE NEWS CAPITAL OF THE WORLD

ALL AUDIO

For Complete Information Contact

REPUBLIC NEWS INTERNATIONAL
132 3rd St. S.E.
Washington, D. C.

PRESTIGE IMAGE
IMPACT PERSONALITIES
PROMOTIONAL IMPETUS

problem of radio frequency interference. Lieutenant General James D. O'Connell (USA-Ret.), director of the joint advisory committee of the Institute of Electrical and Electronic Engineers and the Electronic Industries Association, will make a luncheon address Oct. 15 on "Teamwork in Spectrum Conservation."

Oct. 16—**Pulse "Man of The Year" luncheon**, honoring John Kluge, president of Metromedia. Plaza hotel, New York.

Oct. 16—Deadline for reply comments on **FCC's rulemaking** to control the development of AM and FM radio services.

Oct. 16-18—Fifteenth annual convention and election of officers of the **Indiana Broadcasters Association,** French Lick Sheraton hotel. Speakers include Indiana Governor Matthew E. Welsh and Senator Vance Hartke. Others on the agenda are Edmund Bunker, Radio Advertising Bureau; Pete Cash, Television Bureau of Advertising; and Charles Tower, executive vice president of Corinthian Broadcasting Corp.

*Oct. 16-18 — **Advertising Federation of America,** seminar at the Muehlebach hotel, Kansas City, Mo. Mel Blanc, head of Mel Blanc Associates, Hollywood, will deliver the keynote address.

Oct. 16-18—**Indiana Associated Press Radio-TV Association,** French Lick.

Oct. 17-18—**American Association of Advertising Agencies** (AAAA) central region meeting, Sheraton hotel, Chicago.

Oct. 18—Effective date of **FCC** rule allowing employment of part-time engineers at certain AM and FM stations. Extended from former date of Aug. 19.

Oct. 18—Meeting of the **Alabama AP Broadcasters Association,** Birmingham.

Oct. 20—**Hollywood Museum** ground-breaking ceremonies, 2 p.m., at museum site across from the Hollywood Bowl. Lloyd Sigmon, KMPC Los Angeles; Walt Disney, Walt Disney Studios; Otto K. Olesen, former postmaster, and Jack L. Warner, Warner Brothers Pictures, are co-chairmen.

*Oct. 20-21—**Texas Association of Broadcasters** convention, with Representative Walter Rogers (D-Tex.), chairman of House Communications Subcommittee, as featured speaker. Cabana hotel, Dallas.

*Oct. 21 — **Hollywood Advertising Club,** luncheon, 12 noon at the Hollywood Roosevelt. Walter Guild, president of Guild, Bascom & Bonfigli, San Francisco, will speak on "Via La Revolucion! (Marketing and Machetes)." George Allen, of GB&B's Hollywood office, will be program chairman.

Oct. 21—**ASCAP symposium** for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Country, Western music, folk songs and teen-age music discussed by Richard Costing.

*Oct. 22—Fourth annual **Journalism Achievement Awards Dinner,** 7 p.m., Hollywood Palladium. This year's recipients are Theodore White, Eric Sevareid and Bernard Kilgore.

Oct. 22-23—**Midwest Educational Broadcast Music Directors** conference, Indiana University, Bloomington.

*Oct. 22-23—**Tennessee Broadcast Station License Renewal Conference.** Robert J. Rawson, chief, renewal and traffic division, FCC Broadcast Bureau; R. Russell Eagan, broadcast attorney; Thomas Cline, chief, Atlanta FCC office, and Robert Evans, manager, Mid-South Network will participate. Robert E. Cooper, general manager, WSM Nashville, moderator, University of Tennessee, Knoxville.

Oct. 23—Second radio programing seminar under auspices of **Mark Century Corp.,** New York. Panel members include John Thayer, WHK Cleveland; Joe Somerset, Capital Cities Broadcasting Co.; Frank Gay, D'Arcy Advertising; Robert Eastman, Robert Eastman Co., and Mitch Leigh, Music Makers Inc., Hampshire House, New York.

MACON...

the rich, 33 county



MIDDLE GEORGIA MARKET

571,000	PEOPLE
$781,754,000	INCOMES
$482,782,000	RETAIL SALES

Population, Income and Retail Sales from Sales Management Survey of Buying Power, for the 33 counties listed in ARB, February/March, 1963.

CBS, NBC and ABC, PLUS STRONG MIDDLE GEORGIA PROGRAMS

WMAZ-TV has selected outstanding programs for 1963-1964 from the three major networks. Added to these are strong local news, sports, farm features, entertainment and public affairs programming that appeal to the specific interests of the half-million people in the 33-county Middle Georgia Market.

Here is the WMAZ-TV market . . . almost ours alone . . . the dynamic 33-county MIDDLE GEORGIA MARKET, cultivated and served well by this strong station since 1953.

With Macon as its center and largest city, the MIDDLE GEORGIA MARKET is rich in industry, agriculture, and opportunity.

It's yours for the asking. Ask us!

EXCLUSIVELY YOURS

WITH THIS STRONG ONE-IN-THE-MARKET STATION

Affiliated Stations

WFBC-TV
NBC Channel 4
Greenville, S. C.
Serving Greenville, Spartanburg-Asheville

WBIR-TV
CBS Channel 10
Knoxville, Tenn.
World's Tallest Tower

SOUTHEASTERN BROADCASTING CORPORATION

Represented by Avery-Knodel, Inc.

WMAZ-TV

CBS, NBC, ABC CHANNEL 13

MACON, GA.

OUR AM AND FM STATIONS ALSO SERVE THIS MARKET



Mr. Charles F. Schmitt
Vice President
First National Bank of Maryland

"On WFBR, we have found we can effectively reach the young, growing middle and upper-middle income families of the market that are so important to our business."

The First National Bank of Maryland sponsors "Steadman and Sports" daily on WFBR, Baltimore, which carried more local advertising volume during the first nine months of 1963 than during any corresponding period in the station's 41 year history.

You, too, can sell an important segment of the Maryland market on WFBR. So join our host of friendly and happy local advertisers. Call your Blair man today.

RADIO WITH REASON

WFBR
BALTIMORE

Oct. 24—Fourth **Armed Forces Television Conference**, sponsored by U. S. Air Force, Lowry Air Force Base, Denver. The conference will deal primarily with educational and technical uses of television by the military services. A trip to the Air Force Academy's closed-circuit television installation is also planned.

Oct. 24-26—Meeting of the **Mutual Advertising Agency Network**, Palmer House, Chicago.

*Oct. 25—**Massachusetts AP Broadcasters Association** meeting, Statler-Hilton hotel, Boston. Speaker will be Louis J. Kramp, AP's assistant general manager.

Oct. 25-27—**American Women in Radio and Television** board of directors meeting, Mayo hotel, Tulsa, Okla.

Oct. 26—Fall meeting of **West Virginia AP Broadcast News Directors**, Clarksburg.

*Oct. 28—Chicago chapter of **National Academy of Television Arts and Sciences**, special luncheon in tribute to *Hallmark Hall of Fame* TV series, Knickerbocker hotel, grand ballroom at noon.

Oct. 28-30—**National Electronics Conference**, McCormick Place, Chicago.

Oct. 28—**ASCAP symposium** for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Irving Townsend will speak on recording of movie and TV music; Larry Shayne on the publisher's function.

Oct. 28-30—Third annual meeting, **Institute of Broadcasting Financial Management**, New York Hilton at Rockefeller Center. Speakers include Pete Cash, president of the Television Bureau of Advertising, "Television Today and Tomorrow;" Edmund Bunker, president of the Radio Advertising Bureau, "Radio Today and Tomorrow:" Robert Kingston, partner in Ernst and Ernst, New York, "Internal Control;" Warde Ogden, partner in Price Waterhouse & Co., New York, "Broadcasting Accounting — New Theory and Practices," and FCC Commissioner Robert E. Lee.

Oct. 28-31—Public hearing on S-1666, freedom of information bill, **Senate Subcommittee on Administrative Practice and Procedure**, room 2228, New House Office building, Washington, 10 a.m. each day.

*Oct. 28-31—**Senate Special Subcommittee on the Arts**, public hearing on S. 1316 and S. 165, bills to provide federal assistance to the arts.

*Oct. 29—**Time Buying and Selling Seminar**, sponsored bi-annually by International Radio and Television Society, CBS Radio, 49 East 52nd Street, New York.

Oct. 30—Newsmaker luncheon, **International Radio & Television Society**, Grand Ballroom of Waldorf Astoria, New York. John Crichton, president, American Association of Advertising Agencies, is speaker.

Oct. 31-Nov. 1—Fall convention of the **Ohio Association of Broadcasters**, The Christopher Inn, Columbus. Speakers include Governor James A. Rhodes and Maurie Webster, vice president and general manager of CBS Radio Spot Sales.

Oct. 31-Nov. 1—**Electron Devices Meeting** of the Institute of Electrical and Electronics Engineers, Sheraton Park hotel, Washington. Speakers include John Hornbeck, formerly of Bell Telephone Labs and now president of Bellcom Inc., "Electron Devices for Space Applications"; Victor H. Grinich, Fairchild Semiconductors, "Why Field Effect Transistors?" Program chairman for the meeting is Mason A. Clark, Hewlett-Packard Associates, Palo Alto, Calif.

*Oct. 31-Nov. 3—**WSM's Grand Ole Opry** 38th anniversary celebration, Nashville. Programing and sales discussion, Friday, Nov. 1, with Dan Scully, Leo Burnett; Cohen Williams, Martha White Mills; Joseph H. Epstein Jr., Walker Saussy Advertising, and James Faszholz, Gardner Advertising, participating.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office

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Mark of Deluxe Television

This is the camera you see wherever they insist upon the finest in television. More and more this deluxe 4½" I.O. equipment is becoming the symbol of TV leadership. Everyone is impressed with its "new look," its striking performance and its built-in aids to production. Your studio can benefit from this symbol of television distinction. To own it is to move up!



RCA TK-60

DELUXE 4½ INCH I.O.



The Most Trusted Na
in Television

MONOCHROME TV CAMERA

. . . *for the finest in television*

4½″ I.O. AT ITS PEAK CAPABILITY

UNVARYING PICTURE QUALITY

BUILT-IN PRODUCTION AIDS

SIMPLIFIED MULTI-CAMERA OPERATION

More and more this deluxe camera is becoming the symbol of TV leadership . . . designed for those with the reputation for providing that extra measure of quality in productions. Its unique appearance and built-in production features make the TK-60 every inch the "Camera of the Sixties".

The Image Orthicon at its Best

Using a large $4\frac{1}{2}$″ image orthicon tube tailored to its highest capability, the TK-60 produces the ultimate in fine pictures—with vastly improved gray scale and resolution never before achieved.

Unvarying Picture Quality

TK-60 Cameras do not need to be adjusted from day to day, nor do they need extensive warmup before being used "on air". Pictures of unvarying quality "snap-in" each time the camera is turned on, and are ready for use in a few moments. Picture quality lasts—hour after hour, day after day, week after week.

Built-in Production Aids

Among its new production features are a large, bright $8\frac{1}{2}$-inch viewfinder with maximum usable highlight brightness of at least 150 foot-lamberts and a resolution capability better than 700 lines; also provision for the cameraman to see special effects on the viewfinder.

Simplified Operation

A new concept of control simplifies multi-camera operation—making it possible to handle as many as six TK-60's simultaneously. The video operator need only be concerned with light (remote iris control) and level (contrast or brightness control).

Reliability-Plus

Reflecting the results of intensive engineering development achieved in more than 20 years of studio camera production, the TK-60 is a thoroughly integrated camera chain, fast becoming the standard of the industry. Latest advances in the camera art have been incorporated. Transistors and nuvistors are used wherever they do the most good. New solid state and gaseous regulating components provide super stabilization of circuits for uninterrupted production.

Proved in Use

Nearly 200 of these deluxe new cameras are now in daily operation . . . bringing new pictorial perfection to TV presentations.

MOVE UP TO THE CAMERA OF THE SIXTIES

Because the TK-60 is so striking in appearance and designed for producing tapes and live pictures that impart increased sales impact to commercials, you will find benefits accruing from the first day of operation. The TK-60 is a selling tool that radiates prestige . . . the symbol of deluxe television. To own it is to move up.

See your RCA Representative or write: RCA, Broadcast and Television Equipment, Bldg. 15-5, Camden 2, N.J.

I like your Hammonton Park suit
it must be Wool



Steve Allen wears the pure wool suit, very cool, extremely lightweight. Wool with the famous advance: permanent but natural trouser crease that will never cease.* You can tell at once it's wool by the great cut of the suit. Nothing tailors like pure wool. And, by that very special light grey, no fabric takes color like wool. Wear this new two-button Hammonton Park tropical worsted and see what happens. At fine stores everywhere or write Hammonton Park Clothes, 1290 Ave. of the Americas, N. Y. 19. Look for ***The Steve Allen Show*** nightly Monday through Friday coast to coast. *The Wool Bureau, Inc., 360 Lexington Ave., N. Y. 17 *Certification Mark

Hammonton Park Clothes

ority

RCA

"The Camera of the Stars"

– And we like the use they have made of RCA's great new camera– it must be the mark of deluxe television!

RCA **The Most Trusted Name in Television**

OPEN MIKE ®

A common approach

EDITOR: I seldom disagree with your editorials, so perceptively do they analyze industry issues, but I must register a dissent from some of the views recently expressed on the commercial time standards in the NAB codes (BROADCASTING, Sept. 30).

Difficult as they are to devise and enforce, time standards do provide a common approach to a problem that is very difficult to handle individually. Broadcasters, advertisers and, most important, the public benefit alike. The record of compliance, particularly in television, is a lot better than is generally realized.

I certainly agree that the imposition of time standards by government is wrong, but I think the danger of government meddling in this area is greater without codes than with them.—*C. Wrede Petersmeyer, president, Corinthian Broadcasting Corp., New York.*

Clean up the New Frontier

EDITOR: Let me compliment you on your fine editorial, "Who's Boss" (BROADCASTING, Oct. 7). One of this nature should have been written long ago. It's high time Congress took a hand in cleaning up this "New Frontier" mess in the FCC.—*Tom Little, news director,* WZOE *Princeton, Ill.*

Talent, money and work

EDITOR: I read with great interest the MONDAY MEMO comments of Charles E. Claggett, president of Gardner Advertising, on the potential of radio and television (BROADCASTING, Sept. 23).

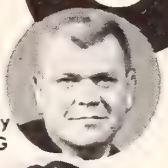
I agree with him wholeheartedly that most of the industry is not trying hard enough to provide "solid food as a relief from the cloying taste of pap and froth."

As a St. Louisan, Mr. Claggett is familiar with our efforts at KMOX Radio to provide challenging, provocative, meaningful broadcast fare, rather than programing that dulls the thought processes and lulls the civic conscience. We now program more than 50 hours weekly of our information format, in prime commercial hours, and this program approach has built, rather than diminished audience, and attracted a record number of advertisers.

In a business whose practitioners pride themselves on creativity and intellectual energy, why is the hackneyed and the mediocre the rule rather than the exception?

I don't think the answer need go as deep as government regulations or the marketplace requirements of making a steady profit and not alarming clients. Such reasons might be respectable and

PERSONALITY POWER


Floyd Ottoway
WSYR GANG


Carol Johnson
WOMEN


Ed Murphy
MUSIC


Fred Hillegas
NEWS


Elliot Gove
TIMEKEEPER


Richard Hoffmann
BUSINESS NEWS


Joel
Mareiniss
NEWS


John Gray
MUSIC


Alan Milair
MUSIC


Deacon Doubleday
FARM


Bill O'Donnell
SPORTS

It packs a friendly punch. Stroll down the street with Deacon Doubleday or Carol Johnson or Fred Hillegas. Watch the smiles light up peoples' faces; hear the known-you-all-my-life greetings from total strangers.

This friendly attitude is for **you**, too, when these personalities are selling for you. And, that's why WSYR Radio is the greatest sales medium in Central New York.

So you see what happens:

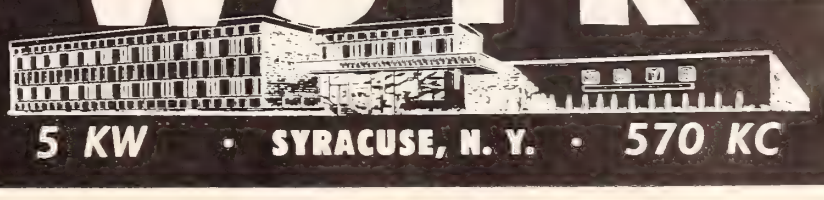
Personality Power = Sales Power for you in the 18-county Central New York area.

Instant friends for what you have to sell.



Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

WSYR NBC In Central New York



5 KW • SYRACUSE, N. Y. • 570 KC

LOS ANGELES
(and advertisers)
LIKE US
BECAUSE...

we treat our adult audience like adults with stimulating, entertaining, informative, provocative conversation and news-in-depth.

As a result, advertisers like us because we program for listeners who listen.

Represented Nationally by the Katz Agency

KABC
conversation
RADIO 79

ABC OWNED RADIO STATION

provide a good hiding place. However, I feel the reason is somewhat less lofty.

I believe that all too many of us find that challenging, creative broadcasting and compelling advertising are just too much work for us to contemplate. Mediocrity and the status quo enable one to set and maintain a comfortable work pace without midnight oil or midday stress. It's easier, that's all.

Whether we are in media or in client or agency, we have all found how easy it is to define an objective, how difficult to achieve it. If the objective is a concrete one, such as a marketing goal, we assume there is no magic in achieving our aim. We know it will take steady, persistent work.

Yet if our goal is a creative one (higher-level programing, more effective and imaginative advertising) somehow we fail to face the fact that we achieve intangibles, too, by the very tangible ingredient of hard, brainbusting work.

I agree that as we stand in the mid-20th century it is a betrayal of our public franchise to achieve new technical potential, only to dilute or nullify it with meaningless programing content.

It takes talent, of course. It takes courage. It takes money. But most of all it takes work.—*Robert Hyland, vice president of CBS Radio and general manager,* KMOX *St. Louis.*

356 owners

EDITOR: Your report of the transfer of WTSA Brattleboro, Vt. (BROADCASTING, Oct. 7), is correct except insofar as you report me as the purchaser.

This station was purchased from Theodore Feinstein by the Brattleboro Broadcasting Corp., a wholly owned subsidiary of Atlantic States Industries Inc. I am the purchaser only to the extent that I am president of both Brattleboro and Atlantic States, but the parent corporation is owned by 356 stockholders around the United States. —*Robert Price, president, Atlantic States Industries Inc., New York.*

(The original story stated that WTSA was sold to "Robert Price and group for $80,000." Atlantic States also owns *Nassau Herald,* Lawrence, N.Y., *Rockaway Journal,* Far Rockaway, N.Y., and Peninsula Printing Co., Lawrence, N.Y.)

Musical editorials?

EDITOR: If you wanted to get some propaganda across to teen-agers—possibly to encourage them to declare themselves conscientious objectors rather than be drafted—would you confine your message to a serious editorial, or would you prefer a song with a "message" played over and over in the hours the youngsters might be most likely to listen?

I have been struck recently with the propaganda content of such records as "Universal Soldier" or "Soldiers Who Want To Be Heroes." It's my guess that they are being played on a lot of stations whose managerial teams meet and seriously discuss editorial topics and would think a long time before taking a stand against strong national defense as a deterrent of war. Does editorial responsibility end with the labelled editorial? We don't think it does.

When some of the pundits get together in seminars, etc., they might ponder this one, and first check their own music logs.—*O. J. Keller,* WTAX *Springfield, Ill.*

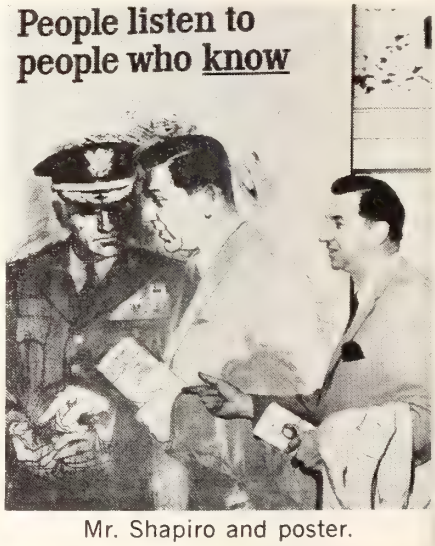
(The message of "Soldiers Who Want To Be Heroes," a pop-folk song, is that soldiers who want to be heroes are practically nonexistent. According to the song, the main goal of today's soldier is survival. "Universal Soldier" is an anti-war song.)

Fair and accurate

EDITOR: I would like to thank you for the very fair and accurate reporting of my comments in your feature on sports programing (BROADCASTING, Sept. 30). Incidentally, I have reread the pro-football story (BROADCASTING, Aug. 19) and find it an excellent reference article.—*Carl Lindemann Jr., vice president, NBC Sports, New York.*

No moonlighting

EDITOR: The photo shows an amazing resemblance between Marv Shapiro, Television Advertising Representative Inc. vice president and Eastern sales manager, and the "well-informed man"



Mr. Shapiro and poster.

in the current *Newsweek* billboard. Marv assures us he has not been moonlighting, and we're told by *Newsweek* that the artist who created the illustration used no specific model. This close resemblance is of particular interest because TvAR represents both WTOP-TV Washington and WJXT(TV) Jacksonville, Fla.—the *Washington Post-Newsweek* stations.—*Robert M. Hoffman, vice president, TvAR, New York.*



Now for TV

more stories...

more speed...

more footage...



UPI NEWSFILM

The world-wide television newsfilm service of United Press International.

How Western Electric serves your Bell telephone company

Most people think of Western Electric as a manufacturer of telephones and the equipment that makes telephones work. They're partly right. But this important Bell System unit has quite a few other vital jobs to do for America's 21 Bell telephone companies.

Example: a recent addition to a huge switching system that makes telephone connections in the Southern Bell Telephone Company's largest central office in Atlanta. In Western Electric tradition, we worked closely with our teammates in the Bell System to get the job done.

Here's how we went about it: First, our engineers sat down with Bell Laboratories and Southern Bell planners to determine the kind of custom-made, complex equipment that would be needed. Then the major equipment for the system was assembled to strict standards of quality at our factory in Oklahoma City. Meanwhile, people at our on-the-spot distribution center in Atlanta were coordinating shipments and gathering other vital components for the job. And finally, a skilled Western Electric team installed the new system and tested it exhaustively.

On this project in Atlanta, as in hundreds of others across the nation, Western Electric helped translate a designer's idea into completed phone calls. Because of the work we do, telephone communications can grow and change with the nation's needs.

We work best because we work together.

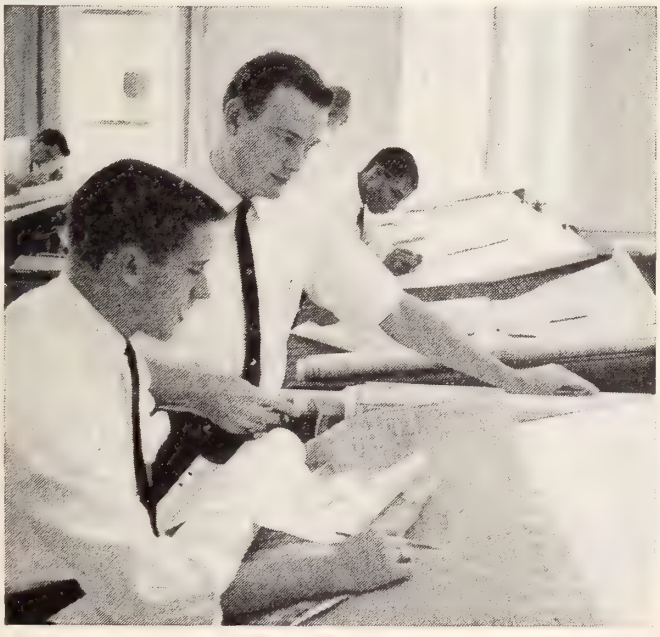


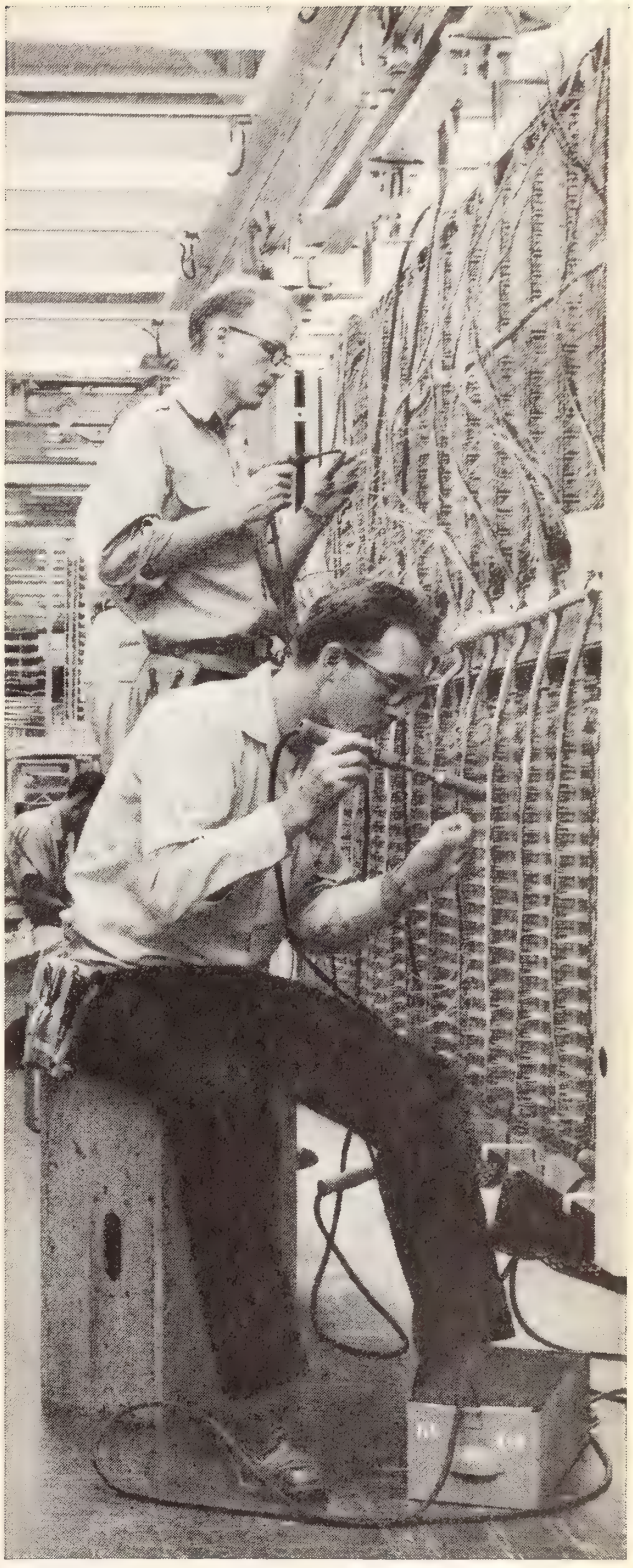
Teamwork. New switching equipment is installed at this Atlanta telephone central office of Southern Bell Telephone Company. Above, left to right, WE Engineer Van Van der Plaats, Nolen Ridgeway of WE Installation, Andy Anderson of Southern Bell and A. B. Johnson of A. T. & T. work out final details of the installation. For months before the cutover, Western Electric installers, systems equipment engineers and Southern Bell people worked side by side to complete these new facilities.



Delivering the goods is an important part of the Southern Bell expansion. After the Atlanta distribution center receives the equipment request from Southern Bell, it is sent to systems equipment engineering headquarters for exact specifications. In addition to this processing work, WE's 35 distribution centers supply and repair thousands of products for the 21 Bell telephone companies. Above, a Southern Bell order is filled with items from the center's huge inventory.

Engineering: Western Electric's Atlanta office receives the order for new equipment from Distribution. Then WE people prepare exact specifications for equipment and how it will interconnect with the rest of the Bell telephone network.





Manufacturing is carried out at Western Electric's 13 major manufacturing locations across America—and at its many smaller locations. Many of our communications products are developed by our Bell System teammate, Bell Telephone Laboratories. Here at the Oklahoma City Works, complex crossbar switching frames are assembled from thousands of parts by skilled men and women. Crossbar switching assemblies like these are essential to the new telephone central office installation in Atlanta, Ga.

Western Electric MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

MONDAY MEMO from Clay Stephenson, Clay Stephenson Associates

Creativity: the missing factor in 'modern radio'

Clay Stephenson was to address the Radio Advertising Bureau's regional management conference in Dallas on Sept. 17. But a hurricane disrupted airline schedules and Mr. Stephenson never reached Dallas. This MONDAY MEMO *is a condensed version of the speech that was never made.)*

I take exception to a statement in the Sept. 9 issue of BROADCASTING. It ran like this:

"From agency executives attending its management conference, RAB expects that conferees will learn what individual radio stations can do to help agencies use radio in a better way, and what station managers should know about agency attitudes on radio."

I take exception to this statement only because I think it reflects a preoccupation with external symptoms at a time when self-analysis could be far more productive for the radio industry.

The greatest help you can give to agencies lies in the contribution you make to radio itself. Divert your attention from agency attitudes until you have examined your own attitude toward the medium you represent. Your attitude can turn attention to the potential merits of radio and away from the pure mechanics of buying.

In an era of intense competition, such as that which exists in almost all categories of business, including broadcasting, it would seem that quality of product would be ever-improving.

Left Overs ▪ Modern radio programing, which consists for the most part of an unimaginative, much warmed-over dish of music, news, weather and sports, could hardly be less interesting. If this is "modern radio," it is a medium without destiny.

Radio has many burdensome problems. Every intelligent person in advertising knows these problems and sympathizes with your efforts to solve them.

Recognizing the existence of these problems, I would suggest that there are only two alternatives open to you. You can spend your energies attacking them as though they were separate, unrelated plagues inflicted on you by persecutors, or you can spend your energies in the creative development of a new vitality and distinction for your station. The second course will be the more rewarding for you and for radio.

The individualists in this country seem to get fewer and farther between as our population grows. Our generation is, by and large, a timid lot. We are afraid we might be wrong. We seek refuge in mathematical formulas. We engage in endless research, not so much in the hope of learning, as in the hope of developing statistical guides which will free us from the responsibility for independent thought.

Benevolent Dictator ▪ The laws with which we are binding ourselves, the authority we are turning over to our government reflect our timidity. We ask our government to look after us, to protect us from our own mistakes, to feed and clothe us in our old age, and to tell us that this is not charity but something the government "owes" its people. We are molding our federal government into a benevolent dictatorship. And we are doing it deliberately.

Broadcasters are acutely aware of the government's unrelenting lust for power. You are hemmed in on all sides by the regulations and threatened regulations of government agencies, agencies which you and I and our contemporaries have encouraged to grow. You are doing business in an era when a governmental bureau can say with authority, "it doesn't matter what your audiences like; it's your job to give those audiences what we think they need."

A case in point, was the hearing on local television programing which took place in Omaha. The FCC's policy on program regulations, as detailed by Commissioner E. William Henry, who presided over the Omaha hearing, made it clear that the only judge of programing is the FCC itself.

The 'Public Interest' ▪ You are working in an era when the words "in the public interest" are used as a tool of control. We, of our own volition, are relinquishing to a handful of men the power to decide for us what is "in the public interest." We are creating a monster which has the ultimate potential of decreeing that it is "in the public interest" for stations to editorialize in support of an administration proposal; or that it is "in the public interest" for you to employ the unskilled or for you to cease operation entirely.

The "public interest" is not served when we delegate to any small group of human beings the authority to decide for us all what is and is not "in the public interest."

The problems which plague radio—the overpopulation, the scarcity of advertising revenue, the distortions of audience measurements, the specter of governmental controls—are only symptoms of a deeper problem which it is within your power to control.

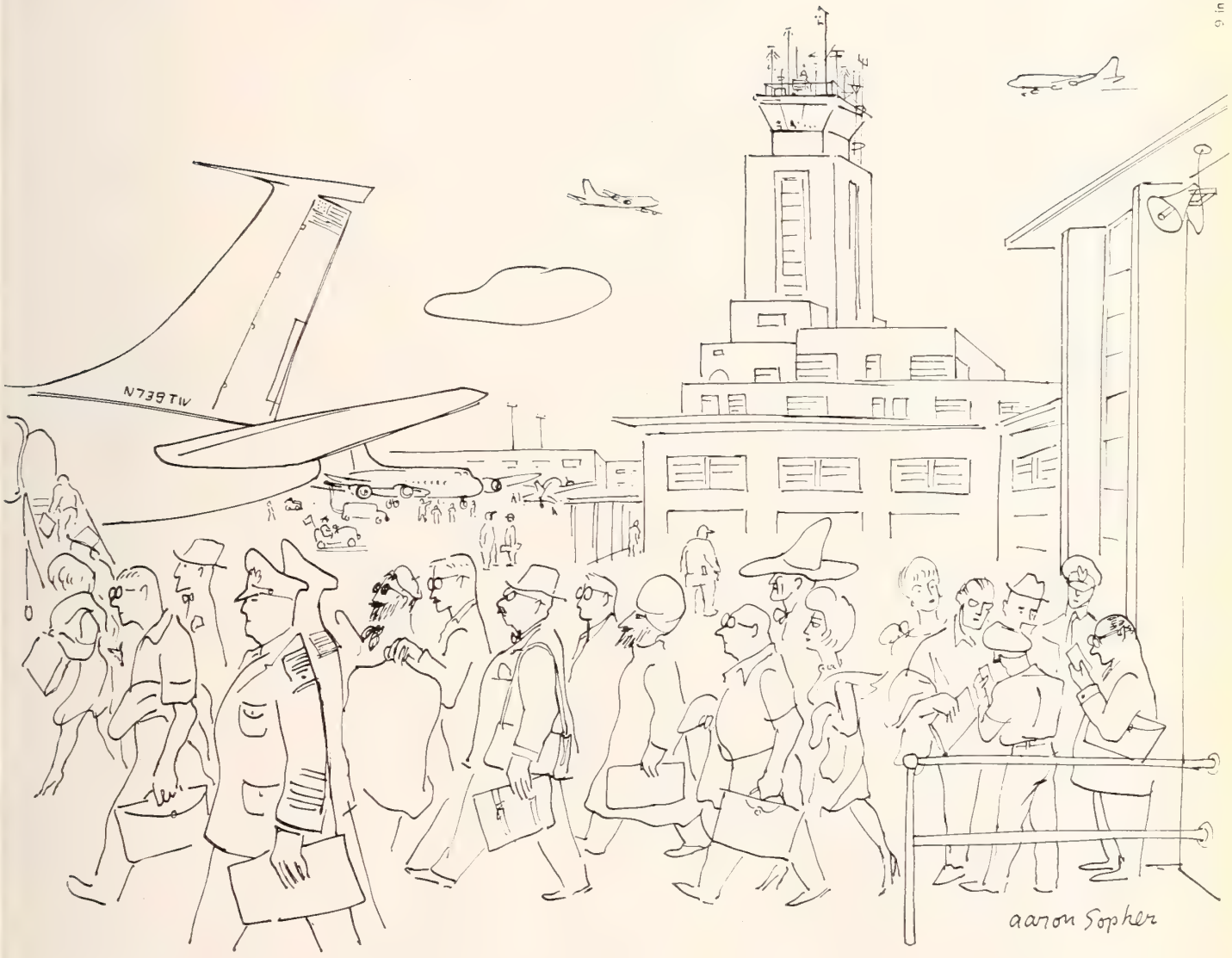
Step aside from the symptomatic problems and work to put a creative spark back into radio. Make radio so forceful and exciting that advertising dollars are drawn to it by the sheer power of its vitality. Make your station so imaginatively and distinctively different from the others that the caprices of ratings will cease to determine your destiny. Endow your station with such striking individuality that your own open competition can separate the men from the boys in your crowded industry. Compete with each other, and with all other media, using the only legitimate weapon you have at hand, the dormant potentials of radio.

It is difficult for me to accept the possibility that this country has become so totally absorbed with music that it wishes for nothing else from radio. It is difficult for me to believe that a choice between one kind of music and another, or between one announcer and another, constitutes the ultimate diversification in radio programing. When there is so little to distinguish you from your competitor, is it any wonder that advertising buyers may rest their decision on cost? Or that they rely blindly on the guidance of audience measurements, even when they know those measurements to be in error?



Clay W. Stephenson is president of Clay Stephenson Associates, Houston, a subsidiary of Tatham-Laird Inc., Chicago. He has served as director of advertising and sales promotion for Corning Glass and as vice president and general sales manager for Morton Manufacturing Corp. He has been an account executive at both J. M. Mathes and Duane Jones Co., New York. Before forming his own agency he was executive vice president of Tracy-Locke Co., Dallas.

9 in a series of original drawings by Baltimore artist Aaron Sopher



FAVORITE THROUGHOUT MARYLAND *FRIENDSHIP AIRPORT, BALTIMORE*

WBAL-RADIO 1090 NBC **BALTIMORE** *MARYLAND'S ONLY 50,000 WATT STATION*

NATIONALLY REPRESENTED BY McGAVREN-GUILD COMPANY, INC.

vienna to the wailing wall
genghis khan

Tribal chieftain to world conqueror—by the power of positive salesmanship. Timujin—The Genghis Khan—united innumerable mongol tribes under a single horse-tail banner, then led them in a victorious sweep to the gates of Vienna. His salesmanship was a dominant force in the medieval world for more than a generation. Warrior, yes, but above all The Genghis Khan was a Salesman. Domination by the power of positive salesmanship is the key-word of Balaban policy in *every* market. WIL is a dominant force in St. Louis—a powerful voice to sell your products and services with maximum impact and positive efficiency. Above all—WIL is a Salesman.

WIL

Buy RADIO when you buy media
Buy BALABAN when you buy radio
Buy WIL when you buy St. Louis and
you BUY the people who BUY

WIL St. Louis
KBOX Dallas

THE BALABAN STATIONS
in tempo with the times
John F. Box, Jr., Managing Director
Sold Nationally by Robert E. Eastman



BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
October 14, 1963, Vol. 65, No. 16

1963-64: A THREE-NETWORK RACE

CBS-TV conceded best chance to make off with first money

Agency men see ABC-TV and NBC-TV in neck and neck test

Advertising agency executives most directly concerned with network television's new season think it'll be much more exciting than last year's—at least as far as network competition is concerned.

They aren't sure that the programs themselves, as a group, are more or less exciting this year. But they appear convinced, after watching the new season's premieres, that what some of them had feared would pale into a two-network competition will be a real three-network horse race after all.

The real horse race, however, will be for second place, not first, in their judgment. They concede first place to CBS-TV by a majority that approaches unanimity, although there is substantial disagreement as to whether CBS-TV's lead will be greater or smaller than last season.

They rate NBC-TV and ABC-TV as neck-and-neck for second position, with ABC-TV favored by a slight majority. A number of agency executives predicted ABC and NBC will end the season in a draw.

Comeback Seen ▪ The anticipated comeback of ABC, generally ranked third during the past season, appeared to erase fears being expressed last spring that CBS and NBC might extend their margins significantly and leave ABC even farther behind. A seriously faltering third network, it was noted then, could in time severely limit the network opportunities available to advertisers as well as devalue the investments of current clients and curtail the public's program choice.

The agency evaluations of network position, obtained in detailed interviews with key program executives at more than 20 of the biggest agencies involved in network television, took into account the complete nighttime schedules of the networks.

In addition the executives gave their assessments of the season's new program entries—and appeared to find the "strong" and "weak" candidates about equally divided.

Standouts ▪ Five of the new shows stood out in the nominations for programs apt to be winners, and another five received substantially more votes than any others at the bottom end of the scale. In between, the rest were ranked variously from probable winners to probable failures, with many rated capable of going either way.

My Favorite Martian and *The Danny Kaye Show* on CBS and *Burke's Law* on ABC tied for first place in nominations for winners. Close behind came *Outer Limits* on ABC and *Petticoat Junction* on CBS. The Bob Hope series on NBC barely fell short of this top circle, and clearly would have made it if the comedian himself were to appear every week instead of sharing time with anthologies.

Top contenders at the next level included *Mr. Novak* and *The Lieutenant* on NBC, *Phil Silvers' Show* on CBS, *The Fugitive, Farmer's Daughter, Patty Duke Show* and *Breaking Point* on ABC.

Middle Area ▪ Among those placed in the middle area that could be a take-off point for success or failure—or that could become a permanent home—were *Arrest and Trial* and *The Greatest Show On Earth* on ABC, *The Judy Garland Show, East Side, West Side* and *Great Adventure* on CBS, and *Grindl, The Richard Boone Show* and *Kraft Suspense Theatre* on NBC.

Those most often rated unlikely to succeed were *Redigo* on NBC and *Jaimie McPheeters, The Jimmy Dean Show, The Jerry Lewis Show* and *Channing* on ABC. *Glynis* on CBS also placed high in the "unlikely" category.

The agency executives, whose new-show views are summarized on a network-by-network basis below, emphasized that in a number of cases their judgments were affected more by time periods and the stature of the competition than by the show's quality alone. They cautioned that a change of time period can convert a "miss" into a "hit" —and vice versa—and that in any case







Agency executives polled by BROADCASTING voted three shows best for the new season. They are "My Favorite Martian" (l), comedy series featuring Ray Walston, on Sundays 7:30-8 p.m. on CBS-TV; "The Danny Kaye Show" (c), Wednesdays 10-11 p.m. also on CBS-TV and "Burke's Law" (r), Friday 8:30-9:30 p.m. on ABC-TV.



Among the top fall programs agency executives voted "The Outer Limits" (l), Monday 7:30-8:30 p.m. on ABC-TV;



"Petticoat Junction" (c), CBS-TV's Tuesday feature following popular Red Skelton and



"The Bob Hope Show" (r), NBC-TV's 8:30-9:30 p.m. Friday program. Hope's audience is expected to grow as season progresses.

the whims of public reaction can confound the most solemn professional predictions.

Interested Parties ▪ The agency executives canvassed in the survey were admittedly not disinterested. All have clients represented in the 1963-64 nighttime schedule. In many shows where their own clients are not sponsors, competitors of their clients are.

Many acknowledged the existence of such biases but on promise of anonymity undertook to disregard them. In a number of cases they severely minimized—in the light of the competition indicated in the premieres—the prospects of some of the shows they or their agencies had a hand in selecting.

Here is the executives' consensus on the new shows, network by network:

ABC-TV

The strongest new shows on ABC-TV, according to the programers:

Burke's Law—the Friday, 8:30-9:30 p.m. comedy-detective drama, featuring Gene Barry as a millionaire bon vivant who works as a police detective, was placed at the top of ABC's new offerings. This was from the point of view of production, story interest and Mr. Barry's performance, as well as a weakening which many executives saw in the competing *Route 66* on CBS-TV.

Outer Limits—a science-fiction drama on Mondays at 7:30-8:30 p.m., this show was characterized as the young viewers' delight by a substantial number of buyers interviewed. But several thought it was held back just a little by its early time period. A typical comment: "The grade school social event of the week."

Several other shows on ABC-TV mentioned as contenders but not in the same context as the top two:

The Fugitive—this one-hour drama (Tuesday at 10) about a man (David Janssen in the role) unjustly accused of murder, appears to have caught the fancy of the majority scoring the show. But that same majority hesitated to go "all the way" in predicting a success. Some saw "troubles" ahead in the concept.

Two half-hour comedies, *Patty Duke Show* and *Farmer's Daughter,* were held in esteem by most of the agency people, but with some reservations about *Patty Duke.*

Blame Production ▪ The detractors of *Patty Duke* by and large put the blame on the production, not on Miss Duke, whose talent they acclaimed. Another reservation was the time slot. Some thought the series could be "fixed up" and made into a good rater.

Daughter, half-hour comedy with Washington as its locale, was universally liked, though a substantial number found it somewhat bland and facing tough competition from *Twilight Zone* (CBS-TV) and *Jack Paar* (NBC-TV).

Potentially strong on ABC-TV: *Breaking Point* (psychiatric drama on Monday, 10-11), was considered well-produced but up against *East Side, West Side,* also a heavy dramatic vehicle on CBS-TV. Another: *Arrest and Trial* that fills 8:30-10 on Sundays. For the latter the verdict was: well-produced and interesting, but with no chance against the opposition's big strength (half of Ed Sullivan and *Judy Garland* on CBS-TV, all of *Bonanza* on NBC-TV.)

Middle Area ▪ In the wide middle ground, the assessment of *The Greatest Show on Earth* concerned Jack Palance —some rated the show high because he's the star, others said he's great but not in the right role. Another was Sid Caesar and Eddie Adams, who alternate in shows at 10 on Thursday. Some agency executives pointed out that for the limited, adult audience sought by their cigar sponsors, the shows served a purpose. Several thought Mr. Caesar would be off after this season.

Rated at the low end of the scale were these programs: the two-hour Saturday *Jerry Lewis Show* (a preponderance of opinion was down on the show, scattered sentiment thought it could rise as the season progressed and if the content improved); the hour-long *Travels of Jaimie McPheeters* which opens the Sunday evening, the *Jimmy Dean Show,* and the hour-long *Channing* on Wednesday at 10.

CBS-TV

In the forefront on CBS-TV: *My Favorite Martian*—all but a few put this new situation comedy, built around a space ship that crashes on earth, in a "hit" position and the rest rated it as a series as likely to succeed as any other new entry on CBS-TV.

The Danny Kaye Show—though it rated up with *Martian* on the top-end of the scale, there were a few agency people who played down its chances or otherwise saw some troubles ahead because of the time period or because they just weren't Kaye fans.

Right behind both: *Petticoat Junction,* a half-hour situation comedy initially spun off from *Beverly Hillbillies,* had a far from unanimous approval, much of the affirmation given grudgingly because of the time period (it follows popular *Red Skelton,* precedes the *Jack Benny Show* and is against *Greatest Show* on ABC-TV and *Richard Boone* on NBC-TV, both considered of only average strength).

Phil Silvers Show was rated likely to succeed, mainly on the strength of Mr. Silvers who was generally expected to improve the show.

The Judy Garland Show (Sunday at 9-10) received the most divergent reaction of any new program series on any network. One out of nine saw her series as a sure hit; a little under half of those interviewed thought it would "grow" as the season progressed, several thought it was only "fair" or in

the "middle ground" and a few saw it failing to last the season. In summary: one big question mark.

Average ▪ In the "middle" area: *East Side, West Side* (most thought it will weather the season but that it has not lived up to initial expectations and pilot); *Great Adventures* (nobody expressed excitement; most likened it to "public service or FCC programing"). On the bottom: *Glynis* (half-hour comedy series about husband-and-wife team involved in crime-fighting.) The show, it was judged, lacked production value, has a weak lead-in from the preceding *CBS Reports* and is against the strong *Virginian* on NBC-TV.

NBC-TV

NBC-TV's contenders for honors this season, according to the agency executives, are more chancy than some of the "surer" successes seen on the other networks. The top contender: *The Bob Hope Show*. Bob Hope, these experts felt, will hypo audience despite those weeks when dramas in the show's anthology fail to make a top grade. Mr. Hope's prestige and attraction were assessed as very great.

Near the top of the parade were *Mr. Novak,* considered well produced but with the time period against it, and *The Lieutenant* (a show with potential, according to a substantial number).

The middle grouping on NBC-TV included *Grindl* (panned by a large number, but the time period was believed strong enough to help its ratings and probably salvage the series, which stars Imogene Coca).

Others were the *Richard Boone Show* (most expressed disappointment over it); the *Kraft Suspense Theatre,* which includes Perry Como specials (some saw Kraft's time period as especially helpful to the series), and the half-hour David Wolper *Hollywood Story* (which, as it follows the Monday movie on NBC-TV, was said to be "tied to the movie audience").

Trailing these shows and placed on the low end of the scale: *Espionage, Temple Houston* and *Harry's Girls* and on the very bottom, *Redigo.* The verdict on this group was based on such factors as weak story lines and lesser production values.

Comedy replaces quiz

A new comedy panel show called *Laughs for Sale* was tapped by ABC-TV last week to replace *100 Grand,* the first casualty of the current season (BROADCASTING, Oct. 7). *100 Grand* was ABC-TV's ill-fated attempt to revive the big-money quiz.

Sponsor of the *Laughs* show is El Producto Cigar Co., a division of Consolidated Cigar Corp. Compton Advertising is the agency. The show goes on Oct. 20 in the Sunday, 10-10:30 p.m. period.

The show will feature top-flight comedians who will perform routines and sketches of comedy writers as "yet undiscovered." A trace of the one time big-money quizzes: Hal March, who was master of ceremonies on the *$64,000 Question* before its demise, is host on the new show.

Business briefly . . .

Sylvania Electric Products Inc., a subsidiary of the General Telephone & Electronics Corp., has announced a 25% increase in its $1 million fall advertising campaign, which will include radio spots. The entire campaign—aimed at home entertainment products—will be concentrated in a three-month period starting this month and carrying through December. Sylvania agency: Kudner, New York.

Farmers Insurance Group through Honig-Cooper & Harrington, Los Angeles, and **Pennzoil Oil Co.** through Eisaman, Johns & Laws, Los Angeles, have each purchased one-quarter sponsorship of the NBC-TV broadcast of the 18th annual Junior Rose Bowl football game, Saturday, Dec. 14, 1 p.m. to conclusion, PST. This will be the first national telecast of the event, which pits California's leading junior college team against another top-ranked junior college team from elsewhere in the country to decide the national junior college football championship.

The **Maxwell House Division of General Foods Corp.** through Benton & Bowles will participate in NBC-TV's *The Bill Dana Show, Mr. Novak, Espionage, Temple Houston, International Showtime* and *Saturday Night at the Movies.* **R. J. Reynolds Tobacco** through William Esty will participate in NBC-TV's *The Lieutenant* for 49-week period beginning Oct. 5. **Consolidated Cigar Corp.** through Compton Advertising will participate in *The Richard Boone Show,* also on NBC-TV. **Chesebrough-Pond's** through William Esty will participate in same network's *Saturday Night at the Movies* from January to March 1964.

Borden Foods Co., New York, this month will place two new products in test areas through introduction campaigns featuring spot TV and newspaper advertising. The new products are Borden's Danish margarine and Borden's Kava, a low-caffein instant coffee. Borden agency: Doherty, Clifford, Steers & Shenfield, New York.







Among programs picked as this fall's flops were "Travels of Jaimie McPheeters" (l), ABC-TV's new entry in the Sunday 7:30-8:30 p.m. spot; "Glynis" (c), CBS-TV's half-hour comedy series about a husband and wife crime-fighting team, Wednesday 8:30-9 p.m.; and "Redigo" (r), Tuesday, 8:30-9 p.m. on NBC-TV.

Interpublic Inc.: now world's largest

MANAGEMENT COMPANY ADDS ANOTHER AGENCY TO ITS HOLDINGS

The largest acquisition in the history of the advertising field was completed last week when Interpublic Inc. bought David B. Williams Inc., which owns Erwin Wasey, Ruthrauff & Ryan and its various affiliates in Canada, Great Britain and other parts of the world.

The move reportedly makes Interpublic Inc. the largest advertising organization in the world, though the J. Walter Thompson Co. remains the world's largest agency. Interpublic officially is a "management company" rather than an agency, since it is composed of various agencies, including McCann-Erickson and McCann-Marschalk.

Erwin Wasey, Ruthrauff & Ryan and its affiliates have billings of about $80 million, of which approximately $25 million are in overseas offices. McCann-Erickson and McCann-Marschalk have total billings of approximately $413 million. (J. Walter Thompson's worldwide billing is estimated at $420 million.)

Erwin Wasey invested about $20 million of its domestic $55 million billing in radio-TV in 1962. McCann-Erickson allocated approximately $66 million of its $165 million domestic spending in radio-TV last year, while McCann-Marschalk earmarked almost $14 million of $40 million in domestic billing to radio-TV in 1962.

The announcement of the acquisition of the David B. Williams Co. by Interpublic was made jointly by David B. Williams, president of the Williams organization, and Marion Harper Jr., president of Interpublic. The purchase of the Williams company is understood to have involved stock and cash.

The Williams organization is owned by David B. Williams and his father, Howard D. Williams, chairman of the finance committee, whose office is in Los Angeles. Both Williamses will retain their positions at Erwin Wasey.

The joining of the two management companies, it was said, creates "the most comprehensive facility in the marketing communications field with more than 7,000 employes and 160 offices in 37 countries." Interpublic now will add the agencies owned by David B. Williams Co., consisting of Erwin Wasey, Ruthrauff & Ryan and Erwin Wasey, Ruthrauff & Ryan Ltd. in the United Kingdom, plus a minority interest in Ervaco Advertising in Scandanavia and a 50% interest in Erwin Wasey Gmbh of West Germany. It will enlarge Interpublic by a staff of 1,000 with offices in the U. S., Canada, United Kingdom, Scandanavia and West Germany.

Before the acquisition, Interpublic consisted of McCann-Erickson; McCann-Marschalk; Pritchard, Wood & Partners Ltd., England; Johnstone Inc., New York; Afamal Advertising (Pty.) Ltd. (South Africa) and Communications Affiliates Inc., which encompasses Infoplan, Marplan, SCI, the Institute of Communications Research, and McDonald Research Ltd., an international public relations company, an international research service, a U. S. sales promotion firm, an advertising evaluation service and a Canadian research organization respectively.

The Interpublic companies operate with their own separate managements and client rosters.

Mr. Harper noted that the purchase includes the acquisition of "substantial investments" in the securities of companies outside the communications field. These investments were not disclosed.

David Williams called the transaction "altogether natural" since the two operations have similar interests. He observed that Williams's clients will gain "ready access to Interpublic's extensive services in research, public relations and sales promotion."

McCann-Erickson and McCann-Marschalk have handled competing accounts on the premise that they are separate agencies. Erwin Wasey, it was noted, has accounts that conflict with M-E and M-M. Several EWR&R clients have indicated they plan to "study" the situation.

Network TV gross time billings for August

(in thousands)

	August			January-August		
	1962	1963	Change % of	1962	1963	% of Change
ABC	$16,075.1	$16,271.6	+1.2	$132,474.1	$141,225.1	+6.6
CBS	24,969.2	26.883.7	+7.7	200,206.2	212,194.7	+6.0
NBC	23,160.8	23,068.7	—0.4	183,588.4	190,406.9	+3.7
Total	$64,205.1	$66,224.0	+3.1	$516,268.7	$543,826.7	+5.3

Month-by-month 1963

	ABC	CBS	NBC	Total
January	$18,264.8	$25,912.7	$24,066.1	$68.243 6
February	17,435.7	24,057.7	22,850.0	64,343.4
March	19,378.0	26,694.3	25,166.8	71,239.1
April	18,577.0	26,508.4	23,669.9	68,755.3
*May	18,299.7	27,986.9	25,305.1	71,591.7
*June	17,070.5	26,749.1	22,976.6	66,796.2
*July	15,927.8	27,401.9	23,303.7	66,633.4
August	16,271.6	26,883.7	23,068.7	66,224.0

*May, June and July figures changed as of Oct. 2, 1963.

By day parts

	August			January-August		
	1962	1963	% Change	1962	1963	% Change
Daytime	$19,606.0	$19,452.4	— 0.8	$159,579.7	$176,445.0	+10.6
Monday-Friday	17,027.6	15,508.4	— 8.9	132,388.3	141,266.3	+ 6.7
Saturday-Sunday	2,578.4	3,944.0	+53.0	27,191.4	35,178.9	+29.4
Nighttime	44,599.1	46,771.6	+ 4.9	356,689.0	367,381.7	+ 3.0
Total	$64,205.1	$66,224.0	+ 3.1	$516,268.7	$543,826.7	+ 5.3

Source: TvB/LNA-BAR

LOCAL VS. NATIONAL

Agencymen suggest pay for reps when ads placed locally

The problem of a double standard for radio rates—local vs. national—would be minimized if stations would agree to pay their sales representatives a commission on national business placed directly with the station at local rates.

This suggestion was advanced by William L. Sanburn, president of Winius-Brandon Co., a St. Louis agency, at a Radio Advertising Bureau management conference in Omaha last Tuesday.

Mr. Sanborn said his agency "deplores" the local or "cut-rate," but is obligated to its clients to try to get it.

He said he hated to see the reps lose their commission when the agency succeeds in getting the local rate. If stations would guarantee their national reps either a half or a full commission in such cases, he said, the agency could



For sparking sales in the Carolinas, *Charlotte is your launch-off. Wholesaling and distribution center of the Carolinas with $2 billion yearly sales. 75-mile radius population biggest in the Southeast. The city and this close-knit area are WSOC-TV's bailiwick. Ask us or H-R to show you how we can give you more results for your money in this market. Realistic spot buyers will welcome the facts.* **Charlotte's WSOC-TV**

NBC and ABC. Represented by H-R. WSOC-TV is associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton; WIOD, Miami.



North Carolina just a puff away from Erin

Three North Carolinians are appearing on television and radio in Ireland to advertise Irish cigarettes made with North Carolina tobacco.

The B. J. Carroll and Company Ltd., Dundalk, Ireland, sent an Irish film crew to the tobacco fields of Brantley Speight to produce commercials on which Mr. Speight appears. The sound commentary was provided by Mac Nicholson of WNCT (TV) Greenville, N. C.

The Carroll company, which uses American tobacco exclusively in its products, also presents a radio program—*Carolina in the Morning*—on the Irish Network. MC for the radio show is Joe Lynch, winner of the Irish actor of the year award. A portion of the program, which features Bob Arthur, a student at the University of North Carolina, is taped at WGTC Greenville, and airmailed to Ireland for broadcast.

In the photo, Donal F. Carroll, president of the Irish tobacco company, discusses the radio-TV projects with officials of the Greenville stations involved in his advertising: (l to r): Tom Snowden, WGTC; Mr. Nicholson, WNCT; Mr. Carroll, and John Clark, WNCT.

at least be "completely honest with the national reps who call on us."

"A lot of stations are doing this already, and as far as we can see its working out very well," he said.

As an alternative but "pretty drastic" solution he suggested that national reps "get a firm commitment that a station will not and cannot cut them out by selling at a local rate to advertisers they call on."

Mr. Sanborn characterized ratings as "strictly popularity contests." For products that everyone buys, he said, a good part of the budget will go to the station with the biggest rating, but for clients with specialized appeal he said he looks for programing that attracts the best prospects for those products.

The agency head, who said his firm invests $3 million a year in broadcast media and puts three-fourths of this into radio, outlined his views on what makes a good media salesman. He characterized radio station sales representatives as "a different breed of cat," younger, "sharper," more enthusiastic and more imaginative than print media representatives.

"I think radio has a good image, if you want to use that word," he said. "These representatives are living proof that radio is not dead—not by a long shot. In fact, from the people who call on us for your radio stations, radio appears to be the youngest and most enthusiastic of all media."

McGannon calls for RAB to slow down

Donald H. McGannon, president of Westinghouse Broadcasting Co., and chairman of the National Association of Broadcasters' Research Committee told the Broadcast Advertising Club of Chicago last week that "the only area of difference we have with the Radio Advertising Bureau at the moment is the speed or impetuousness with which RAB proposes to advance" its proposed study of radio research methodology (see story page 66).

He explained that in fairness to the "people who are going to pay this bill" (NAB's requested share of the $200,000 total is $75,000) "we also have to be satisfied that the end result is going to be an economically valuable one and not some theoretically wonderful thing that sits there as an entity and can't produce any value for you or me in the conduct of business."

Generally speaking, Mr. McGannon explained, the NAB committee's relationships with RAB and also the Television Bureau of Advertising, especially the cooperation received from them, have been "excellent."

The RAB proposal, Mr. McGannon noted, relates only to the third part of the three-point NAB project, that which is concerned with the long-range methodology study of audience measurement. He hoped such might "broaden our attitudes and viewpoints and maybe get to a point somewhere in the future where they will show a qualitative as well as a quantitative improvement."

The first of the other two essential aspects of the NAB project, he noted, is the plan to "undertake an audit of the existing rating services and in effect ascertain that they are doing what they say they are doing." In order to do this, he explained, the second element comes into play. This, he said, "is the fact that some criteria must be evolved, not only as applied to all rating services, but also that would apply to the individual rating service."

Mr. McGannon said that "hopefully" by the end of October the analysis of the rating questionnaires sent by the NAB committee to the various rating services will be ready. Then, he estimated, the "bringing together of the ethical standards and criteria with the analysis" should be accomplished by mid-November to comprise the foundation of the audit, with organizations to conduct the audit selected by the end of December. Thus, he said, the audit could be "actually started" in early 1964.

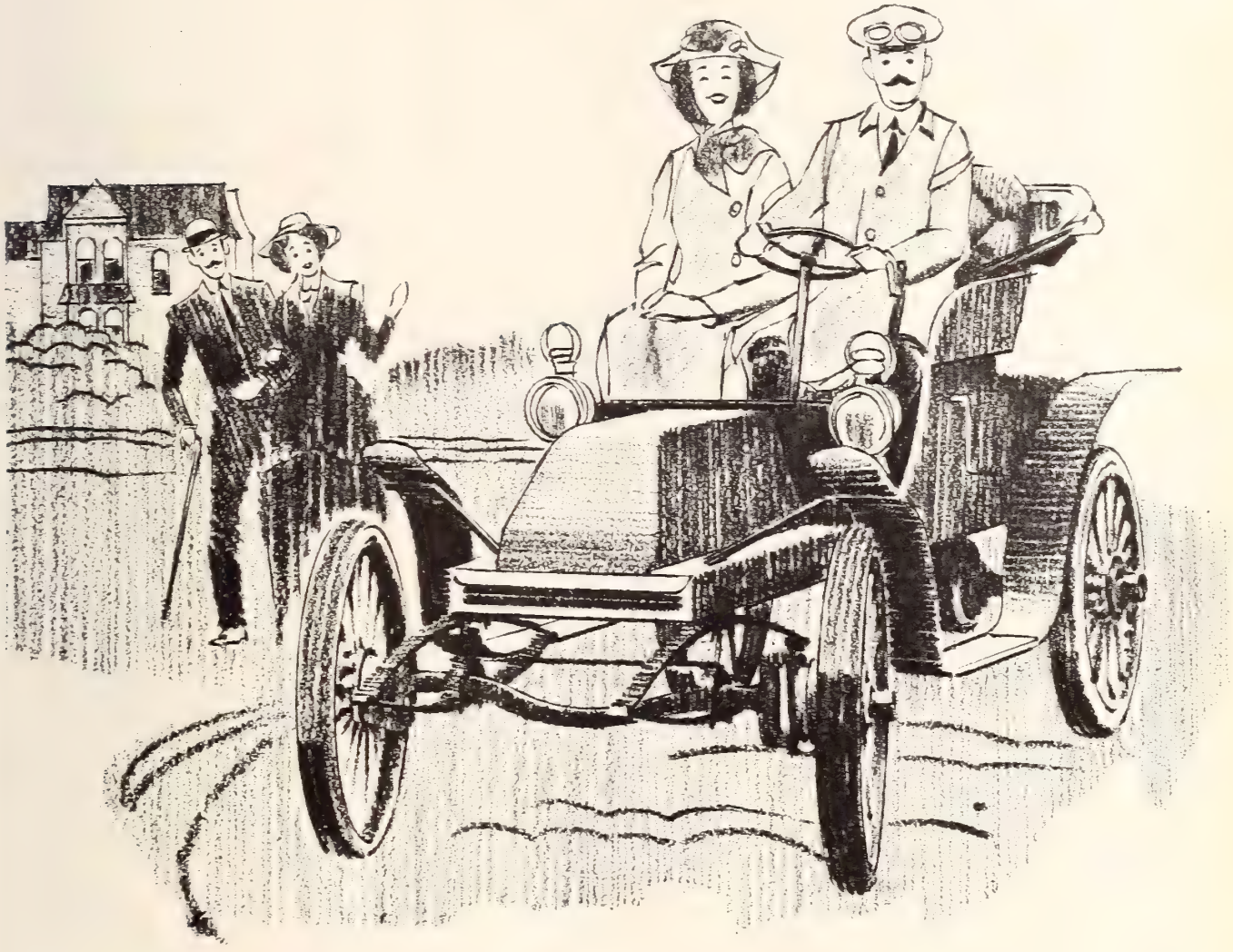
Recalling the pulse of Capitol Hill at the time of the ratings hearings, Mr. McGannon told the BAC, "I would say that the reactions of the individual congressmen was if anything very, very positive; very, very apprehensive insofar as what the hearings developed."

Rep appointments . . .

- KFEQ-AM-TV St. Joseph, and KLIK Jefferson City, both Missouri: Avery-Knodel Inc., New York, as national representative.
- KCFI Cedar Falls, Iowa: Broadcast Time Sales, New York, as national representative.
- WICC and WJZZ-FM Bridgeport, Conn.: Bill Creed Associates, Boston, as New England representative.
- WDVR(FM) Philadelphia: FM Associates, New York, as national representative.
- KOME Tulsa, Okla.: Mid-West Time Sales, Kansas City, Mo., as regional sales representative in St. Louis, Kansas City, Memphis, Omaha and Des Moines.

First in Hoosier Hearts

Auto pioneer Elwood Haynes built first horseless carriage in Kokomo, 10 years before this 1904 Haynes Model.



First in Hoosier Homes

September 28, 1963—A great Hoosier heritage was recaptured as the 5th Annual WFBM-TV Antique Auto Tour . . . sputtering but determined . . . rolled through the Hoosier countryside from Indianapolis to Bloomington and back. The reception had not changed much from the first appearances of the "Haynes" back in 1894. Heads turned. Kids laughed. People all along the way cheered (more than 150,000 spectators last year) as some 150 famous-make vintage and antique automobiles brought a touch of automotive history "Back Home Again in Indiana."

WFBM-TV keeps in close touch with viewers in rich satellite markets surrounding Indianapolis. Let us show you why this makes Indianapolis different from other TV markets. Ask your Katz man!

WFBM-TV TIME LIFE BROADCAST
INDIANAPOLIS
AMERICA'S 13TH TV MARKET • REPRESENTED BY THE KATZ AGENCY

NBC'S SUMMER OLYMPICS SOLD OUT

Sarnoff calls for worldwide open communications channels

P. Lorillard Co., Texaco, Inc. and the Joseph Schlitz Brewing Co. have purchased full sponsorship of NBC-TV's coverage of the 1964 Summer Olympic Games in Tokyo. NBC acquired exclusive U. S. TV rights to the 18th Olympiad for about $1.2 million.

While in Tokyo, Robert W. Sarnoff, NBC board chairman, told newsmen that the "awesome potential" of global TV puts a heavy responsibility on the world's broadcasters, and he called for an international organization committed to maintaining open communications channels among nations.

"It is no longer fanciful," he said, "to predict that within five to 10 years an audience of a billion persons, spread around the earth, might be watching the same program at the same time.

TV in the U. S., Mr. Sarnoff noted, had enlarged its stature as a "powerful catalyst" in the nation's economy, and cited the medium's 15% of a national advertising expenditure of more than $12 billion.

NBC's Olympics contract provides rights to all direct TV coverage in the U. S. and its possessions, except for nine minutes daily, which will be available to all news organizations.

The contract was signed with Nippon Hoso Kyokai, the Japanese government TV network. Tapes of the games will be recorded in Tokyo and flown to the U. S. each day of the two-week meet, which starts Oct. 10, 1964.

The fall date for the Olympics is due to the excessive heat that usually is present in Japan during the summer months, it was explained.

NBC coverage of the games will involve a minimum of 19 separate programs totaling at least 14 hours. Seven hours of evening programing are planned, and the network also expects to broadcast 10 nightly Olympic reports of 15 minutes each.

P. Lorillard's agency is Lennen & Newell, New York; for Texaco, Benton & Bowles, New York; and for Schlitz, Leo Burnett, Chicago.



Robert W. Sarnoff, NBC board chairman (r), shakes hands with Shinnosuke Abe, board chairman of Japan Broadcasting Corp., after signing contract giving NBC exclusive U. S. rights to televise 1964 Summer Olympics from Tokyo. In back are Michael Braun, attorney representing NBC (l) and Shigeru Yosano, secretary-general of Tokyo Olympic Games Committee.

Agency appointments...

▪ Borden Co., New York, appoints Young & Rubicam as agency on new product accounts. Instant omelet mixes, Butterhorn rolls, Big 10 flaky biscuits, instant sweet potatoes, Eagle brand Neufchatel cheese, Dutch chocolate drink, egg nog, and None Such pie fillings, frozen pies and mince meat.

▪ Western/65 Health Insurance Association, newly formed to provide health-hospital insurance for Californians of 65 and older, has appointed BBDO, Los Angeles. Carl Jensen is account supervisor.

▪ La Vida Fruit Products Co., Fullerton, Calif., has appointed Grant Advertising, Hollywood, to handle national advertising for Charlie's Dutch Chocolate Drink, a new product.

▪ Italian Line has named Doherty, Clifford, Steers & Shenfield effective Jan. 1, 1964.

Many tie-ins planned on network radio buy

Merle Norman Cosmetics, through Nides-Cini, Los Angeles, has signed a 52-week contract for *Don McNeill's Breakfast Club* on the full ABC Radio Network (Monday-Friday, 9-10 a.m.), starting Nov. 18. The Los Angeles cosmetic firm will use five participations a week for the first 13 weeks, three a week for the second 13 weeks and two a week for the remainder of the year. The $185,000 for radio will be augmented by $71,500 worth of space in women's magazines.

The Merle Norman line of cosmetics is sold exclusively through Merle Norman Studios, some 2,000 independently owned retail outlets across the country. One purpose of the radio campaign will be to expand the number of studios. Don McNeill will congratulate new owners on the air. Once each week, he will also call one of the studios, chosen at random, to interview on the air any customer who happens to be there. Personal appearances on the program for studio owners will also be arranged as contest prizes or special incentive promotions.

Other program tie-ins include newspaper mats, easel boards for instore displays, tickets for the show when it is on tour to be dispensed through Merle Norman Studios in that city, Merle Norman samples as gifts for the studio audience, a beauty tips magazine to be produced by Nides-Cini with a regular column contributed by Mr. McNeill.

ABC affiliates will sell local participation to the studios in their cities, enabling them to tie in with the program at local rates. Local participations will also be available to the cosmetic company for studio recruitment, with Mr. McNeill delivering the commercials himself.

In addition to the tie-in opportunities offered by the network radio show, a major reason for its selection as keystone of the new campaign is the distinct parallel between the Don McNeill audience and Merle Norman customers revealed by market research, Nides-Cini said. "Our current objective is to secure the customers we already have and to


Reader's Digest calls it
ONE OF THE FIVE FUTURE WONDERS OF THE WORLD!
NEW YORK
PHILADELPHIA
HAMPTON
NEWPORT NEWS
AMPTON ROADS
NORFOLK
PORTSMOUTH
VIRGINIA BEACH
The Great CHESAPEAKE BAY BRIDGE-TUNNEL Open Early Next Year
It links Tidewater Virginia with New York and Miami on the fastest, most direct and profitable North-South route in America. This new bridge-tunnel will give Eastern industry new and broader access to America's markets through the world's greatest harbor (Hampton Roads).
Tidewater is already one of the fastest growing markets in the U.S. What a place to put a new-business dollar—right now! TideWTAR is a better way to spell it, and the best way to sell it!
WTAR TELEVISION & RADIO
CBS AFFILIATES FOR NORFOLK-NEWPORT NEWS, VIRGINIA
Represented by Edward Petry & Co., Inc. The Original Station Representative

ANOTHER VALUABLE ADVERTISING OPPORTUNITY ON **WNBC•TV** NEW YORK



Delivers top ratings, reach and cost-per-thousand with WNBC-TV's biggest movie package ever.

HERE'S HOW IT WORKS

YOU BUY a :60 commercial in "Movie 4" (Saturday night, following "11th Hour News") at a cost of $1800 flat or a :10 spot for $550 gross (subject to discounts)

YOU GET a large, low c-p-m audience—assured by lead-in from NBC network movie and by nature of the films: most of them TV premieres and ★★★ or better ("Daily News"), all with top name stars.

IT GIVES YOU MORE FOR YOUR TELEVISION DOLLAR

Ask your WNBC-TV or NBC Spot Sales Representative for complete details.

WNBC·TV 4 NEW YORK

add new ones of the same type," it was explained. Audience loyalty and the fact that the program's star "is known to believe in the products he sells" are other reasons for the purchase, plus his 30 years on network radio (about the same length of time that Merle Norman has been in business) which has established him as a radio personality.

The campaign will be announced to studio owners through personal teaser letters signed by Merle Norman herself, a high-style brochure giving details of the campaign, the schedule of Merle Norman participations and other pertinent information, with a personal message from Merle Norman urging local participations in the program or adjacencies, a bound-in record with greetings from Don McNeill and other members of the *Breakfast Club* staff and executives of the cosmetic company, a letter from ABC Radio President Robert Pauley congratulating/welcoming studio owners, followed in a few days by personal calls on studios by ABC affiliates salesmen to invite the studio owner to a closed circuit broadcast at the station and to try to sell her on a local radio tie-in with the national program.

The closed circuit broadcast will be a miniature *Breakfast Club* show tailored exclusively for the cosmetic company and including personal messages from company and network executives.

Lee says listener has final control on TV

FCC Commissioner Robert E. Lee last week told a luncheon audience at the International Film-TV Festival and Audio-Visual Exhibition in New York that there has been an overemphasis on the government's regulatory role in the area of commercial TV programs.

Mr. Lee stressed that the FCC is concerned primarily with determining whether programs are being presented in the public interest, and he added, "listeners exercise the final control by a flick of the switch."

The question of commercial regulation was the topic of a panel discussion earlier on Oct. 10. One panel member, NAB code authority manager Stockton Helffrich, reaffirmed the NAB's stand against recent proposals for government imposed standards on commercial time.

Mr. Helffrich also said, "the proponents of increased and risky government regulation could achieve the reforms they favor by a more informed and active support of the self-regulatory effort."

The panel members agreed that TV commercials need some form of control, and the majority opinion tended toward self-regulation. Norman Cash, president of the Television Bureau of Advertising, maintained that the public is the most effective controller of broadcast advertising. And he added, "if viewers don't like a product or commercial, then let them not buy it."

Fred Papert, chairman of Papert, Koenig & Lois, advertising agency, noted that much broadcast advertising is spotted with half-truths and said there is a tendency for advertisers to ignore the public's acceptance of the commercial message.

A dissenting note was sounded by actress Monique Van Vooren, who called for a commercial control group made up of broadcasters, the public and the FCC.

TV seeks retail account

A team of television's top salesmen knocked on the door of one of the biggest retail giants in the nation Monday (Oct. 7)—Marshall Field & Co. of Chicago—and asked for business from an area that traditionally has been newspaper-oriented.

Norman E. (Pete) Cash, president of Television Bureau of Advertising, made a formal presentation to top Marshall Field advertising executives. He was accompanied by the key officials of Chicago's four TV stations.

A similar presentation to Chicago's Carson, Pirie, Scott & Co. is scheduled for early November. Carson's is a heavy user of local radio. Chicago-based Sears, Roebuck & Co. meanwhile is running a TV test in Chicago, Kansas City and New Orleans through North Advertising. Some local Sears stores have used TV for many years.

Liebmann to FC&B for third time

Liebmann Breweries (Rheingold beer), Brooklyn, N. Y., returns to Foote, Cone & Belding, New York, on Jan. 1, 1964, from J. Walter Thompson Co., New York, which has had the account for two years. Rheingold bills approximately $7 million, of which an estimated $2.5 million is allocated to local and national spot radio and television.

This will mark the third time that Rheingold will be handled by FC&B. In 1939 Lord & Thomas, the FC&B predecessor agency, was named to the account. Rheingold moved in 1946 to Young & Rubicam for eight months and returned to FC&B in early 1947. In December 1961, Rheingold shifted to the Thompson agency.

Norman H. Strouse, J. Walter Thompson president, in a memorandum to the



Reach 'em with a SPOT OF TAE

(the "homes reached" station in Pittsburgh)

For an A.M. coffee break or P.M. snack, TAE-time is prime time for viewers in America's 8th largest market.

Check your Katz representative. You'll find TAE up among the leaders in low cost-per-thousand homes reached. Daytime or nightime . . .

Take TAE and see.

WTAE CHANNEL 4

Basic ABC in Pittsburgh

THE KATZ AGENCY

staff, stated that Rheingold and the agency were parting "quite honestly and simply" because of "a disagreement on policy."

Rheingold is expected to spend about $1 million in spot TV this year. The remainder of its broadcast budget is allocated to sponsorship of the New York Mets baseball games on radio-TV and to local radio.

Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager. Approximate cost is listed, where given by producer.

F. K. Rockett Productions, 6063 Sunset Boulevard, Hollywood 28.

Chicken Delight Corp., one 60 for TV, live on film. Joe Denove, production manager. Agency: Tilds & Cantz, Los Angeles. Marvin Cantz, account executive. Alan Berger, agency producer. Approximate cost: $4,000.

Lorin-Frank Productions, 330 East 46th Street, New York 17.

Ford Motor Co. (Falcon), one 60 for TV, background music for film. Phil Frank, production manager. Agency: J. Walter Thompson. Sid Woloshin, agency producer.

Campbell Soup Co. (tomato soup), one 60 and one 30 for TV, background music for film. Phil Frank, production manager. Agency: BBDO. Bernie Haber, agency producer.

Duffy-Mott Co. (Sunsweet prune juice), one 60 for TV, background music for film. Phil Frank, production manager. Agency: Sullivan, Stauffer, Colwell & Bayles. Rod Albright, agency producer.

General Tire & Rubber Co. (Duragen rubber), one 60 for radio, music and lyrics. Phil Frank, production manager. Agency: D'Arcy Advertising. Joe Felice, agency producer.

Alberto-Culver Co. (Command), one 60 for radio, music and lyrics. Phil Frank, production manager. Agency: J. Walter Thompson. Bill Ross, agency producer.

Raymond Scott Enterprises Inc., 140 West 57th Street, New York 19.

Stuckey's (candy), one 60 and one 20 for radio, jingle. Charles Barclay, production manager. Agency: Kirkland, White & Schell, Atlanta. J. A. Kirkland, account executive. Gene Sample, agency producer.

Snazelle Productions Inc., 155 Fell Street, San Francisco.

Chrysler Corp. (Simca 1000), one 60 and three 20's for TV, live on film; two 60's, four 20's for radio, music and voice. Ernest E. Snazelle Jr., production manager. Agency: Richard N. Meltzer Advertising, San Francisco. Robert MacGregor, account executive. John Mercer, agency producer.

WGN Mid-American Videotape Productions, 2501 West Bradley Place, Chicago 18.

Nibot Corp. (Thermo-tumblers), three 60's for TV, live on tape. Dick Doerschuck, director. Agency: Goufrain, Loeff & Adler, Chicago. Jack Flatley, account executive and agency producer.

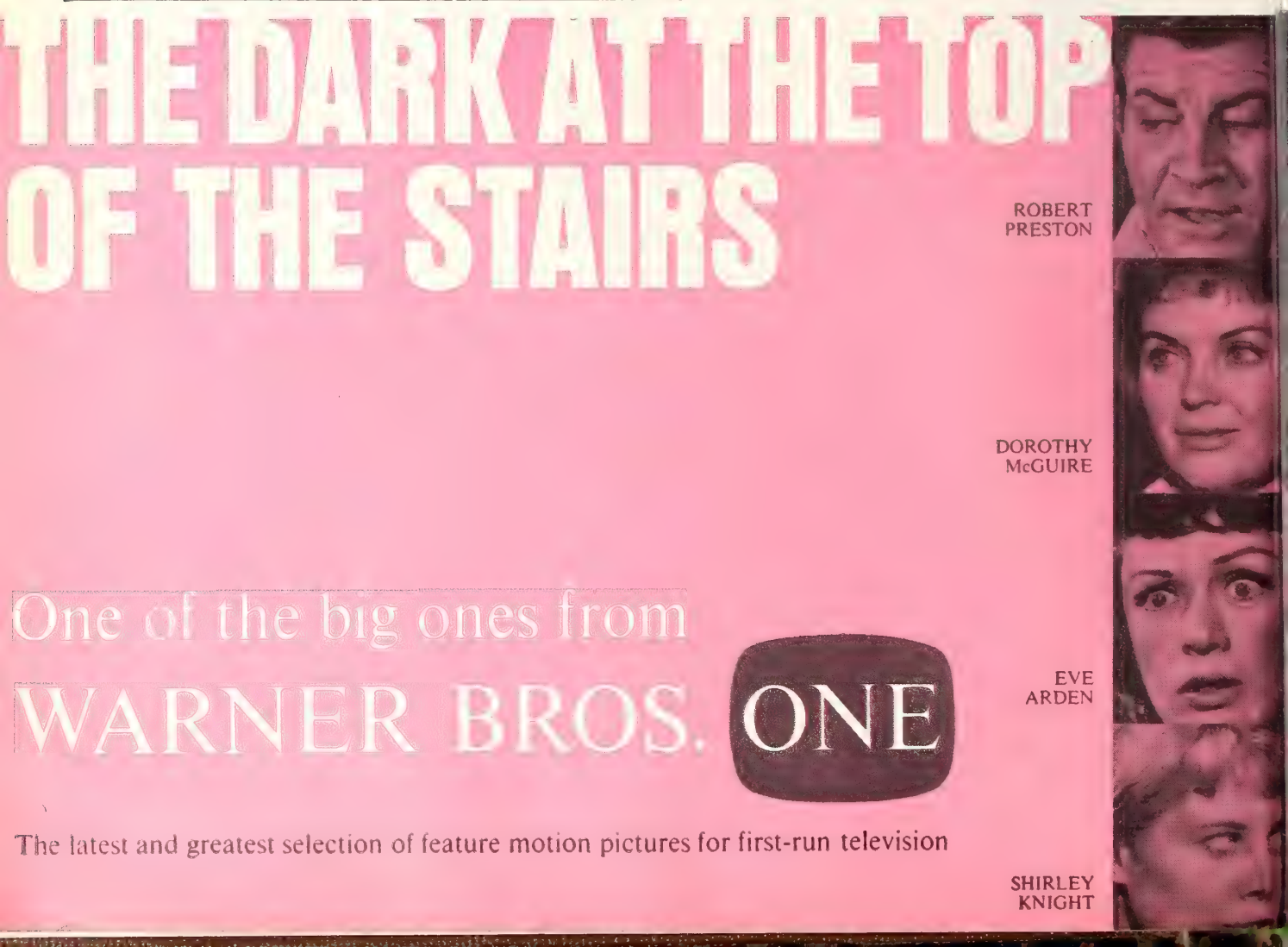
Also in advertising . . .

Atlanta office ▪ The Devney Organization, station representatives, has opened a new office in Atlanta to be managed by David Carpenter. The address is 1401 Peachtree Street N.E., suite 271. Telephone: 876-8548.

Agency research ▪ BBDO has sponsored a research program exploring costly and time-consuming communications problems suffered daily by processors and retailers of food. An immediate goal of the program is to define and offer some solutions to the communications problems which exist in the specific areas of new products and promotion. BBDO said it is conducting the study in cooperation with the National Association of Food Chains.

New agency ▪ Harvey Pool, account executive at Charles Bowes Advertising, Los Angeles, has opened his own agency, Harvey Pool Advertising, at 5700 Sunset Boulevard, Hollywood 28. First client is KPOL Los Angeles.

Customer analysis ▪ CBS Radio Spot Sales, national sales representative, has released an analysis of its customers by product category. The figures show major gains in the fields of auto acces-



sories and equipment (up 11%), home furnishings (up 163%), toiletries (up 133%) and building materials (up 95%).

Open Detroit office ▪ Prestige Representation Organization, a radio station representative firm, has opened a new office in Detroit. The office, headed by Max Goldfarb, is located in suite 424 of the Book Building. Telephone, Woodward 1-9704. PRO also has sales offices in New York, Philadelphia, Chicago, Los Angeles and San Francisco.

New product ▪ Alberto-Culver Co. has nounced another new product, Derma-Fresh medicated hand cream, which will be heavily promoted in television starting this month. Agency: Compton Advertising, Chicago.

40th year ▪ The Advertising and Selling Course, sponsored by the Advertising Club of New York, enters its 40th year of operation when it opens Oct. 14 at 6:15 p.m. at the United Engineering Center, 345 East 47th Street, in New York. The course will include 18 seminars and nine specialized workshop sessions involving copy, media selections, better selling, sales promotion, advertising production and marketing management and research.

TV time for Europeans ▪ Overseas Broadcast Services Ltd., a worldwide sales organization in the international radio-TV field, has been appointed European sales representative for Teleguide, the closed-circuit hotel TV service in New York. OBS has the rights to sell advertising time to European advertisers wishing to reach the New York tourist market through Teleguide.

Seattle merger ▪ Miller, Mackay, Hoeck & Hartung Inc., advertising agency in Seattle, plans to merge with McCann-Erickson Inc., which has headquarters in New York. MMH&H accounts will be consolidated with those of McCann-Erickson's Seattle office, the combined operation to be managed by James R. Miller.

Chicago workshops ▪ The Chicago Federated Advertising Club has begun its annual fall series of workshops devoted to the basics of all aspects of advertising and marketing, including radio-TV. A total of 72 workshops will be held.

New consultant ▪ New consulting firm specializing in the Negro market has been organized by Todd Branson, formerly account executive with WYNR Chicago and before that radio-television director of Standard Rate and Data Service. Mr. Branson will advise in all aspects of selling the Negro consumer, including advertising in various media. Address: Suite 528, 333 North Michigan, Chicago; phone: Franklin 2-7100.

Change of address ▪ Hal Walton & Co., national representative, has moved its New York office to 220 Madison Avenue, New York 16. Telephone remains Lexington 2-5055.

Agencies move ▪ Kenyon & Eckhardt, Los Angeles, has moved to 1717 North Highland Avenue. Phone: Hollywood 4-4177. Needham, Louis & Brorby has moved its Los Angeles office to 10889 Wilshire Boulevard.

Schlitz, CORE accord

Executives of Schlitz Brewing Co., Milwaukee, and the Congress of Racial Equality met in New York last Wednesday (Oct. 8) to discuss CORE's request that the brewing company's advertising utilize Negroes. A CORE official said later that the organization was satisfied that Schlitz would proceed with "integrating" its TV commercials and print advertising.

Earlier, CORE had expressed dissatisfaction with Schlitz, claiming it had no clear-cut reply from the company on its advertising.



More 'discretionary power' for FCC?

PASTORE PLANNING HEARING ON STATION SALES LEGISLATION

The chairman of the Senate Communications Subcommittee revealed last week that he intends to conduct a public hearing on legislation that the FCC says it wants to increase its authority in sales of broadcast stations.

Senator John O. Pastore (D-R. I.) said Thursday (Oct. 10) that the legislation raises some serious questions that he thinks the commission should answer and put on record at a public hearing. Broadcasters also would be asked to testify. No hearing date was set.

In a letter justifying its request for the legislation this summer, the FCC said it needs "greater discretion to adopt flexible procedures for considering how the public interest will best be served in considering applications for transfer or assignments of a construction permit or license for a broadcast station."

The effect of Section 310(b) of the Communications Act "has been to permit the licensee to choose his successor," wrote FCC Chairman E. William Henry.

S 2052, introduced at the commission's request by Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, would permit the commission to consider whether someone other than a proposed transferee could better serve the public interest.

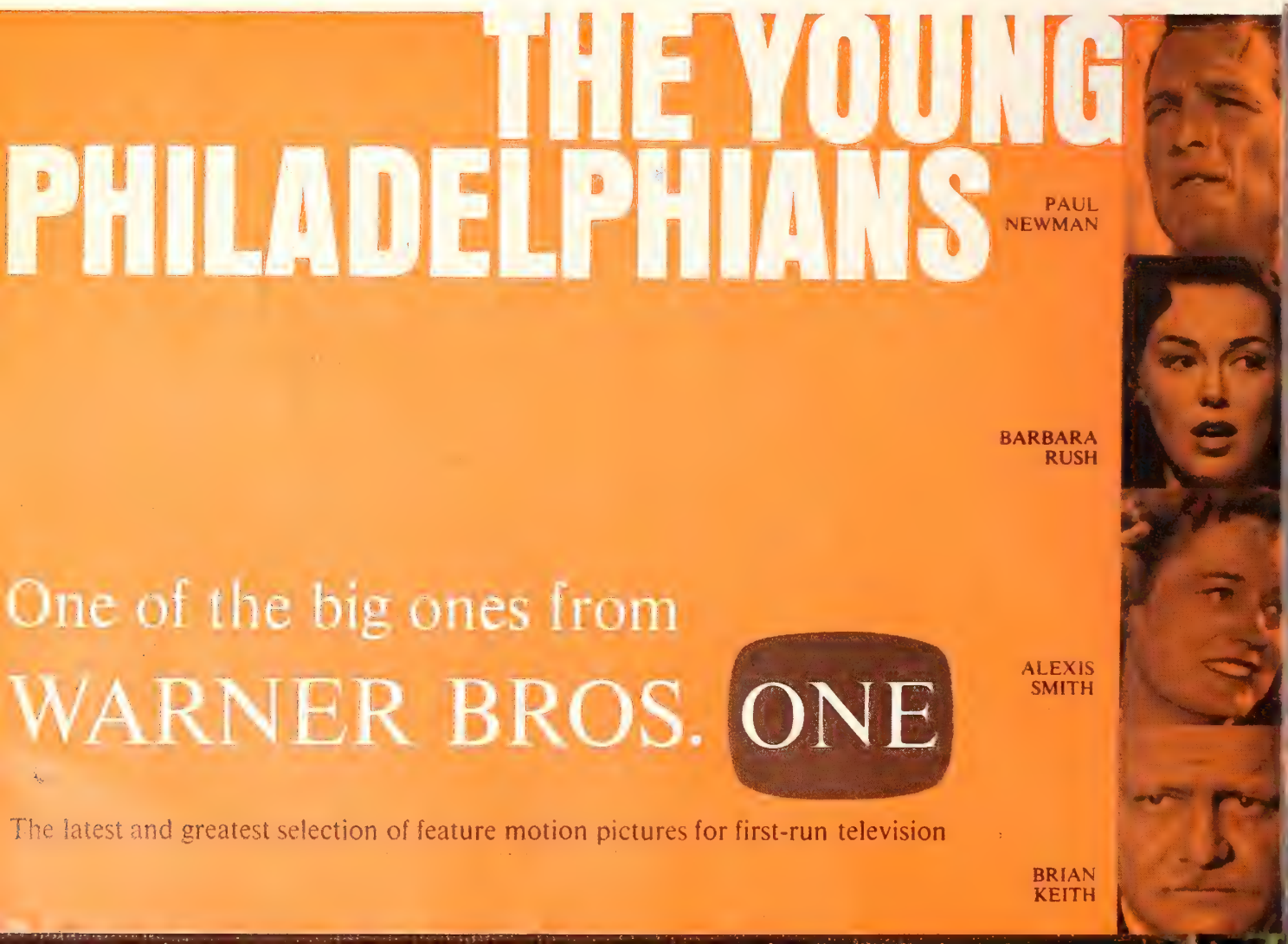
That approach was approved by the commission as part of its legislative package for 1963, but a stronger version recommended by Commissioner Robert T. Bartley was not introduced in the Senate (BROADCASTING, Aug. 19). Commissioner Bartley has proposed that applicants seeking to buy a station be required to show that "an improved broadcast structure" would be created if their request were granted.

Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, has introduced both HR 7477 and 7478 versions, (BROADCASTING, July 15, 8). Representative Harris said, however, that he did not intend to bring the bills to hearing this year (CLOSED CIRCUIT, Aug. 26).

Present language in the act that the commission wants to amend was added by Congress in 1952 and was to "annul the commission's 'Avco' procedure," Chairman Henry's justification letter points out. That procedure required proposed sales to be publicized locally so that competitive bids could be accepted. Congress killed this when the procedure caused "severe economic and other hardships," Chairman Henry explained.

Senator Pastore said last week that he's wondering what new problems the FCC's legislation might cause. "I don't believe the seller should have full authority to determine who can best run a station in the public interest," the senator said.

"But," he continued, "I don't know



either what would happen [under this legislation] if, for example, a broadcaster was offered $5 million for a station, but the FCC found a potential buyer with better qualifications to serve the public interest, who could only pay $2 million.

"What happens to the $3 million?" he asked.

Protests heard on plan to redefine markets

Government plans to redefine approximately 60 of the 215 standard metropolitan areas in the U. S. (CLOSED CIRCUIT, Sept. 30) have run into pockets of protest from many of the areas involved.

As a result, the Office of Statistical Standards of the Bureau of the Budget, which sets the geographical boundaries for metropolitan areas, is in the process of re-evaluating some of the planned changes.

Representative Tom Steed (D-Okla.) has threatened to stop the appropriations for the bureau if it follows through with plans to add his home county (Pottawatomie) to the Oklahoma City metropolitan area. Representative Steed, a member of the Appropriations Subcommittee, said he would use every weapon at his command to stop the "annexation" of Pottawatomie and McClain counties. His Shawnee (population 25,000) home would be harmed economically by combining it with Oklahoma City area (50,000), he said, with the markets now having no common interests.

An official at the Budget Bureau said last week that a delegation from Tampa-St. Petersburg, Fla., had made a persuasive argument in an attempt to keep that hyphenated market from being split into two separate areas. He said an earlier decision to divide the cities for statistical purposes is being reconsidered.

Final decision on the 60 new market areas is expected from the bureau this week or next. This is the first re-evaluation of the 215 areas since 1958 and it will be based on 1960 census figures.

Walter F. Ryan is chief of the Office of Statistical Standards and decisions of his office are based on recommendations made by a Federal Committee on Standard Metropolitan Statistical Areas, of which Mr. Ryan is chairman. Representatives are on the committee from the bureau, Housing and Home Finance Agency, Department of Agriculture, Bureau of Employment Security, Federal Housing Administration, Bureau of Labor Statistics, Bureau of the Census, Department of Commerce and the Federal Reserve System.

The Standard Metropolitan Statistical Areas are used by government offices and agencies for all official federal reports. Geographical boundaries are established under a set of basic criteria, including population (50,000 or more), labor force (at least 75% must be nonagricultural), and normal social and economic integration of the areas.

Are they loyal?

"Be Prepared" is the motto of the Boy Scouts, and Explorers' Post 170X of Los Angeles had better be prepared to show cause why its Citizens Radio Service license should not be revoked. The FCC told the post last week that it has 30 days to reply.

The scouts are in hot water because they failed to provide the FCC with information on their qualifications to hold a license and didn't answer commission inquiries on the subject. Presumably the FCC wants to know if the scouts are honest, loyal, reverent, etc.



LEE FEARS CH. 37 PERMANENTLY LOST

But Keating asks if astronomy rulemaking goes far enough

FCC Commissioner Robert E. Lee sees the 10 years the commission has reserved channel 37 for radio astronomy as very likely stretching out to infinity.

And, in a statement dissenting to the commission action, the commissioner expressed doubt the reservation would result in an effective contribution to scientific knowledge — certainly not enough to warrant removal of the channel from television use.

Commissioner Kenneth A. Cox joined Commissioner Lee in his dissenting statement.

In making channel 37 (608-614 mc) available for the exclusive use of radio astronomy for a 10-year period throughout the United States, (BROADCASTING, Oct. 7), the commission departed from the original proposal in its rulemaking proceeding. That would have merely protected the University of Illinois' radio telescope at Danville, Ill., which operates on channel 37, within a 600-mile circle for five years.

The commission acted after receiving scores of petitions from scientific groups. They contended that use of the Danville installation would not eliminate the need for stellar observations on channel 37 in other locations throughout the country and that the five-year period would not provide sufficient time to meet the needs of radio astronomy.

No Stations on 37 ▪ Channel 37 is allocated to 19 markets. No stations operate on the channel, although applications for the frequency in two cities, Paterson, N. J., and Melbourne, Fla., are pending. The commission will propose a replacement for the Paterson assignment in its contemplated revision of the UHF assignment table.

Commissioner Lee, the commission's staunchest supporter of UHF television, finds "no solace" in the 10-year limit placed on the reservation. Commissioners who succeed the present members, he predicted, will find it extremely difficult to reject the arguments of radio astronomers for continued use of channel 37.

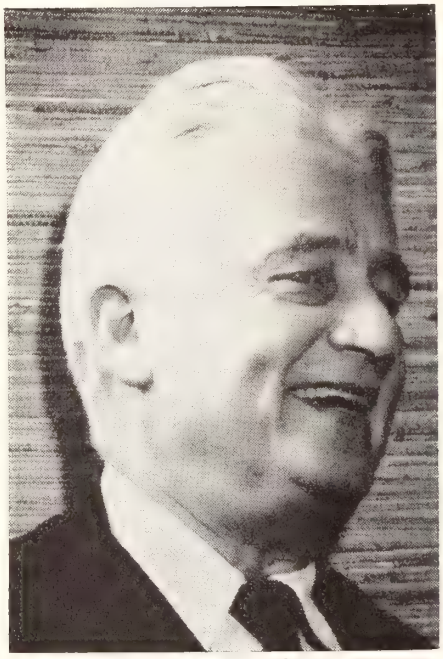
The astronomers, he said, "want time to study that which will have been discovered. In this science, space is measured in terms of light years and time is measured in milleniums."

He said he would have voted with the majority if channel 37 were the only frequency available to radio astronomy. But, he said, that science has been given "radio windows throughout the spectrum" on 16 bands, nine of which are reserved on an exclusive basis.

He also expressed concern that the Danville radio telescope operating on channel 37—located in the middle of the television broadcast band—will be subject to heavy interference. He said this interference would come from electrical devices, whose emissions "clutter the spectrum," as well as from TV stations operating on channels 36 and 38 and from the local oscillators of television receivers tuned to channel 30.

Not in Public Interest ▪ Consequently, he said, "I cannot display the confidence of the majority of the commission that its action will be effective, contributory to the scientific world and hence in the public interest."

The commissioner indicated some bitterness over the manner in which the rulemaking proceeding originated, and said Congress should give the commission the authority to prevent a similar situation developing again. The University of Illinois committed itself to a heavy investment in the Danville installation, which it is building in cooperation with the Office of Naval Research, without first checking its proposed use of channel 37 with the FCC. "Only a university," Commissioner Lee said, "certainly not a commercial enterprise or a government entity, could have come out so favorably."



Senator Keating
Not far enough

He pointed out that the commission has no authority over radio telescopes, and said this was "a loophole" in the Communications Act which must be plugged. He said Congress couldn't have foreseen that radio astronomy interests would build nonemitting radio telescopes and then "exact from the commission" protection against the users to whom the bands are assigned.

FCC Criticized ▪ Commissioner Lee took note of the criticism leveled at the commission during the rulemaking proceeding that the agency is more concerned with TV entertainment than with the needs of science. He said "in some circles" the view is held that television broadcasting is an "entertainment medium," "a commercial bonanza" and "a waste of spectrum space."

He said he might agree if TV broadcasting were judged "by much of what appears" on television and by the fact that many UHF channels are idle. But, he said, these criteria don't provide a "fair evaluation of a proper allocation of spectrum space."

And if science wants to make itself attractive to coming generations, he said, "it will see to it that the use to which television is put is not wasteful, but rather contributory to an enlightenment of the public."

The commission action came on the eve of the international radio conference at Geneva, where efforts will be made to allocate frequencies for satellite communications and radio astronomy. The U. S. delegation will press for a worldwide reservation of the channel 37 band for the astronomers. Some European countries support this proposal.

But Commissioner Lee said their needs and those of the U. S. are not the same. He said those countries, with smaller areas and populations than the United States, "apparently have little foreseeable need" for all 70 UHF channels and may, therefore, regard the wide use of the UHF band for television "as somewhat of a luxury."

He indicated he doesn't regard use of 70 UHF channels for television in the U. S. as a luxury.

A Different Tack ▪ Senator Kenneth

The sporting life

Henry G. Fischer of the Washington communications law firm of Fischer & Willis, won the BROADCASTING trophy for low net in golf at the fall outing of the Federal Communications Bar Association on Oct. 7. Mr. Fischer had a net score of 74 (and a gross of 97). Low gross winner was Frank W. Walker, Motorola Inc., with a 76. Other low grosses: Clifford M. Kirtland Jr., Transcontinent Television Corp., 78; Robert Early, CBS Inc., Washington, 78. Harry Ockershausen won award for nearest pitch to the hole. In softball, an FCC team captained by Wally Johnson defeated an FCBA "team" captained by Vincent Pepper 18-7.



	Buses Daily	Running Time	10 Lbs.	20 Lbs.	30 Lbs.*
NEW YORK—PHILADELPHIA	32	2 hrs. — min.	$1.25	$1.40	$1.65
LOS ANGELES—SAN DIEGO	42	2 hrs. 30 min.	1.15	1.25	1.45
CHICAGO—MILWAUKEE	14	1 hr. 50 min.	1.20	1.40	1.60
CINCINNATI—LOUISVILLE	14	2 hrs. 40 min.	1.30	1.50	1.70
RICHMOND—NORFOLK	19	3 hrs. — min.	1.30	1.50	1.70

*Other low rates up to 100 lbs.

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Please send, without cost or obligation, complete information on Greyhound Package Express service ... including rates and routes.

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CALL YOUR LOCAL GREYHOUND BUS TERMINAL OR MAIL THIS CONVENIENT COUPON TODAY



B. Keating (R-N. Y.) said last week that the rulemaking to reserve channel 37 was a step in the right direction, but he wondered whether the action goes far enough.

Senator Keating said he would "seek out scientific opinion in order to determine whether the action that was taken stopped short of fulfilling the permanent objectives of the program. . ."

"Any erosion of the protection afforded such a frequency as channel 37 [on a long-run basis] would be extremely detrimental to the future progress of radio astronomy and wasteful of the sizable investment in facilities which has so far been made," the senator said.

Pilots protest tall tower grant

A group of Wisconsin pilots complained to the FCC last week that if WKBT(TV) La Crosse constructs a 1,629 foot antenna it will affect their legal rights and create flight hazards. The pilots said the proposed antenna is in a visual flight rules flyway. They are seeking reconsideration of the grant.

The pilots in their joint petition also claimed there were irregularities of procedure involved in the clearance given WKBT's tall-tower proposal that were of "material prejudice" to them.

The men are Willard C. Pire, Paul R. Giles, Darrel W. Gibson and Richard L. Hense. They said they are all licensed by the FAA and have flown a joint total of 12,000 hours.

The pilots said they received no notice of the WKBT application or they would have taken their objections to the FAA's informal airspace meeting held in St. Louis on June 21, 1961. However, they also said they were not informed of the FAA meeting either. The pilots noted that the FAA's notice of the St. Louis meeting was sent to the La Crosse airport manager while further pointing out that the board chairman of the airport, Robert Johns, was also the attorney for the WKBT application.

In the same vein the pilots said Howard Dahl is one of the officers of Viking Aviation Inc., the party responsible for handling FAA notices, and is also president and part-owner (21%) of the television station.

The pilots said the FAA held no public hearing and that they did not discover that the agency had made a "determination of no hazard" until it was too late to appeal. When on July 2, 1963, the determination expired, the Aircraft Owners and Pilots Association, along with several other parties, asked the FAA to investigate the situation. The FAA agreed to do so. WKBT argued the agency had no grounds since construction had already begun. The four pilots said they submitted evidence to the contrary.

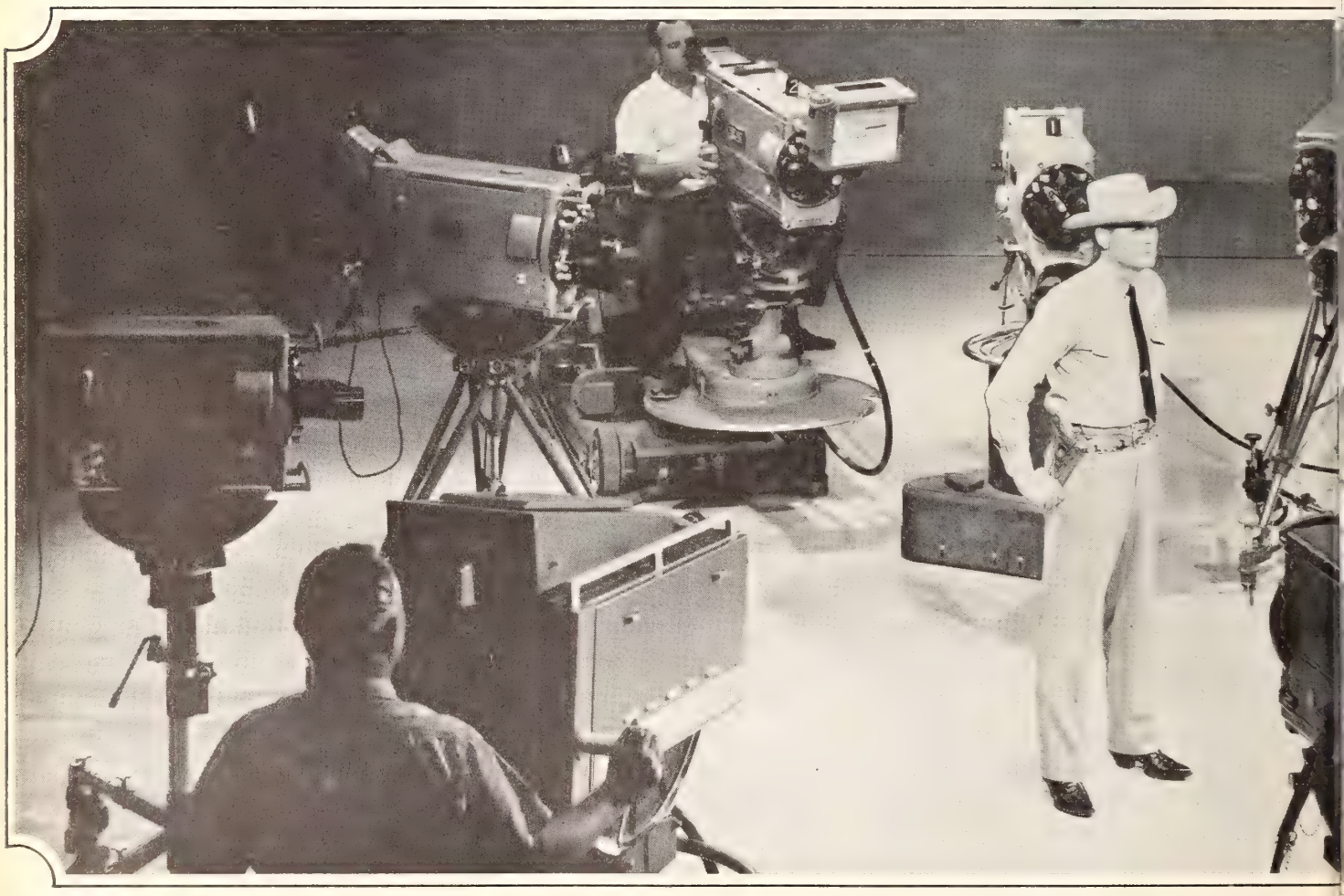
But the FAA ruled that the agency lacked jurisdiction in the case because the FCC's construction permit was still valid and that it only acts as an adviser to the commission. Because the commission has a policy of granting construction permit extensions before the authorization has actually expired, the pilots said, they could not obtain a public hearing on the matter.

The pilots said construction of the tower has not progressed so far that it could not be easily halted. They said only the concrete base has been laid.

The FAA, in its proposed criteria for tall towers, said that anything over 500 feet in rural areas would be presumed to have an "adverse effect" on visual flight operations (BROADCASTING, Sept. 30).

Lafayette fines stick

Pleas by two Lafayette, La., stations for remission or mitigation of fines totaling $1,250 were denied by the FCC last week. The commission announced the fines for the stations—$1,000 for KLFY-TV and $250 for KPEL—last April



(BROADCASTING, April 15) and affirmed them in July (BROADCASTING, July 8). The fines resulted from broadcasts of teaser spots without identifying the product or sponsor.

KLFY-TV's arguments in opposition to its fine, the FCC said, were mainly restatements or arguments already considered and rejected. KPEL's brief claimed its fine was unjust because its violations were not repeated, as the law stipulates, but just one error which was compounded 42 times—the number of times the spots were broadcast by the station. The FCC was "unimpressed" with this contention and cited a legal precedent to bolster its position.

Outgro spots must specify limitations

American Home Products Corp. has made "sweeping claims . . . which cannot be substantiated and are . . . unlawful" in TV commercials for Outgro, the Federal Trade Commission ruled last week in ordering the company to clearly disclose the drug product's limitations.

In fact, the FTC said, the name Outgro, sold for the treatment of ingrown toenails, itself is deceptive. But it reversed an earlier ruling by a hearing examiner prohibiting the use of the name. "Prohibiting the use of a valuable trade name—one that has been used by respondent for more than 30 years—is a drastic measure which we prefer not to invoke . . ." the FTC said. An appropriate affirmative disclaimer that Outgro does not in any way affect toenail growth, shape or position, will serve to protect the public, it added.

In a decision written by Commissioner Philip Elman, the FTC said that the record contains many instances of "excessive advertising claims" for Outgro. Commissioner Elman said that a typical Outgro TV commercial leaves the clear implication that the drug product used alone "will restore an ingrown toenail to normal. . . . The average viewer would probably believe that Outgro is a completely effective home remedy for ingrown toenail; he is not told and would not be likely to understand that Outgro is merely a local anesthetic and cannot give more than temporary, symptomatic relief. . . ."

The FTC last week also announced a consent order which halts false therapeutic claims by Imperial Relampago Corp. for three of its drug preparations —Alcolado Relampago, Bronkomulsion Relampago and Serabrina La France. Imperial had been charged in an FTC complaint with misrepresenting the products in radio and TV commercials and printed advertisements.

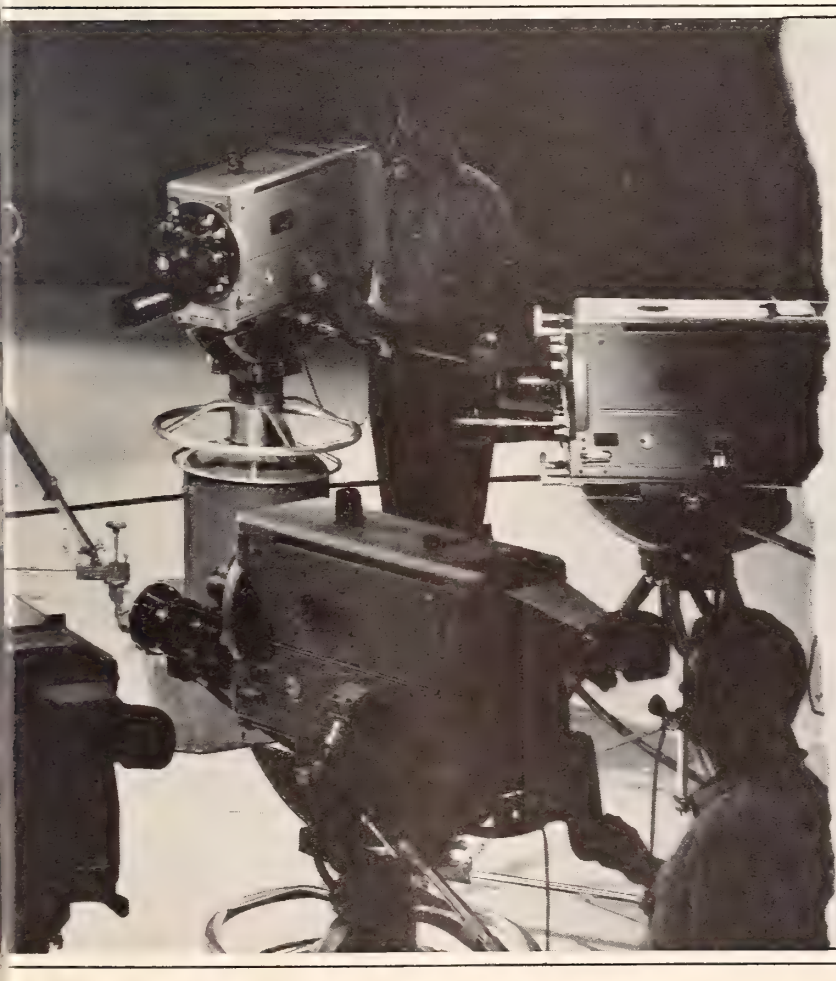
Fresno TV manager opposes ETV tactic

Harvey Sheldon, commercial manager of KAIL-TV Fresno, Calif., supports educational television—except when ETV proposes commercial competition.

Mr. Sheldon has undertaken a determined program to solicit opposition to the San Joaquin Valley Community Educational Television Association. The ETV association plans to file an application for noncommercial educational channel 18 in Fresno.

Mr. Sheldon has said the proposed channel 18 operation intends to compete with the five Fresno area commercial stations. Mr. Sheldon believes the ETV association will seek support from local businessmen that will amount to the same thing as selling them advertising time. He has already written to the FCC giving notice that KAIL-TV will oppose the ETV application when it is filed.

John C. Crabbe, general manager of KVIE(TV) Sacramento, an educational station, was reported by the *Fresno Bee* to have considered Mr. Sheldon's position as unusual for a commercial operation to take. Mr. Crabbe said it is difficut to imagine how a noncommercial station could compete for the advertising dollar.



if you were a TEXAN

You'd have nine Marconi Mark IV cameras, plus color equipment... more Marconis under one independent TV roof than any place in the world! And, you'd use them for network remotes, as portable equipment for your two mobile cruisers... in your three large Communications Center studios for a myriad of commercials, productions, local programming... and, sometimes, just for special effects like Chroma Key... We're prepared to provide this fleet of cameras for your peculiar needs — and a competent, richly experienced crew available to assure the excellent production which your assignment demands. Sort of a Texas service for those would-be Texans... Makes you wish you were... a Texan.

WFAA-TV

The Quality Station serving the Dallas-Fort Worth Market

ABC, Channel 8, Communications Center / Broadcast Services of The Dallas Morning News/Represented by Edward Petry & Co., Inc.

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of October 23, 1962: Section 4369, Title 39, United States Code).

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8. The known bondholders, mortgagees, and **other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.**

9. Paragraphs 7 and 8 include, in cases where **the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than** that of a bona fide owner. Names and addresses of individuals who are stockholders of a corporation which itself is a stockholder or holder of bonds, mortgages or other securities of the publishing corporation have been included in paragraphs 7 and 8 when the interests of such individuals are equivalent to 1 percent or more of the total amount of the stock or securities of the publishing corporation.

10. Circulation:

	Av. No. copies each issue preceding 12 mos.	Single Issue Nearest to Filing Date
A. Total No. copies printed (Net Press Run)	27,191	27,000
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1. To term subscribers by mail, carrier delivery or by other means.	24,298	24,755
2. Sales through agents, news dealers, or otherwise.	160	149
C. Free Distribution (including samples) by mail, carrier delivery, or by other means	2,441	1,645
D. Total No. of copies distributed, (sum of lines B1, B2 and C).	26,899	26,549

I certify that the statements made by me are correct and complete.

MAURICE H. LONG
Vice President and General Manager

. . . about paid circulation

The surest barometer of the reader acceptance of any publication is its paid circulation. People read business and trade papers for news and ideas that will help them in their jobs, not for entertainment.

The purchase of a subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber buys the publication and anticipates news and features to keep him abreast of developments in his own business. He expects the publication to reach him regularly throughout the subscription year. If reader interest is not maintained, paid circulation is directly affected.

NEEDED: DEFINITION OF 'PUBLIC'

Puerto Rican stations defend AFRS rebroadcasts

Can an audience of armed forces personnel served by Voice of America stations be equated with "the public" within the meaning of the Communications Act? Not in the view of three Puerto Rican radio stations attempting to stave off an FCC action that could lead either to the revocation of their licenses or the imposition of heavy fines.

The stations, WKYN and WFQM(FM), both San Juan, and WORA-FM Mayaguez face charges that they intercepted and rebroadcast without permission shortwave news broadcasts of the Armed Forces Radio Service emanating from New York. The stations, which are under common control, also are said to have given listeners the impression the programs came directly from the Mutual Broadcasting System.

The commission has ordered the stations to show cause why their licenses should not be revoked or why fines of up to $10,000 should not be levied against them (BROADCASTING, July 29).

The stations, in asking the commission last week to reconsider its order, admitted rebroadcasting a total of seven AFRS news programs last year. But they said their failure to obtain AFRS permission didn't constitute a violation of the Communications Act requirement that prior clearance be given.

They said the requirement applies to originating stations broadcasting to the public. And the programs they rebroadcast, they said, originated not over AFRS facilities but over two outlets leased to the Voice of America—WBOU Bound Brook, N. J., and WDSI Brentwood, Long Island.

Furthermore, they said, the AFRS programs are prepared on tape for dissemination to armed forces personnel—"not the general public."

They also denied violating commission rules in not disclosing the programs were mechanical reproductions. They said such disclosure is required only when, in the judgment of a station's management, the "element of time" is of special significance.

The stations said there was no intent to give listeners the impression the delayed AFRS news programs were coming directly from MBS. They said that they intended to rebroadcast MBS programs and that the interception and rebroadcast of the AFRS shows occurred either through a violation of instructions by station personnel or through error.

WKYN is licensed to Quality Broadcasting Corp., WFQM(FM) to Supreme Broadcasting Inc. and WORA-FM to Radio Americas Corp. Alfredo R. de Arellano Jr., president of all three corporations, is majority stockholder of Radio Americas, which controls the other companies.

Murrow improving

Edward R. Murrow, director of the U. S. Information Agency and former CBS vice president and news commentator, was reported in satisfactory condition and improving last week following a three-hour operation in which his left lung was removed. It was learned that the lung was cancerous.


Mr. Murrow

Mr. Murrow was hospitalized at the Washington Hospital Center in Washington earlier this month for an operation to free a blocked bronchial tube, but exploratory surgery indicated that removal of the lung was necessary (BROADCASTING, Oct. 7).

Citizens group opposes sale of KOVR (TV)

An organization calling itself the Citizens Committee to Promote Fair Coverage has registered an objection to the proposed sale of KOVR(TV) Sacramento-Stockton, Calif., by Metromedia Inc. to McClatchy Newspapers (BROADCASTING, Oct. 7).

Mrs. Marilyn Carson, identifying herself as the head of the group, wired Representative John E. Moss (D-Calif.), area congressman, and urged him to obtain a public hearing on the transaction because of a "monopoly of news" situation. Mr. Moss advised Mrs. Carson to channel her protest to the FCC.

Metromedia announced earlier this month it was selling the station to McClatchy Newspapers for $7,650,000. McClatchy owns KFBK-AM-FM Sacramento, KBEE-AM-FM Modesto, KMJ-AM-FM-TV Fresno, all California, and KOH Reno. It also owns the *Sacramento Bee*, the *Modesto Bee* and the *Fresno Bee*, all daily newspapers.

Mrs. Carson said the sale should not be approved by the FCC because the proposed owner would have a "monopoly of news." She said the FCC had turned down the McClatchy organization when it sought channel 10 in that area, now licensed to the Great Western Broadcasting Corp., KXTV(TV), a Corinthian station.

THE ASSOCIATED PRESS

is proud to report another record high total in the steady growth of AP broadcast membership.

233 new broadcast members so far in 1963!

- - - more then ever before in any full year.

AP's unmatched exchange of regional news among its fast-growing membership is an increasingly important reason why . . .



The dispute over federal regulation

IT FLARES AGAIN IN CAMPUS CONFERENCE ON TV'S ROLE IN U.S.

Advocates and opponents of tight government controls over broadcast programing met head-on last week in a conference at Reed College, Portland, Ore. The conference was intended to examine "Television: Its Role in the Democratic Process." It became more of an examination of the government's role in TV.

The principal spokesman for the regulators' point of view was FCC Commissioner Kenneth A. Cox whose position was summed up in his statement that the federal government had the power to regulate radio and television "in all their aspects."

The leading voice raised in opposition was that of Frank Stanton, CBS president, who decried government restrictions "that will not let us do our best or our most."

The conference, held Oct. 10-11, featured eight speakers and panel discussions after each speech.

Stanton on Freedom ▪ Educators, professional associations, "learned societies" and civic groups, traditionally outspoken in criticizing television, were taken to task by Dr. Stanton for keeping silent when TV seeks to free itself to do a better job.

He told the conference that in the Washington hearings this summer and fall on the equal-time law and editorializing, the debate was "left to the broadcasters and the politicians, as if they were the only ones who had a stake in the matter, when, as a matter of fact, their interests ought to be the last to be considered."

The equal-time requirements of Section 315 of the Communications Act, he noted, limit broadcasting's contributions to "the fundamental decision-making step in any self-governing society, the choice of its leadership," while editorializing can be a vital force for public awareness of urgent issues.

Yet, he said, in the Senate hearings on Section 315 this summer "there was not a single witness from the academic community or from professional associations or learned societies or—with a solitary exception—from civic groups." And in the hearings on editorializing, he noted, the witnesses with one exception have been again, "all broadcasters and politicians—not one from the academic community, only one from civic groups, not one from professional associations, not one from learned societies."

"Television has been involved repeatedly in battles for the freedom to do its job in the information and discussion fields," Dr. Stanton said. "It has usually battled alone, as though it were seeking privileges for itself, when as a matter of fact to use the freedoms we already have costs huge sums of money, inevitable external complaints and enough stresses and strains to make us the best customers of the legal profession in the communications world."

Restrictions like Section 315 actually "save the broadcaster time, money and headaches, and furnish a foolproof alibi for minimal campaign coverage," he said. But it was the broadcasters, he pointed out, who fought to get Section 315 amended, who succeeded in getting it suspended for presidential and vice presidential races in 1960, who have since fought for amendment or suspension for 1964.

"We are going into the 1964 election year faced with the same dilemma we were in in 1960," he said, "unable, for all practical purposes, to present debates between contenders for the presidential nominations, and often between candidates for the House and Senate, and often between candidates for governor or other state and local offices."

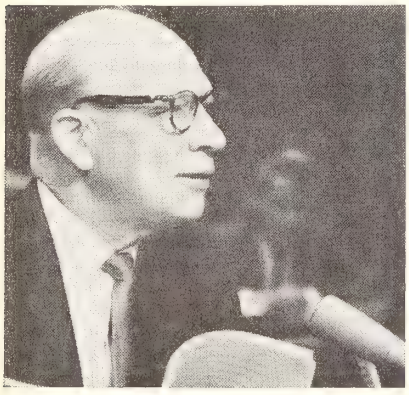
Dr. Stanton said that "to do our best work as broadcasters we need criticism from all quarters. We need to be told so if we are negligent or shoddy or weak or wrong. We need to be prodded if we are hesitant or slow or unprepared. But the need is far more pressing for us to be able to do our job at all than to do it the particular and widely divergent ways our individual critics want us to do it.

"We need partners in the grueling, tough, discouraging business of fighting to remove the barriers and neutralize the pressures around us that will not let us do our best or our most.

". . . We need spokesmen for every segment of the people joining battle in this struggle. We have seen very few indeed. We have fought it alone."

Television, Dr. Stanton said, "has treated, at length and in depth, every major controversial issue facing this country in the last decade and a half," and can help bring "a greater mutual understanding among the peoples of the world than was ever before possible.

"Television will inevitably become even more deeply immersed in all this, and it should be," he said. "We in America, moreover, must assume the position of leaders, not followers—pace setters, not stragglers. To do this, we must lead from strength, and this presupposes a freedom that is the concern of all the people—not just broadcasters on one side . . . and politicians on the other."



Mr. Beville



Mr. Collingwood



Mr. Laurent



Mr. Fleming

Cox on Controls ▪ FCC Commissioner Cox told the conference that he doubted the public would gain any advantages if Congress repealed Section 315, which requires that all political candidates be given equal opportunities to appear on non-news broadcasts. Such legislation would give broadcasters much more power and influence than other media of communications have, and neither Congress nor the public is ready to give the industry such "complete and unreviewable discretion in the use of federally licensed facilities," he said.

Commissioner Cox said that broadcasters have made valuable contribu-

tions in political campaigns under the present law and "I confidently believe that they can do even more if they really want to." Not many stations have "any real problems" with Section 315, "aside from the burden of occasional correspondence with the commission," he maintained.

Radio and television are the only forms of communication that are subject to direct regulation "in all their aspects by an agency of the federal government," Commissioner Cox said. The FCC's regulatory activities fall into three categories—allocations, technical rules and "the development and application of policies with respect to the non-technical aspects," he said. It is in the latter area, he pointed out, where there is "constant turmoil over our activities dealing with the business practices of broadcast stations or with their programing."

On the one hand, he maintained, licensees complain because the FCC is not specific and offers no guidelines to implement its broad policy statements. Then, he said, "when we undertake to satisfy such requests—whether by spelling out more precisely the obligation of fairness in certain cases or by undertaking to make our concern about overcommercialization more definite — we are immediately charged with trying to straight-jacket broadcasters or interfering with the everyday conduct of their business."

Broadcasters contend that the FCC has no right to inquire into programing, Commissioner Cox said. "Significantly, no one has ever elected to stand on this challenge by refusing to supply the information called for," he noted.

Beville on Free TV ▪ Hugh M. Beville Jr., planning and research vice president of NBC, defended the commercial TV system and said it would survive the threat of pay TV which is developing in some cities.

He said NBC would have no choice but to enter pay television if pay TV ever reached the point where it threatened the survival of existing networks. But "we are convinced that pay TV will not succeed," he said.

NBC, Mr. Beville reported, is convinced that the viewing public, "which in the long run will determine the issue," will reject the idea of converting a public-interest medium into one "solely dedicated to private profits" and "diversion for the privileged few."

"We are confident, too," he added, "that those who are impatient with television as it is will come to realize that the way to better programing is not through pay TV, any more than the way to better reading is to convert the public library into a bookstore."

Mr. Beville said NBC believes that "fewer than 10% of American families would be willing or able to meet the expenses of subscribing to pay TV. The remaining 90% . . . would be deprived of any television service worthy of the name."

He said pay TV advocates have gradually raised their estimates of pay TV prices until the annual cost is now put, by some accounts, at $120 to more than $400 per subscriber. By comparison, he said, the average American household now spends $38 on all admissions—to movies, theater, opera, concerts and sports events.

If pay TV should succeed, Mr. Beville said, it not only would outbid free television for major programing but would also, in time, almost certainly accept advertising.

Those who favor pay TV as a refuge from commercials, or who criticize the commercial system and the number of mass-entertainment shows were reminded that it is the commercials—and the mass-entertainment shows — that make possible the informational, educational and cultural programs that are offered in growing number.

Challenging the FCC's current moves toward regulation of commercial frequency, he said that less than one percent of NBC's incoming mail relates to commercials—and that this deals more with "products, taste, placement and other content aspects" than with the number of commercials.

Swezey on Quality ▪ Robert D. Swezey, outgoing director of the NAB code authority, was critical of "too many station operators and advertisers" who continue a "business-as-usual" policy during the most dangerous times in the history of the world. He said stations must program to inform the public, must not shy away from controversial subjects, and that advertisers must support these efforts by stations.

Many stations are content to offer a "minimum amount of pedestrian and unimaginative public service programing," he said, while most of TV's richest and most influential advertisers "quite frankly avoid any program material of a controversial nature."

TV, he said, must have more controversy, more editorials and "experimentation with programing of more significance but perhaps less audience appeal."

Mr. Swezey criticized the encroaching government control of programing and the growing tendency of various government officials to withhold or manage the news. "Freedom in broadcasting depends upon . . . those who recognize responsibility and have the courage to assert it," he said. "If they are too few in number or insufficiently stout of purpose, freedom of broadcasting will be lost. . . . Neither the broadcasters nor the public can afford to let that happen."



Mr. Siepmann



Commissioner Cox



Mr. Swezey



Dr. Stanton

Laurent on Balance of Forces ▪ The "tug of war" centering around broadcasting for the past three years is healthy, and the industry will thrive and improve if the current climate is continued, Lawrence Laurent, radio-TV editor of the *Washington Post,* told the conference.

Recent changes for the good—such as removal of the "foolish restrictions" on news broadcasts of political campaigns— have come out of this tug of war, Mr. Laurent said. "At one end of this tugging is a commission that needles, threatens, urges and occasionally acts with restrained reluctance. Opposite them is the broadcaster—often jittery, occasionally afraid and frequently compelled to assure the public's

Madame Nhu's busy television bookings

Mrs. Ngo Dinh Nhu said in an interview last Wednesday (Oct. 9) on WOR-TV New York that the U. S. Information Agency is "helping feverishly" in a plot to overthrow the South Vietnamese government.

She wasn't sure whether the "plot" had official sanction in Washington, Mrs. Nhu said, but she indicated that the UPI, AP, the *New York Times* and the Voice of America, radio arm of the USIA, might be involved.



Madame Ngo Dinh Nhu, as she appeared Oct. 6 on ABC News' 'Issues and Answers.' The TV show was taped in Paris prior to her departure for the U.S. Interviewers were Lou Cioffi, ABC News chief European correspondent, and reporter Lisa Howard.

A USIA spokesman replied Thursday (Oct. 10) that the agency had no comment to make.

Mrs. Nhu's remarks were part of an hour interview recorded for broadcast on WOR-TV last Wednesday.

The U. S. government has given Mrs. Nhu's visit here no official recognition, but news media and press organizations across the country have welcomed her.

CBS last week announced cancellation of a network radio-TV appearance of Madame Nhu on *Face the Nation* yesterday (Oct. 13). CBS said the broadcast had been changed because "of the many television appearances now scheduled within a short space of time for Madame Nhu."

In Madame Nhu's place on the *Face the Nation* broadcast, CBS scheduled her father, Tran Van Chuong—formerly South Vietnam's ambassador to the U. S. and an opponent of many of Madame Nhu's viewpoints.

However, Madame Nhu was to appear yesterday (Sunday) on *Meet The Press,* where John Sharkey, NBC newsman who was attacked by South Vietnam soldiers while filming the suicide of a Buddhist priest, was one of the interviewers.

officers that the public's airwaves are in good hands.

"I like this kind of balance," Mr. Laurent said. "I would not strengthen or weaken either side. The winner of this tug of war in recent years has been the American public."

Collingwood On Fairness ▪ Charles Collingwood, CBS News correspondent, told the conference that the problem facing the working TV newsman is not only lack of enough air time to cover everything, but making sure he gives "the true picture" of what he does cover.

Because completeness is an unattainable ideal for any news medium, he said, "it is all the more incumbent upon [us] to tell the part of the story we are able to tell as accurately and as honestly as we can."

In television, he noted, the problem is especially difficult because the medium itself generates "an inescapable kind of bias," as when crowds gather and heighten the tension when equipment is set up to cover a racial demonstration.

"It's wrong to say, as Southerners sometimes say, that it was all staged for television or provoked by sinister integrationist Northern television interests," Mr. Collingwood said. "But it would be idle to pretend that the television camera does not make a difference. It does, and not only in the South.

"And while I know of no television reporter who would create an incident for his cameras, I can think of plenty of people who are more than willing to create incidents for him. . . Nowadays everyone with a case to plead wants to provide grist for your mill."

Fleming on News ▪ Robert H. Fleming, ABC News Washington bureau chief, hit the "popular belief that the networks are somehow dominated by some very little men, of very little intelligence, who attain titanic status only when they keep good TV programs off the air."

Network television, he said, has built-in problems unfamiliar to the public, and decisions on what programs will be telecast into homes are only partly network decisions. Some of the best network informational programs are not seen in some cities and the reasons are not always "evil, commercial reasons," Mr. Fleming said.

Broadcast newsmen are always trying to get access to more news for the public, Mr. Fleming said, but newspapers are working against these efforts. "And I say they are working against you, and they'll continue to do it until you stop them," he said. The public, he said, has done very little to help broadcast newsmen in their fight to cover Congress, House hearings and court proceedings.

The eighth speaker was Dr. Charles Siepmann, chairman of the Communications Arts Group of New York University, who was to appear on Friday and whose text was unavailable at the time this story went to press.

23 senators join Javits plan for mikes

Senator Jacob K. Javits (R-N.Y.), who proposed in May that the Senate permit broadcasts of its floor proceedings, now is at work just trying to get the Senate chamber wired for sound so reporters and spectators in the galleries surrounding the chamber can hear what's going on.

A recent incident in which a senator claimed he was misunderstood by a reporter sparked new Senate interest and by the end of last week 23 senators had signed as co-sponsors of SRes 202, which Senator Javits offered last month to provide a microphone at the desk of each senator (BROADCASTING, Sept. 30). He first proposed an electronic public address system in 1957.

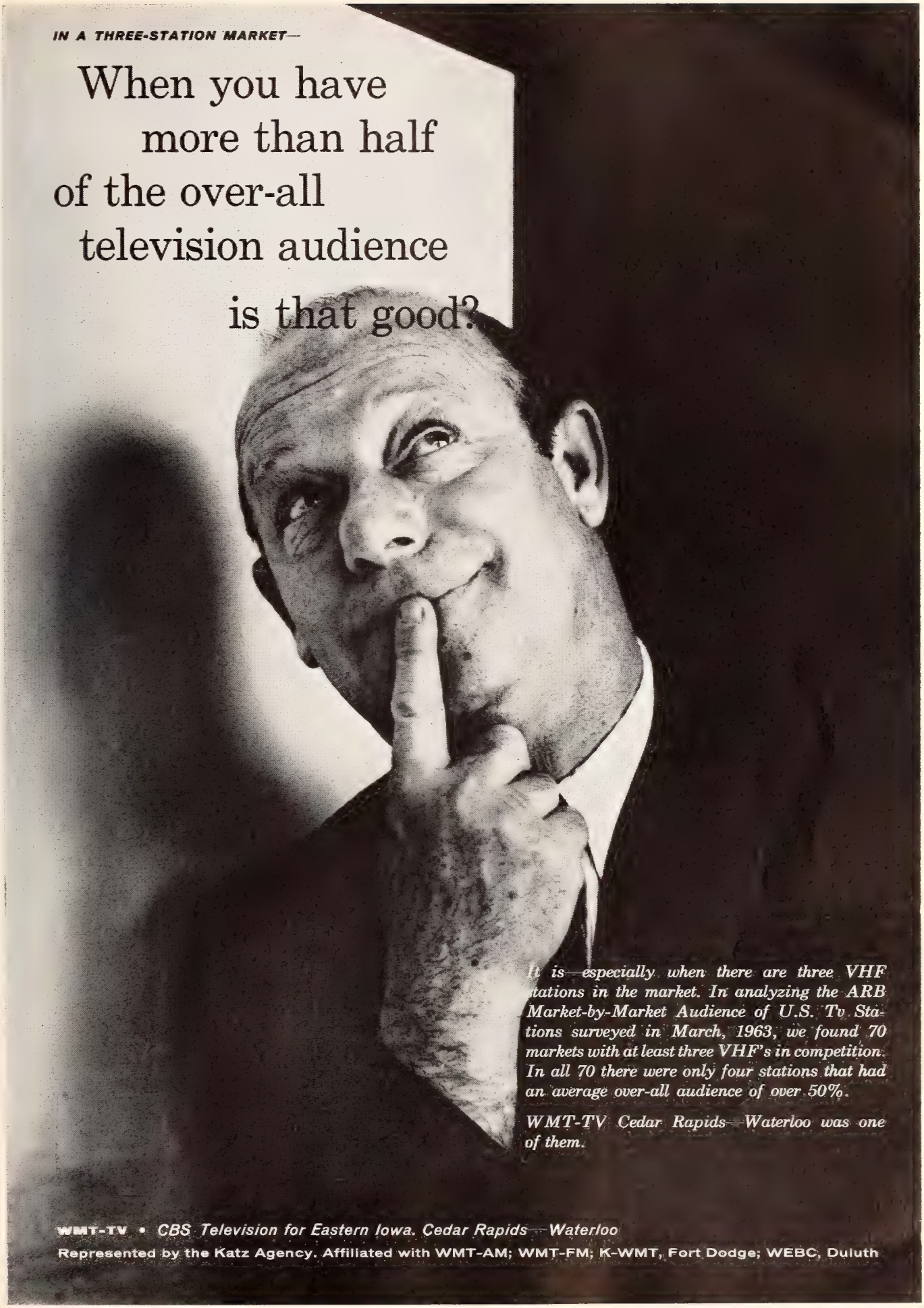
The list of supporters contains influential Democrats and Republicans alike, including Senators Joseph S. Clark (D-Pa.) and Wayne Morse (D-Ore.), the only two who co-sponsored Senator Javit's resolution to allow broadcasts from the Senate Chamber (BROADCASTING, May 20, 13, 6). However, at least one of the 23 favoring microphones said he does not endorse broadcasts from the chamber.

The Senate always has been concerned about the appearance of its historic chamber, which still looks pretty much as it did when it was first occupied for legislative purposes on Jan. 4, 1859. Senator Javits has suggested that microphones could be installed in the space now occupied by ink wells in each senator's desk.

Opponents of the public address system fear that the chamber will be disfigured by a forest of microphones, but supporters believe the science of electronics has advanced to the stage where small, unobtrusive microphones can be designed and installed.

IN A THREE-STATION MARKET—

When you have more than half of the over-all television audience is that good?



It is—especially when there are three VHF stations in the market. In analyzing the ARB Market-by-Market Audience of U.S. Tv Stations surveyed in March, 1963, we found 70 markets with at least three VHF's in competition. In all 70 there were only four stations that had an average over-all audience of over 50%.

WMT-TV Cedar Rapids—Waterloo was one of them.

WMT-TV • *CBS Television for Eastern Iowa. Cedar Rapids—Waterloo*

Represented by the Katz Agency. Affiliated with WMT-AM; WMT-FM; K-WMT, Fort Dodge; WEBC, Duluth

Newspapers hit FCC's proposed ad limits

EDITORIALS CALL PLANNED REGULATION 'MONSTROUS'

"You will be able to count on one hand the number of times I'll go to bat for my competition during my lifetime," the editor of the *Marysville* (Kan.) *Advocate* said in a recent editorial. "But," he continued, "I think I'd go to bat for the devil himself if the federal government tried to regulate his activities as closely as broadcasters are regulated."

The *Dunkirk-Fredonia* (New York) *Observer* said the FCC's plan to limit the number of commercials that may be broadcast by radio and TV stations is a "monstrous thing even to suggest."

All across the U. S., dozens of newspapers have put aside their common antipathy toward broadcasting and have come to the industry's defense in the fight against the federal government. John Couric, National Association of Broadcasters' director of public relations, said the association is highly encouraged by the response of newspapers to broadcasters' pleas for help.

Many of the newspapers saw the FCC's action as a distinct threat to their own freedom. "Are newspapers next?" the *Dallas Morning News* asked. "If the American people are to be told . . . what advertising they can hear or see, won't they be told next what advertising they can read in newspapers, and how much? If they can be told that, can't they be told what they are to read in the news columns and on the editorial pages?"

The Dallas paper said that "to a man, the heads of Washington's government bureaus declare with fidelity that they believe in free enterprise—then come directives that make free enterprise impossible."

The *Orange* (Tex.) *Leader* said editorially that the "radio and TV people are fighting for our [newspaper] freedom. . . ." The broadcast industry, the paper said, is "regulated by a group of the most arrogant and most patently socialistic bureaucrats in the nation. They believe in—and are striving for—complete control of this industry from Washington."

Minnesotans Say No ▪ An editorial written by the NAB staff was reprinted in full by many newspapers and the *Minneapolis Tribune* took its own statewide poll which showed that 78% of the Minnesota adults interviewed felt the government should not limit TV commercials. Only 16% said the FCC should move in this area.

Two-thirds of the Minnesota adults said that they watch TV commercials; 17% said they normally leave the room when the spots are on, and 6% ignore them completely.

The *Salina* (Kan.) *Journal* asked: "Who is the FCC to say that radio should provide Bach rather than boogie; plug poetry rather than laxatives?" And, the *Charleston* (S. C.) *Daily Mail* wanted to know what would happen if the government ran broadcasting "the same way it manages the farm economy."

Other papers took the viewpoint that the public, and not government, should "regulate" radio and TV. The *Wymore* (Neb.) *Arbor State* pointed out that newspapers have operated for 200 years under "public control" and that broadcasting should be given the same opportunity.

The *Seattle Post-Intelligencer* said the public would suffer the most if the government adopts time standards because such "dictatorship must inevitably mean programing control."

"Dangerous talk," said the *Winston-Salem* (N. C.) *Sentinel,* while the *Decatur* (Ill.) *Sentinel* said the "NAB stands on solid ground in objecting to arbitrary regulations that would enforce blanket rules."

In an editorial headed "Hacking at Freedom," the *Springfield* (Mo.) *Leader and Press* compared the FCC proposal to decisions of the National Labor Relations Board which "have been classics of illogic. But even the worst rulings of the NLRB, completely devoid of sense as they have been, could be regarded as the apotheosis of sensibility when compared to some of the recent actions—and threats—of the FCC."

Compassion, Too ▪ The *Taraboro* (N. C.) *Southerner* told readers: "We are developing more and more a feeling of compassion for the harassed media of radio and TV."

Other newspapers were concerned because the public is not showing a proper concern for the threatened loss of "freedom" by broadcasting. The public should be worried over the "distinct possibility" that the FCC will establish regulations which will be the start of direct program control, the *Wichita Eagle* said.

The *Olean* (N. Y.) *Times Herald* told the FCC to get out of free enterprise and stick to the original reason for its existence—"regulation of the technical end of the business."

In a major feature story on television, the *Worcester* (Mass.) *Telegram* ran a three-column picture of a mother and her two children watching TV with the caption: "Who should decide what they may watch?"

In St. Louis, two competing newspapers have taken opposing editorial positions on the FCC rulemaking, with the *Post-Dispatch* publishing two editorials in support of the FCC—one in answer to a "letter to the editor" by Robert Hyland, vice president-general manager of KMOX St. Louis.

On Sept. 26, a *Post-Dispatch* editorial praised the position of FCC chairman E. William Henry that it is time for the FCC to tell broadcasters how many commercials are too many (BROADCASTING, Sept. 30). "We hope it is accompanied by a determination on the part of the FCC . . . to lay down concrete definitions and policies on overcommercialization and to enforce them," the St. Louis newspaper said. "TV and radio audiences are painfully aware that commercials are due for more restraints than self-regulation has thus far imposed. . ."

Mr. Hyland wrote the *Post-Dispatch* that he was "deeply disturbed at the implication of your editorial that it is in the public interest for government to control the business end of broadcasting." He pointed out that newspapers devote well over 50% of their space to advertising—much more than radio and TV.

In a second editorial, the *Post-Dispatch* maintained that the issue of too many commercials on radio-TV "is not to be disposed of by drawing inaccurate parallels with newspaper advertising." The paper pointed out that its news coverage is not limited by minutes and that it can add pages as the need arises.

The *St. Louis Globe Democrat,* on the other hand, took the side of broadcasters. The proposed rule would violate the constitutional freedom of radio-TV, the paper said. "Let us hear no more of men in Washington telling the

Broadcast editorials, too

WDSU-AM-TV New Orleans has used its licensed facilities to counter what it feels to be illegal regulation from the FCC. Opposing the commission's proposed limitations of commercial time standards, the New Orleans station told its listeners in an editorial Sept. 23 that government control of commercials is but "a short step to regulation of all types of programing."

WDSU quoted the position taken by the *Dallas Morning News* that if commercials are controlled on broadcast stations they could eventually be controlled in the print media. This would logically result in control of editorial and news columns as well.

The station said that broadcasters now shy away from covering and commenting on controversial issues due to existing rules. It is time for broadcasters and the public to show concern, WDSU said.

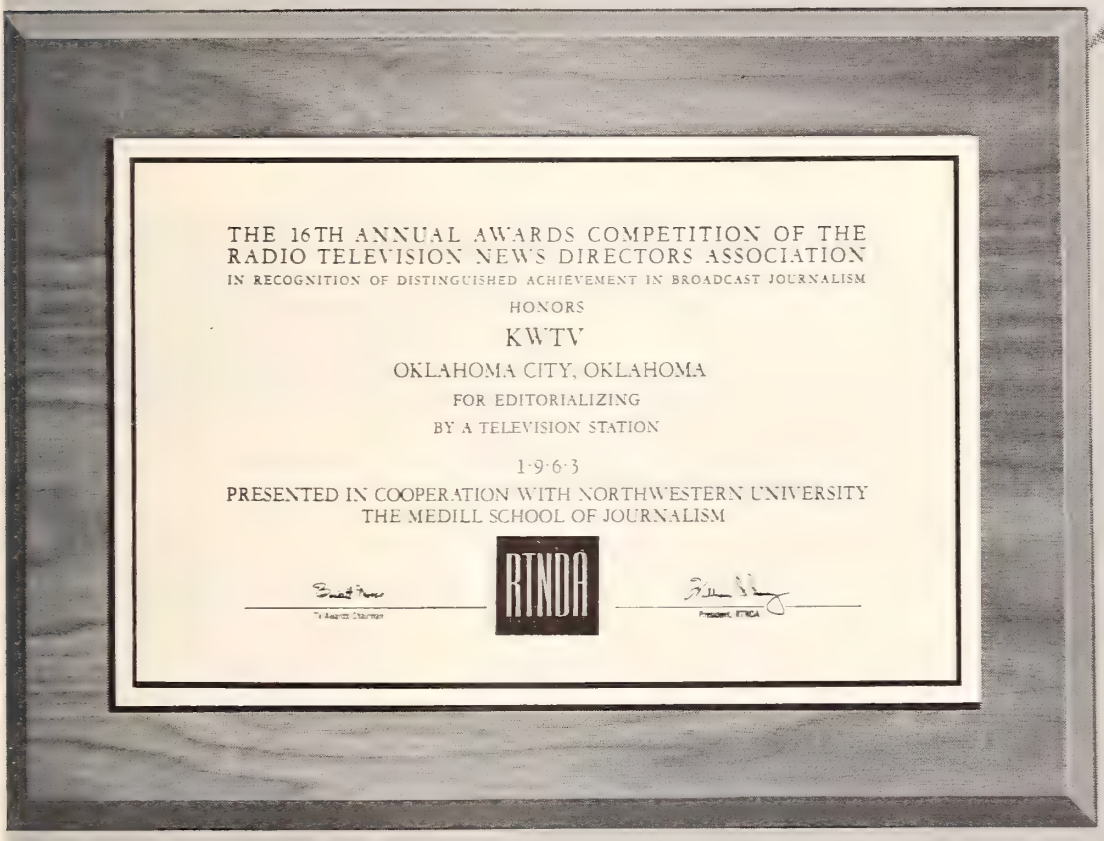
"...the right to be wrong"

"Actually, the right to editorialize is the right to be wrong. Editorial views are certainly not sacred nor necessarily right.... We are concerned with presenting a fair picture of major public issues while declaring our own positions on them; and, when opposing views are sounded, to permit responsible voices to be heard. This has been the KWTV policy since September 1958, and it will continue to be without the necessity of governmental guidelines."

Excerpt from the KWTV Editorial, September 23, 1963



BRUCE PALMER
News Director



The 1963 RTNDA Award is a highly-prized tribute from fellow professionals to KWTV's achievement in electronic editorializing. More important, it stands for the guardianship of the American people's right to know, to discuss, to criticize . . . and of their guarantees of freedom of speech and democratic action.

KWTV
OKLAHOMA CITY

Represented by Edward Petry & Company, Inc.

broadcaster in Walla Walla just how much time he is to allot for commercials, or we shall one day hear the same men tell him just what he is to put over the air," the *Globe Democrat* said.

FitzGerald on panel for procedure revision

John L. FitzGerald, former general counsel of the FCC (1958-1961) and now a professor at Southern Methodist University, has been named to a panel of experts in administrative law that will advise a Senate subcommittee on revision of the Administrative Procedure Act.

Senator Edward V. Long (D-Mo), chairman of the Subcommittee on Administrative Practice and Procedure, has announced a list of 20 members of a Board of Consultants on Revision of the Administrative Procedure Act.

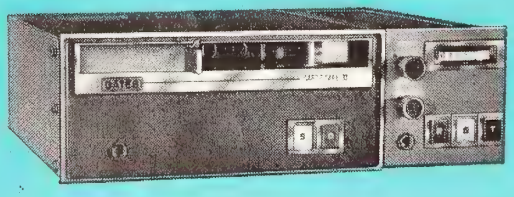
The subcommittee is considering S 1663, a bill to improve the act proposed by Senators Long and Everett Dirksen (R-Ill.) (BROADCASTING, June 10).

The subcommittee also has given its approval to S 1664, a bill that would create a permanent administrative conference to recommend improvements in procedures of federal administrative agencies. The bill, approved this summer, is awaiting action by the full Judiciary Committee which has been busy with civil rights legislation.

Members of the consultants board: Professors Clark Byse, Lon Fuller and Louis L. Jaffe, Harvard Law School; Professors Frank E. Cooper and Roger C. Cramton, University of Michigan Law School; Dean Joe Covington, University of Missouri Law School; Professor Kenneth Culp Davis, University of Chicago Law School; Professor Thomas I. Emerson, Yale University Law School; Professor Winston M. Fick, Claremont College, Claremont, Calif.; Professor FitzGerald; Professors Marvin E. Frankel and Walter Gellhorn, Columbia University Law School; Professor Ralph F. Fuchs, Indiana University Law School; Professor Leo A. Huard, University of Santa Clara, Santa Clara, Calif.; Professor James Kirby, Vanderbilt University Law School; Dean Robert Kramer, George Washington University Law School; Professor Carl McFarland, University of Virginia Law School; Professor Robert B. McKay, New York University Law School; Professor Nathaniel L. Nathanson, Northwestern University Law School, and Professor Frank C. Newman, University of California Law School.

PRODUCTS WITH A FUTURE

GATES TRANSISTORIZED CARTRITAPE II MONAURAL/STEREO
PROFESSIONAL CARTRIDGE TAPE SYSTEM
1, 2 OR 3 CUE TONE



- Exclusive positive insert opening
- Separate record/play heads
- Plug-in modular construction
- Small—5½" high

Buy only the system you need *now*. Gates "second generation" design, with modular construction and plug-in transistor amplifiers allows immediate, economical expansion. Reliable? Positively!

A six-page brochure tells the whole story, No. A113. So does Gates new Broadcast Equipment Catalog, No. A95.

GATES RADIO COMPANY
A Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS
Offices in: Houston, New York, Los Angeles, Washington, D.C.
In Canada: Canadian Marconi Company, Montreal Export Sales: Rocke International Corporation, New York City

THE U.S. AND THE ARTS

Bills would give funds to assist growth of art

The Special Senate Subcommittee on the Arts will conduct a week-long public hearing this month to consider legislation that would authorize matching federal grants to states and organizations "to assist in the growth and development of the arts in the United States."

Witnesses from the performing and visual arts will begin testimony Oct. 28.

Two bills already introduced approach the subject from different angles, but both would provide federal money.

S 1316, offered by Senator Hubert H. Humphrey (D-Minn.), would not only authorize grants, but would provide statutory authority for a National Council of the Arts.

S 165, introduced by Senator Jacob K. Javits (R-N.Y.) doesn't go that far. It, like S 1316, would set up a U. S. National Arts Foundation to administer federal grants.

The subcommittee, reconstituted last week under the chairmanship of Senator Claiborne Pell (D-R.I.), hammered out a bill in the summer of 1962, but the bill failed to reach the Senate floor when the leadership limited action to unopposed bills only.

David Brinkley of NBC News, Washington, the only representative of broadcasting on a list of about 25 persons sent invitations to testify, replied last week that he would not. The network newsman said he had "no expertise" on the subject, and had no views pro or con. Other witnesses sought were from the performing arts, museums, orchestra societies and other cultural groups and institutions.

Both bills the subcommittee will consider would include representatives of radio and television among persons to be named to the arts council. President Kennedy issued an executive order (No. 11112) on June 12 that established the President's Advisory Council on the Arts.

Legislation to establish a council and a grant-giving foundation has been recommended by August Heckscher, who served as the President's special consultant on the arts from March 1962 until June of this year.

Asked whether radio and television stations could apply for grants under the proposed legislation, a subcommittee staff member suggested that this would seem to be the intention of the legislation, and he pointed out that Mr. Heckscher's report to President Kennedy seemed to bear this out.

The report, published as a Senate document this summer, urges federal assistance to educational television such

Which circle is bigger ?



Answer: Felix Grant's. Practically everyone in the Washington area drops around to 630 kc in the course of an evening to hear Felix monologue on jazz. His circle encompasses such diverse aficionados as the Ambassador from (Censored), Charlie-Byrd-lovers, and jazzmen themselves. Felix didn't make jazz respectable—but his quiet voice of authority helped. What's the profile of his audience? It's the profile of Washington, Beethoven buffs included.

The two circles illustrated are the same size. Don't fall for illusions. Radio lives—and Felix Grant gives it vitality in Washington.

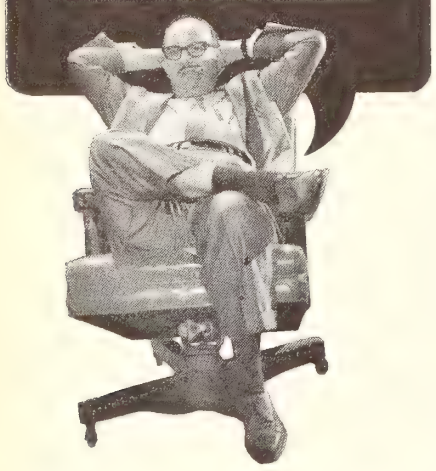
WMAL RADIO (ABC RADIO) WASHINGTON, D.C.

630 KC ■ 5,000 POWERFUL WATTS ■ WASHINGTON'S BEST FULLTIME RADIO SIGNAL

Represented Nationally by McGavren-Guild Co., Inc.

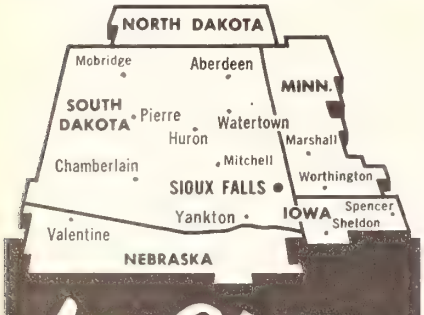
The Evening Star Broadcasting Company

RATINGS WE'VE GOT. LET'S TALK ABOUT
QUINTS!



Quints are a KELO-LAND product too, you know. And KELO-LAND TV cameras were first to introduce them to the world — as fast as our mobile news unit could count one . . . two . . . three . . . four . . . . . five! Naturally, our quints already are making mush out of food figures ($211,839,000 retail food sales) clocked at KELO-LAND check-stands by Sales Management, Feb. 1, 1963. And remember, I'm talking about just one home. There are some 282,000 tv homes in the Sioux Falls County market; and you can reach more of them on KELO-LAND TV than on all other tv stations combined.*

*Compiled from ARB estimates. Audience Summaries, Feb.-March '63, 9 a.m. to midnight, 7 days a week.



KELO-LAND
CBS • ABC
KELO-tv · KDLO-tv · KPLO-tv
(interconnected)
JOE FLOYD, President
Evans Nord, Executive Vice-Pres. & Gen. Mgr.
Larry Bentson, Vice-Pres.
Represented nationally by H-R
In Minneapolis by Wayne Evans
General Offices: Sioux Falls, S. D.

as the $32 million construction program Congress authorized last year. The report notes that ETV is also "a means of bringing to the broad public a high level of programing with stress upon literature and the other arts. . . . [it] may become the kind of yardstick—testing new ideas and audience response—which many have urged be established by one means or another."

Citing the ETV aid program, the report adds: "There are valid grounds for similar assistance for program and network development."

Details on how a federal program might affect broadcasting, even commercial broadcasting, may have to await the subcommittee hearing when ideas and intentions may be explained, not only by sponsors of the two bills under consideration, but by other witnesses, including Mr. Heckscher.

The bills would not provide "brick and mortar money" (construction funds), a subcommittee source explained. They also would restrict grants to nonprofit organizations or states, which would seem to include educational stations.

House OK's increase in FTC, FCC budgets

A bill appropriating $13 billion to operate the FCC, the Federal Trade Commission and 22 other agencies in fiscal 1964 was passed by the House and sent to the Senate Thursday (Oct. 10).

The House cut the FCC's request for $16.5 million to $15.8 million but the final figure would still be $849,000 more than the FCC's current operating budget if the Senate agrees to the House action.

The FTC's request was trimmed from $13 million to $12.1 million, but that, too, would represent a $628,000 increase over the agency's 1963 budget.

Both agencies are scheduled to appear today (Oct. 14) before the Senate appropriations subcommittee and are expected to urge restoration of funds cut by the House.

The House passed the recommendations of its appropriations subcommittee without alteration. That unit said in a report that the $15.8 million it recommended for the FCC "will provide 20 of the 95 additional employes requested." The subcommittee recommended that 15 of those new positions be allocated to the Common Carrier Bureau and five to the Bureau of Field Engineering and Monitoring.

The FCC's request for $150,000 to set up a new emergency broadcast system tied in with broadcasting stations was approved.

The report said of the FTC that it "is an important agency, but the committee would like to see it produce more results . . . and action on more significant cases." The House agreed with its subcommittee which sliced out $100,000 the FTC asked for a sworn, but confidential questionnaire and economic study it intended to make of the nation's 1,000 largest corporations.

The 24 agencies whose appropriations are tied to the bill have been operating under what Congress calls "continuing resolutions" since the 1963 fiscal year ended June 30. This allows the agencies to continue to function until fiscal 1964 funds are appropriated, but it also prevents them from initiating new projects and adding new positions, as the FCC intended.

Networks oppose suggested park rules

The television networks, wildlife photographers and just plain nature lovers have told the National Park Service that its proposed restrictions on commercial photography in park areas are unworkable, contrary to the public interest and would impose intolerable costs on photographers.

All who commented on the proposed rules urged the Park Service to reconsider them.

Indications were last week that some government information people agreed, and they hinted that the proposals would be amended. One source said the filed comments "are very constructive" and would get "more than 'just consideration.' "

Although the new rules would exempt bona fide news and amateur photographers, they would require commercial film companies, including television production organizations and individuals, to provide upon request a free copy of each completed film or television program which used park scenes, plus a free print of all unused film (BROADCASTING, Sept. 9).

Other provisions would require bonded guarantees of compliance, screen credit to the Park Service and compliance with "any special instructions" received from park superintendents.

Broadcasters and others who filed comments with the service attacked the free print provision especially. As ABC put it, the furnishing of free unused film is a "tax."

The networks pointed out that the ratio of film shot to film used sometimes runs as high as 20 to 1, and companies shoot tens of thousands of feet of film. Much of the initially unused film ends up in other productions, they said.

Noting that the Park Service is trying to inform the public about the nation's parks and encourage people to take advantage of them, ABC asked, "why make your public relations difficult with



Courtesy of The Detroit Institute of Arts

"A PORTRAIT OF A MAN"

by Anthonisz Cornelis was painted about 1530 and was for a time wrongly attributed to Hans Holbein the Younger. Realistic clarity of silhouette and detail distinguish Cornelis' works from those of other northern Renaissance masters.

in a class by itself

Masterpiece — *exceptional skill, far-reaching values.* This is the quality of WWJ radio-television service—in entertainment, news, sports, information, and public affairs programming. The results are impressive—in audience loyalty and community stature, and in sales impact for the advertiser on WWJ Radio and Television.

WWJ and WWJ-TV
THE NEWS STATIONS

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.

Harris gets mortality record of TV shows

A massive supply of statistical data on TV ratings has been fed into the mill of the House subcommittee which has been investigating broadcast audience measurement.

The material, which would be useful in a study of the relationship between ratings and TV network program mortality, was supplied by the FCC. The commission obtained it from the networks.

The data contains no information not previously available. But it is believed to be one of the most exhaustive compilations of ratings information on TV programs ever made.

It contains a listing of all network offerings regularly scheduled in prime time in each of the last three seasons, along with their Nielsen and American Research Bureau ratings, and with special note made of those that were canceled in the next season.

The data also includes a special breakdown of those programs that failed to survive a single season, along with a comparison of their ratings with those of competing network shows.

Representative Oren Harris (D-Ark.), chairman of the House Special Subcommittee on Investigations, which has been conducting the ratings inquiry, requested the information when the commission testified during the hearing phase of the investigation last winter.

The FCC which has never made a study of the ratings of network programs, submitted the request to the networks. The data was furnished in statistical form, and the commission attempted no analysis of it before sending it to Representative Harris.

In general, the data reveals the not unexpected pattern of low-rated programs falling by the wayside. But there are some exceptions, particularly in the news and special events category.

CBS's weekly news show *Eyewitness* managed to survive for several seasons before being dropped last year when its Nielsen share of audience was 20.1. NBC's *David Brinkley's Journal* limped along for two years with a share of audience of about 11 before getting the axe.

Entertainment shows, however, apparently aren't safe even with relatively robust audience shares of better than 30. When *Hennesy* dropped off CBS at the close of the 1961-62 season, its share of audience was 36. The last share of audience for ABC's *Peter Gunn,* in 1961, was 35.8.

The relationship between ratings and program mortality, however, is more clearly shown in the record of programs that failed to last a single season. Virtually every one of these shows trailed their competitors, usually by a considerable distance.

needless restrictions and red tape?"

NBC said the Park Service had failed to demonstrate a need for restrictions, calling the rules an "unreasonable burden and contrary to public policy."

CBS said the measures would "discourage" programs on the features of national parks and monuments and would "limit public appreciation and understanding."

Bonding, CBS noted, would be inconvenient, especially in some remote areas. An indemnity letter should be sufficient, the network said.

Kyle decision would grant ch. 9 to NCETA

The history of the channel 9 Redding-Chico, Calif., proceeding may be drawing to a close with an initial decision last week by FCC Hearing Examiner Jay A. Kyle that would grant the facility to Northern California Educational Television Association.

Examiner Kyle concluded, in his decision, that NCETA was financially able to construct and operate channel 9. NCETA's financial qualification was the only issue remaining from the original proceeding which also involved commercial applicant Redding-Chico Television Inc.

Redding-Chico had asked the commission to determine if KHSL-TV Chico and KVIP-TV Redding had collaborated to block the rulemaking which assigned channel 9 to the area. The commercial applicant said the NCETA application was designed to strike or hinder its own application. Redding-Chico also raised the question of NCETA's financial qualifications.

On March 12 Redding-Chico announced that it had entered negotiations with Shasta Telecasting (licensee of KVIP-TV) to purchase its station and told the commission if successful it would request dismissal of its channel 9 application. A new company, Sacramento Valley Television Inc., was formed and on June 5 it received commission approval of the transaction.

The NCETA grant will become effective in 50 days provided that it is not contested.

Salaries would go up under Udall's bill

The annual salary of the chairman of the FCC would leap from the present level of $20,500 to $36,500 a year if a bill introduced in the House last week becomes law. Salaries of commissioners on the FCC and other regulatory agencies would go up from $20,000 to $33,500.

Representative Morris K. Udall (D-Ariz.) offered an omnibus pay raise bill Monday (Oct. 7) that would boost pay for cabinet officers, federal judges and top ranking officials in all branches of the government. Congressional salaries would rise from the $22,500 for senators and representatives to $35,000.

Representative H. R. Gross (R-Iowa) said he understood that the bill already had a green light from the House leadership and probably would be rushed through to passage.

But Representative Gross, a constant financial watchdog, said the proposed increases were "unconscionable" and that he would do everything he could to see to it that his fellow congressmen "stand up and be counted" rather than shove the bill through on a nonrecord vote.

FCC dismisses several FM applications

The FCC last week began dismissing applications for new FM stations and modification of existing facilities that do not comply with the commission's new allocations table released July 25 (BROADCASTING, July 29).

The commission gave 60 days ending Sept. 30 in which pending applications could be amended to conform with the new rules. There were 18 dismissed last week and a commission source said that a total of about 90 will ultimately be dropped. About 50 applications have been amended to meet the rules. The remainder of some 200 applications that are on file do not need to be amended.

UHF slide-tape show ready

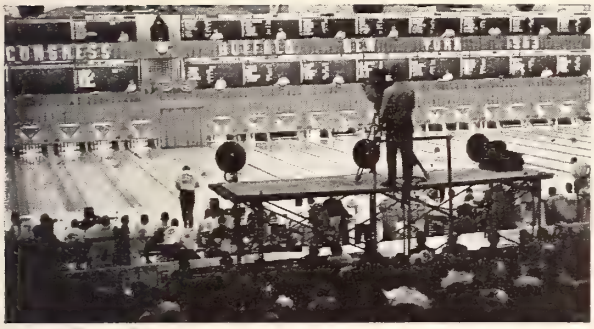
A 15-minute color-slide and audiotape program on UHF television will be loaned to interested groups by the FCC. The program, which is oriented to TV dealers and servicemen, relates the development of UHF broadcasting and discusses its future, and offers hints on proper UHF TV antenna installation.

The program was developed by Commissioner Robert E. Lee, chairman of the government-industry Committee for the Full Development of All-Channel Broadcasting, and the FCC's Office of Chief Engineer. Production was financed by the FCC. Persons interested should contact the Office of Chief Engineer.













WBEN-TV

serves a great community with a great public service effort

Three-million-plus people in WBEN-TV's coverage area offer a challenging composite of diverse interests and backgrounds.

WBEN-TV meets this challenge by a continuing creative effort in developing public service programs that satisfy all interests — that entertain as well as inform.

During the past months WBEN-TV cameras focused on the installation of the Buffalo Diocese's new bishop, recorded five documentaries on cancer at famed Roswell Park Memorial Institute, caught the action of the All-American Bowling Team battling Buffalo's top bowling five during the ABC Tournament, brought new insight to area viewers on their rights and obligations under the law in "The Law and You" series that again won the top State Bar award, and captured the gaiety and color of the Chopin Society's beautiful choral music and exciting Polish dances.

Religion, medicine, sports, the lively arts — all are in range of WBEN-TV's production facilities, mobile remote unit and enterprising staff.

That's why, in this great market — extending from northwestern Pennsylvania to the Canadian Niagara Peninsula — pioneer WBEN-TV retains its unsurpassed audience loyalty.

Nationally represented by: Harrington, Righter & Parsons

WBEN-TV

The Buffalo Evening News Station

CH. 4

CBS In Buffalo

GE to form broadcasting subsidiary

HOPES FCC WILL RENEW IS RADIO-TV LICENSES

General Electric Co., in an effort to win FCC approval of three long-pending license renewal applications, is seeking permission to assign the licenses to a recently formed subsidiary corporation.

GE's applications for the voluntary assignment of licenses for WGY, WGFM (FM) and WRGB(TV), all Schenectady, N. Y., to General Electric Broadcasting Co. Inc. were submitted to the commission last week.

The stations' renewal applications have been deferred since 1960 as a result of GE's pleas of guilty and no contest to charges of price-rigging in the sale of electrical equipment.

The creation of the subsidiary corporation and the proposed assignment of licenses is a direct result of a commission letter to GE last January. The commission asked what changes GE intended to make in its corporate structure "to assure proper discharge of the responsibility of top management for operation of the broadcast station in the public interest." (BROADCASTING, Jan. 21).

GE, in its assignment applications said it had been considering the creation of a separate corporation "for some time" and had studied the proposal "in depth" in 1962. GE said that since the licenses were pending, it was not sure the timing for such a move was "proper."

Change of Mind ▪ But the company changed its mind after receiving the commission's letter last January. It said it concluded that a separate corporation to administer the GE broadcasting interests would not only provide "a good and flexible means of operating a unique business [but] would furnish a vehicle for providing the commission with the kind of assurance it required of participation by top General Electric management in the operation of the broadcast stations. . . ."

GE informed then FCC Chairman Newton N. Minow of its plans in February and subsequently organized the GE Broadcasting Co. The new company is wholly owned by GE, with 5,000 shares of authorized stock to be transferred to the parent company in return for property used in GE's broadcasting operations.

The officers of the new corporation are:

Fred J. Borch, chairman and director. He is a director, executive vice president of operations and member of the executive office of GE.

Hershner Cross, president and director. He is a GE vice president and general manager of the parent corporation's radio and television division.

J. Stanford Smith, director. He is a GE vice president for marketing and public relations and a member of the executive office.

J. Milton Lang, director, vice president and general manager. He is general manager of GE's broadcasting stations business.

Frank A. Pasley, treasurer. He is finance manager for GE's broadcasting stations business.

L. Mason Harter, secretary. He is counsel for GE's radio and television division.

Herman L. Weiss, director. He is a GE vice president and group executive for the consumer products group and a member of the executive office.

Socialist Labor against suspension of Sec. 315

The Socialist Labor Party, long-time opponent of any alteration to Section 315's equal time provisions for political candidates, urged President Kennedy last week to veto a proposed partial suspension for 1964.

Arnold Petersen, national secretary, wrote the President that "signing this bill into law must inevitably result in abridging and trammeling the political franchise for all."

The bill, HJ Res 247, would suspend Section 315 for next year's presidential and vice presidential campaigns, and has been approved by the House and Senate, although in slightly different versions (BROADCASTING, Oct. 7).

The House Commerce Committee was expected to review the Senate version this week and probably recommend the House accept slight changes regarding the length of the suspension (60 days instead of 75 approved by the House) and reporting requirements affecting licensee statements to the FCC.

The effect of the bill would be "to confer a virtual monopoly" of the air to major party candidates in 1964, as happened in 1960, Mr. Petersen said.

NLRB orders WMBD to bargain with unions

WMBD-AM-FM-TV Peoria, Ill., was told last week that it has engaged in unfair labor practices by refusing to bargain collectively with two unions representing employes of the stations. The National Labor Relations Board ordered the stations to "cease and desist" from the unfair practices and to bargain in good faith with the American Federation of Television and Radio Artists and the International Brotherhood of Electrical Workers.

The labor dispute arose following an NLRB-ordered election among WMBD employes in December 1961. Following a series of disputes over challenged ballots, the unions were certified to represent employes on a 12-11 vote in October 1962.

According to NLRB, the Peoria stations refused to bargain with AFTRA and IBEW on the grounds that challenged ballots of five employes should have been counted. In ordering WMBD to bargain collectively with the unions, the NLRB refused the stations' request for an oral argument on a July initial decision which was adopted as a final order in last week's action.

FTC taking interest in disc firms practices

Trade practices of the phonograph record industry will be the subject of a formal conference before the Federal Trade Commission as a first step in the formulation of rules designed to prevent and eliminate unlawful activities, the FTC has announced.

The conference, with a time and place undecided, will consider discriminatory pricing and advertising allowances, misrepresentation, commercial bribery, deceptive pricing, deceptive use of names and deceptive invoicing, among others. Among those who will be invited to participate include manufacturers, distributors and sellers of phonograph records, magnetic tapes "and similar devices upon which sounds are recorded" for reproduction.

Plans for the talks and proposed rules are only in the preliminary stages, the FTC said, in assigning the matter to its Bureau of Industry Guidance for further planning.

Two congressional names added to radio roster

To congressmen, both Ohio Republicans, may soon join the ranks of 21 other U. S. representatives and senators who are associated with broadcasting ownership either individually or through relatives (BROADCASTING, May 6).

Brown Publishing Co., whose president and principal owner is Representative Clarence J. Brown (R-Ohio), has applied for a new FM station, and Rosemary S. Harsha, wife of Representative William H. Harsha (R-Ohio), has applied to buy part of WNBO Bryan, Ohio. Mr. Brown represents Ohio's seventh congressional district, Mr. Harsha the adjoining sixth.

Brown Publishing has asked the FCC to grant it an FM in Urbana, where the firm already owns the *Urbana Daily Citizen*, a newspaper. The publishing company also owns several other newspapers in Ohio. Urbana is in Mr. Brown's district.

Mrs. Harsha owns 10% of Williams County Broadcasting System Inc., which

has applied to buy WNBO, a daytimer operating with 500 w, except during critical hours, when it drops to 250 w, on 1520 kc. Bryan is located outside Representative Harsha's district, a consideration in her acquisition, Mrs. Harsha said last week.

The contemplated ownership change in WBNO is a reshuffling of the station's present ownership, with one stockholder dropping out and Mrs. Harsha and another applicant buying in (also see FOR THE RECORD, page 94).

Mrs. Harsha said last week that she had been unaware that Mr. Brown's firm also was planning a move into the broadcasting field.

Idaho CATV case taken to court of appeals

The ruling of a federal judge forbidding a community antenna system to duplicate a network or film program which a local station is broadcasting has been attacked by a CATV group in the U. S. Court of Appeals in San Francisco.

Challenging the injunction handed down Dec. 10, 1962, by U. S. District Judge William T. Sweigert of the Southern District of Idaho are Cable Vision Inc. and Idaho Microwave Inc. Cable Vision operates a CATV system in Twin Falls, Idaho. Idaho Microwave relays the signals of Salt Lake City TV stations to the Twin Falls cable company.

Defending the ruling is KLIX-TV Twin Falls.

Judge Sweigert held that duplication of network or film programs by a CATV system is illegal under Idaho law because KLIX-TV holds "first call" rights. He handed down his opinion in July 1962 (BROADCASTING, Aug. 6, 1962).

Senator Moss adds voice for self-regulation

If the FCC adopts rules restricting commercial time, its action will be "an indefensible intrusion of government into the everyday activity of broadcasters," Senator Frank E. Moss (D-Utah) said last week.

Calling for the full utilization of self-regulation by broadcasters, Senator Moss said Wednesday (Oct. 9) that FCC rules in this area "will be the first step on the road to complete economic regulation of an industry that should be allowed to grow in a free enterprise climate."

The senator's remarks put him on the record with several other lawmakers who have commented on the subject, including Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee. Representative Rogers said last week that he was trying to arrange time for a public hearing on bills he has introduced that would block FCC proposals on commercials and on license fees BROADCASTING, Sept. 30).

Census questionnaires going out to media

A once-every-five-years census of virtually all business and manufacturing firms in the U. S. is coming up early next year, the Department of Commerce reminded news media last week. The census will not include broadcasting stations but will cover advertising in all media.

Radio and TV are omitted from direct questioning because similar information is required annually from them by the FCC, the Census Bureau said. However, statistical information on advertising placed in broadcasting will be obtained from agencies, station representatives and advertisers.

Advertising agencies and representatives will be asked questions covering billings, production costs, service fees and public relations services which are billed separately. Newspaper publishers will be asked to detail not only the advertising they carry but all phases of their operations.





Delta is where nice things happen to passengers from reservation to destination. If Delta's going your way, you'll go for Delta's famed person to person service... point to point speed.



General Offices: Atlanta, Georgia

DELTA

the air line with the BIG JETS

ARE NAB, RAB NEAR DEAL?

Bunker, Collins are flushed with optimism, but McGannon is playing it with a poker face

A decision is expected "in a matter of days" on participation by the National Association of Broadcasters in a study of radio research methodology planned by the Radio Advertising Bureau (BROADCASTING, Oct. 7).

This was the joint word from the presidents of both organizations—LeRoy Collins (NAB) and Edmund Bunker (RAB) following a meeting last Thursday (Oct. 10) of the NAB-RAB Liaison Committee.

Later in the day from New York, Donald H. McGannon, president of Westinghouse Broadcasting Co. and chairman of the NAB Research Committee, said the committee would meet this week to consider the RAB plan. However, he said, the radio bureau will not be invited to attend. Mr. McGannon was not present for Thursday's meeting but said Governor Collins called him to report what was discussed with the RAB.

As for a decision in a matter of days, Mr. McGannon said this depended on "your interpretation of days, or how long is a short time." His committee will make the decision on NAB participation, and NAB representatives stressed that its representatives at last week's meeting were not empowered to say yes or no.

Two weeks ago, Mr. Bunker had asked Governor Collins for an answer by last Thursday but the RAB president said he was "extremely satisfied" with progress made at last week's meeting.

Spokesmen for both groups said that many misunderstandings were cleared up and that a cooperative agreement is now very promising.

Presidents Collins and Bunker said the meeting "was a most fruitful one and a most cordial one. We look forward to continued cooperation between our two organizations in serving the best interests of the radio industry. . . . The meeting was held . . . for the purpose of keeping each organization apprised of activities of the other and maintaining a close working relationship and understanding."

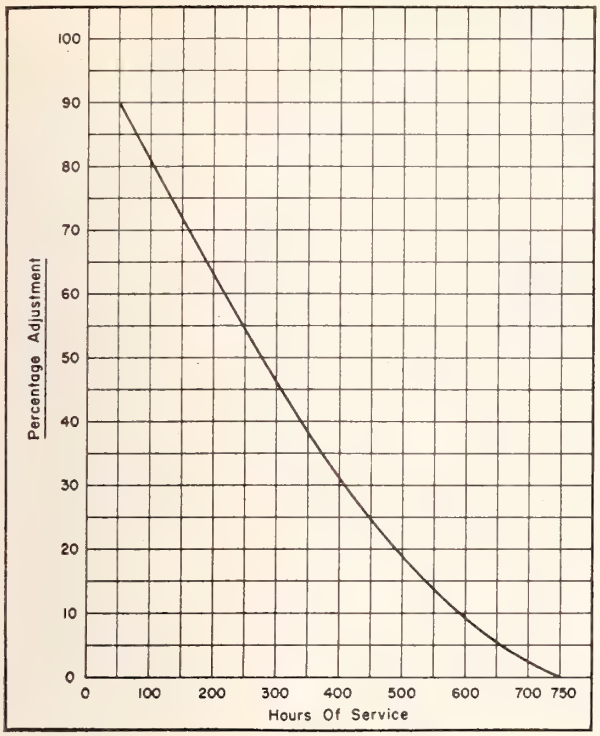
In nonratings business, the committee discussed the possibility of a jointly sponsored sales executives seminar similar to those sponsored each summer by the NAB. This proposal will be explored further and will be presented to the boards of both organizations.

Attending the liaison meeting besides the two presidents were Ben Strouse, WWDC-AM-FM Washington and chairman of the NAB radio board; Victor Diehm, WAZL Hazelton, Pa., chairman of the RAB board; Arthur Hull Hayes, CBS Radio, and Robert F. Hurleigh, Mutual, members of both the NAB and RAB boards.



RAB President Ed Bunker (l) makes a point on radio research as NAB President LeRoy Collins listens during their meeting in Washington.

New RCA-5820A Partial Adjustment Curve—Extension of the RCA-5820A warranty period from 500 to 750 hours' service provides more generous coverage.



NEW! 50% LONGER WARRANTY COVERAGE

for the popular RCA-5820A image orthicon

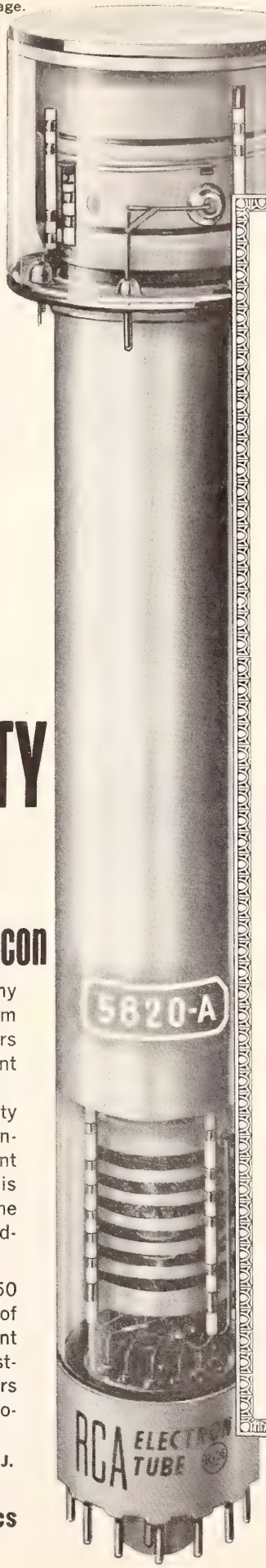
RCA now gives further assurance of reliability and economy by extending the warranty period on the RCA-5820A from 500 to 750 hours of service. Hours of service are total hours of operation, including time that power is applied to filament or heater.

RCA electron tubes are manufactured to high quality standards and are warranted against defects in workmanship, materials and construction. If a defect is of a latent nature, it normally will reveal itself shortly after the tube is placed into service and RCA will allow adjustment for the RCA-5820A, subject to the terms set forth herein, in accordance with the following:

Full adjustment is allowed for tubes failing within 50 hours of service. Partial adjustment up to 750 hours of service is allowed in accordance with the Adjustment Policy Table which is shown graphically above. Adjustments are limited to claims presented within 1½ years after the tube was shipped by RCA Electronic Components and Devices.

RCA ELECTRONIC COMPONENTS AND DEVICES, HARRISON, N.J.

The Most Trusted Name in Electronics



WARRANTY ADJUSTMENT TERMS

1. Adjustment will be limited to claims which are presented promptly after tube is found to be defective.

2. All tubes claimed to be defective will be subject to inspection and test by RCA.

3. Tubes returned to RCA will be considered for adjustment only if return was authorized by RCA and made in accordance with instructions issued by RCA.

4. RCA will be responsible for transportation costs on returned shipments provided adjustment is subsequently allowed. RCA, however, cannot accept charges for packing, inspection, or labor costs in connection with tubes returned for inspection or adjustment.

5. In all cases, RCA reserves the right to make adjustment by repair, replacement, or credit. Where full adjustment is allowable, adjustment normally will be made by replacement in kind but RCA reserves the right to limit the adjustment period on the replacement tube to the unexpired portion of the original tube warranty. Where partial adjustment is allowable, adjustment will normally be made by the issuance of credit.

6. Adjustment credits will be based on prices in effect on date of claim for adjustment.

7. Replacements for tubes found subject to adjustment will be shipped F.O.B. city of destination with transportation charges prepaid by RCA to city of destination.

8. Adjustment will not be allowed for tubes which have been subjected to abuse, improper installation or application, alteration, accident or negligence in use, storage, transportation, or handling nor for tubes on which original identification markings have been removed, defaced, or falsified.

9. Final determination as to where any adjustment is allowable rests with RCA.

10. No warranties or obligations on the part of RCA Electronic Components and Devices, other than the aforementioned, are to be implied with respect to electron tubes, and RCA cannot be responsible for labor or any other charges in connection with the failure or replacement of electron tubes.

Users should present claims for adjustment to their RCA special market distributor except that a claim for a tube which had an advance Return Authorization packaged with the tube is to be handled in accordance with instructions on the authorization.

AVAILABLE THROUGH YOUR AUTHORIZED DISTRIBUTOR OF RCA BROADCAST TUBES

Big-name talent seek broadcast properties

PAAR WANTS MAINE FM-TV, NEWHART AFTER CHICAGO FM

Two TV entertainers have moved into broadcast station ownership, and this may accentuate a trend for television stars to put their money where they make it—in broadcasting.

Item: Jack Paar, NBC personality, has agreed to buy control of WMTW-FM-TV Poland Spring, Me. (BROADCASTING, Oct. 7).

Item: Bob Newhart, comedian, and his business partner, Frank Hogan, last week filed an application with the FCC for approval to buy WDHF(FM) Chicago, with a hint that this may be just a beginning of a group of such buys.

If both transactions go through, Messrs. Paar and Newhart will join fellow talent-businessmen Bob Hope, Bing Crosby, Frank Sinatra, Danny Kaye and Gene Autry, among others, in broadcast ownership. All have varying interests in radio and TV stations.

Eighty percent of the Mt. Washington television and FM stations is being purchased by Dolphin Enterprises Inc., the personal company of Mr. Paar, for something under $4 million. The other 20% will be retained by John W. Guider, present president and general manager of the outlets, subject to a ruling from the Internal Revenue Service. Mr. Guider will continue as operating head of the stations and will retain the present staff.

If the tax ruling is affirmative, Mr. Guider is expected to share the one-fifth interest in the channel 8 station with his present associates in ownership, including former Maine Governor Horace A. Hildreth and Peter Anderson who, along with Mr. Guider, now hold approximately 25% interest each.



Mr. Newhart



Mr. Paar

The WMTW-TV transaction is subject to ratification at an Oct. 16 meeting of stockholders of Mt. Washington TV Inc. An application for FCC approval is expected to be filed within a few weeks.

Present at the contract signing in New York last week, in addition to Messrs. Paar and Guider, were Mr. Paar's attorney, Steven Weiss, and financial adviser Richard Nelowet.

WMTW-TV began operation under present ownership in 1954 and is affiliated with ABC. WMTW-FM operates on 94.9 mc with 48 kw.

Plans More FM Buys ▪ The Chicago FM station (founded in 1959 and operating on 95.5 mc with 52 kw) is being sold by James deHaan for $235,000. Mr. deHaan will remain as station manager and chief engineer.

The station is being sold to Federal Broadcasting Corp., a wholly owned subsidiary of Armanco Enterprises Inc. Mr. Newhart owns two-thirds of Armanco, the other third, including 100% of the voting stock, belonging to Frank Hogan, Mr. Newhart's business partner. Besides Armanco, a talent consulting firm, the two own Damos Music Co. in the same proportion, and Bob Newhart Publishing Co. in a 75%-25% ratio with Mr. Newhart controlling the major share.

If their initial efforts meet with the success, it was said, they plan to buy other FM outlets.

Hope & Genesis ▪ Bob Hope was one of the first major broadcast-motion picture stars to enter broadcast ownership. He has 42.5% interest in Metropolitan Television Co., licensee of KOA-AM-FM-TV Denver and KOAA-TV Pueblo, Colo. Bing Crosby is chairman of the broadcast division of Chris Craft Industries, owner of KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore.

Frank Sinatra and Danny Kaye, under the name of Seattle, Portland & Spokane Radio, own KXL Portland, Ore.; and KNEW Spokane and KJR Seattle, both Washington.

The singing cowboy, Gene Autry, is a major stockholder in the Golden West Stations (KMPC Los Angeles, KSFO San Francisco, KEX-AM-FM Portland, Ore., and KVI Seattle). Mr. Autry also is controlling stockholder in KOOL-AM-FM-TV Phoenix, and KOLD-AM-TV Tucson, both Arizona.

Outstanding Values in Radio-TV Properties

In one of the best radio markets, this profitable operation has fine acceptance plus network affiliation. 29% down.

MIDWEST
$400,000

This top-rated, always-profitable daytimer is in a 3-station market is just right for owner-operator. 29% down.

MIDWEST
$200,000

Here's one with lots of potential for a knowledgeable, hard-working owner-operator. Wonderful city. $35,000 down.

MIDWEST
$175,000

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BEVERLY HILLS
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Beverly Hills, Calif.
CRestview 4-8151

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WMTW-FM-TV Poland Spring, Me.: 80% sold by John W. Guider, Horace Hildreth, Peter Anderson and others to Jack Paar for around $4 million (story above).

▪ WDHF(FM) Chicago: Sold by James deHaan to Bob Newhart and Frank Hogan for $235,000 (story above).

▪ WHOL Allentown, Pa.: Sold by Vic-

tor Diehm and associates to Carl Stuart and James Herbert for $138,000. Mr. Stuart is manager of WESA Charleroi, Pa. Mr. Herbert is chief engineer of WAMO Pittsburgh. Mr. Diehm owns WAZL Hazleton, Pa. WHOL operates on 1600 kc with 500 w daytime only. Broker: Blackburn & Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 94).

▪ WNAM Neenah-Menasha, Wis.: Sold by S. N. Pickard to James A. McKenna Jr. and associates for $450,000. Mr. McKenna is a Washington communications lawyer; he has varying interests in WCMB Harrisburg, and WHUM Reading, both Pennsylvania; KEVE and KADM (FM) Golden Valley, Minn., and WAWA West Allis, Wis., and holds CP for WDTV(TV) Harrisburg. Holding a 10% interest in WNAM is Don C. Wirth, manager of WNAM, which operates fulltime on 1280 kc with 5 kw daytime and 1 kw nighttime.

▪ WLAP-AM-FM Lexington, Ky.: Sold by William R. Sweeney to Dee O. Coe, Brendan J. Stewart, J. B. Huckstep and Robert P. O'Malley for $400,000 including $50,000 for agreement not to compete within 50 miles of Lexington for eight years. Mr. Coe owns WWCA Gary and WLOI LaPorte, both Indiana. WLAP operates fulltime on 630 kc with 5 kw daytime and 1 kw nighttime. WLAP-FM is on 94.5 mc with 3.5 kw. Commissioner Robert T. Bartley dissented.

▪ WTTM-AM-FM Trenton, N. J.: Sold by Peoples Broadcasting Corp. to Herbert Scott and associates for $375,000. Scott group owns WPAZ Pottstown, Pa., and WJWL Georgetown, Del. Peoples, subsidiary of Nationwide Insurance Co., owns WRFD-AM-FM Columbus, Ohio; WMMN Fairmont, W. Va.; WGAR-AM-FM Cleveland, Ohio, WNAX Yankton, S. D., and KVTV(TV) Sioux Falls, S. D. WTTM is a 1 kw fulltimer on 920 kc. WTTM-FM is on 94.5 mc with 20 kw.

There is nothing simple about legal procedures

It used to be that when a company went into receivership it went into receivership. Things today seem to be more complex and this extends to red-ink broadcasters too.

Last August, Concert Network Inc., a group of three FM stations, was placed in involuntary receivership by creditors in Rhode Island. The receivers, appointed by the state, arranged for the sale of the three stations—WNCN New York, WHCN Hartford and WBCN Boston—to one of the creditors. A hearing in Providence Superior Court was set for Oct. 2—but on Oct. 1 things began to happen:

▪ In Boston, three creditors whose bills amount to $900 petitioned for involuntary bankruptcy under federal law.

▪ In New York, the *New York Daily News*, a 49% owner of the New York FM outlet, filed a petition for reorganization under chapter 11 of the federal bankruptcy laws.

Since both the Boston and the New York petitions are in federal courts they take precedence over the state receivership, the question now is which federal jurisdiction will prevail—Boston or New York?

Meanwhile, two of the three FM stations are continuing to operate, Boston and New York. Hartford went silent a couple of weeks ago. At one time Concert Network owned WXCN (FM) Providence, but this is being sold to Ballard Broadcasting Co. for $35,000 by receivers.

IBEW rejects CBS contract

Members of the International Brotherhood of Electrical Workers have voted to reject a new contract proposed by CBS for radio and TV technicians employed at the company's installations throughout the country. The vote was 606 to 199 against accepting the CBS offer.

The present contract expired last July but employes have been working while negotiations have continued. The fear of job displacement because of automation was mentioned by IBEW officials as a factor in these talks prior to the opening of negotiations, but officials of the network and the union last week declined to pinpoint the reason for rejection of the network proposal.

Though IBEW's national board is authorized to strike, no such action has been ordered. Negotiations are expected to resume this week.

State groups hear FCC criticism

The relationship of the federal government to the public in deciding cultural tastes was given a hard look last week by Paul B. Comstock, vice president for government affairs of the National Association of Broadcasters, speaking before meetings of the Alabama and Nebraska broadcasters associations.

Mr. Comstock told the Alabama

EXCLUSIVE BROADCAST PROPERTIES!

Sunny Western State

$310,000.00 *(29% down, 10 years)*—Fulltime, high powered station with regional coverage. Showed $40,000.00 cash flow after overly-liberal operating expenses.

$195,000.00 *(29% down, 10 years)*—Profitable, long-established daytimer in good radio market. Can be purchased on basis most advantageous to buyer.

$85,000.00 *(29% down, 10 years)*—Fulltime radio station serving single station market. Has nine month ownership earnings of $15,000.00.

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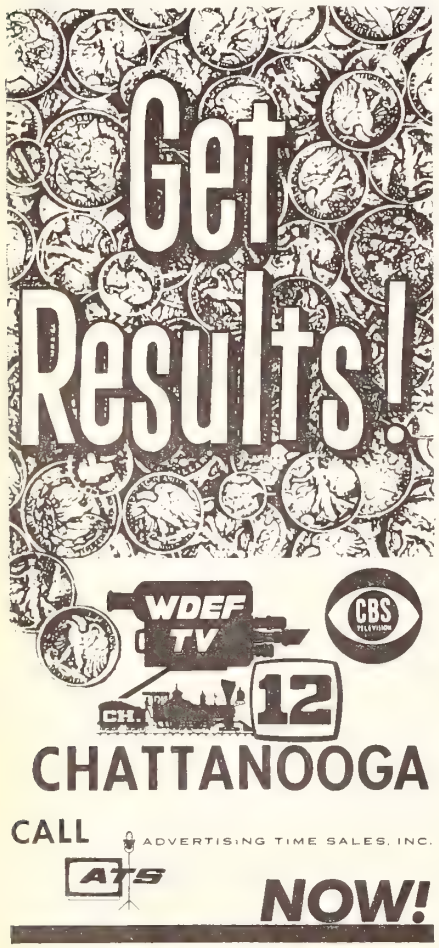
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Advertisement

10/11/63 TO: Galen FROM: Swish
About that small ad you wanted to run in Broadcasting. Too much copy and not enough space! You said Amos suggested using facts on KMTV's bonus coverage in Lincoln, that Hughes wanted to plug KMTV's food and drug services, that I probably would like to name the 114 towns represented at KMTV's Family Party, that Lew wanted to mention KMTV's Special Projects Unit, that Joe wanted to run KMTV's blue-chip account list, that Norm was proud of "Your Neighbor's Faith," and that you had some facts on KMTV's Science Fiction Movies. That's fine, but even if you could get all that in the 2¼ x 5″, you'd only scratch the surface. What about KMTV's weekly, live "Midwest Hoot?" And KMTV's "Critic Contest?" And our building addition? KMTV's Annual Golf Tournament? (after all, it's Omaha's only true amateur championship) And what about KMTV's Junior Achievement programs with high school students? And the Clarkson Charity Fashion Show closed-circuit? (Wally says KMTV is donating twelve monitors, three studio cameras and five men for that one) Now, if you could get all you mentioned, plus all I suggested, into that small space, I'd probably still vote against it. Like I said, too much copy and not enough space. Too cluttered. Too busy. No sell. And who'd read it? I'll vote for "compliments of a friend."
(Petry and everybody's friend—KMTV-3-OMAHA)



meeting last Friday (Oct. 11) that the government's role has been brought to the forefront by its attempts to define fairness, prescribe commercial time standards and its desire to make the "vast wasteland" a cultural haven. "One government official suggests a rule reducing the number, frequency and length of commercials; another suggests fixing a ratio of news to entertainment, and so on. How many steps do we take along this road before we abdicate our integrity as citizens?" he asked.

Three days earlier, Mr. Comstock told the Nebraska convention that he thinks the FCC lacks the authority to enforce commercial time regulations. "It is utterly ridiculous for the government to try to anticipate the desires and whims of what the public wants." The Nebraska association adopted resolutions opposing both the commission time standards rulemaking and fairness doctrine.

Senator Carl T. Curtis (R-Neb.) told the Nebraska broadcasters that the best way to protect their interests is for them to establish close liaison with their congressional delegation.

A. James Ebel, general manager of KOLN-TV Lincoln and KGIN-TV Grand Island, was elected president of the Nebraska association (see FATES & FORTUNES, page 87).

Lloyd George Venard, president of Venard, Torbet & McConnell Inc., New York, station representative, told the Alabama meeting that Washington critics are not complaining about how many commercial dollars broadcasters earn, but how many commercials they are putting on the air. He urged that broadcasters use greater discretion in their sales policies as a means of clearing some of the commercial congestion.

Another broadcaster complaint on SESAC

Henry B. Clay, executive vice president and general manager of KWKH Shreveport, La., has told the Federal Trade Commission that in his opinion the SESAC music-licensing organization makes broadcasters pay a "protection" fee.

SESAC, he said in a letter, deals in "threats, intimidation, coercion and any other methods necessary" to get stations to take out SESAC licenses that the stations "do not need and do not want."

He said SESAC is able to do this "because the pittance which the station has to pay is so small compared to the great risk which is involved in going through a possible court proceeding."

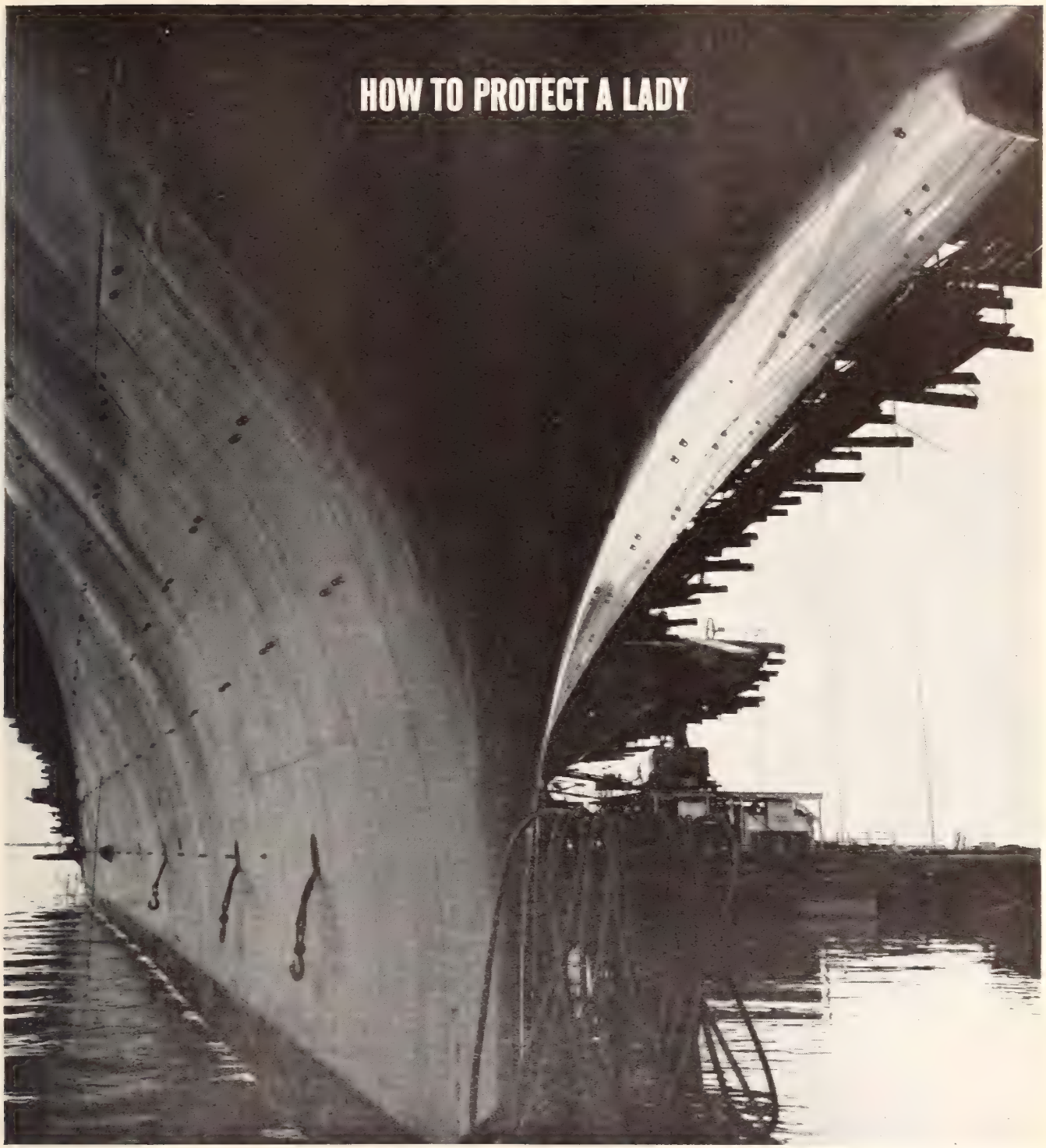
SESAC representatives, informed of the existence of Mr. Clay's complaint, said they had not been aware of it but denied there was any impropriety in their dealings with Mr. Clay and his stations. They said there had been protracted negotiations in 1959-1961, that they had monitored approximately 150 copyright infringements by his stations but that, after being confronted by de-



Future of TV committee to meet again

The Future of TV in America Committee of the National Association of Broadcasters met in Washington last week in "one of those sessions which accomplishes a lot—but nothing concrete." The committee is charged with recommending the courses of action on pay television, community antenna systems and UHF to the NAB boards this January. No decisions were made last week and the committee decided that it will need to hold a two-day session before the next board meeting.

Present last week were (l to r): Willard Walbridge, KTRK-TV Houston; Clair McCollough, Steinman Stations; Dwight Martin (chairman), WAFB-TV Baton Rouge; C. Richard Shafto, WIS-TV Columbia, S. C.; William Grove, KFBC-TV Cheyenne, Wyo., and John Murphy, Crosley Broadcasting. C. Howard Lane, KOIN-TV Portland, Ore., was not present.



The shapely beauty of the USS ENTERPRISE masks her true character. She's tough and in a scrap she can protect herself. Her hull contains thousands of tons of USS Armor Plate Steel—STS in her decks and bulkheads and HY-80 in her sponsons and deep down in her torpedo protection system. These steels, born of U. S. Steel's long service to the Navy and understanding of its needs, give the ENTERPRISE much of her physical toughness. Her moral toughness is an American heritage.

Tough, dependable USS Armor Plate Steels like STS and HY-80 are available in a wide range of strength and toughness. These properties, tailored to the individual protective application requirement, combined with the inherent fabricability and weldability of USS Armor Plate Steels, make steel the natural choice for naval vessels, and the economical and sound choice for armored vehicles.

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United States Steel USS TRADEMARK

Not all the acid is in Orange county's citrus

WFTV(TV) Orlando, Fla., celebrated its third editorial anniversary Oct. 7 by saying, "The test is not whether we are right or wrong, but that we are an additional voice in Central Florida."

The anniversary came as the station and the *Orlando Sentinel* battled over the way each editorializes and the stand taken by each on a proposed convention hall and theater for the city. Two sites are under consideration, one downtown and the other in Loch Haven park.

On Sept. 3 in an editorial, "Journalistic Abuse," WFTV accused the *Sentinel* of reporting the auditorium story by shrouding "the issue with specious arguments and a campaign villifying respected local officials.

". . . the news column accounts have tended to reflect an editorial rather than an objective position. . . . Instead of bending over backwards to insure objectivity or fair play by giving fair and equal coverage to the opposition view, the newspaper has maintained a consistent editorial slant. . . .

"We have been unable to fathom the logic of the editorial position. In some instances their advice has bordered on encouraging elected officials to violate existing laws and/or to provide favored treatment to one group of taxpayers over another. . . . Before the damage becomes irrepairable we urge withdrawal of violent and unfair opposition to the Loch Haven site."

On Oct. 3 the *Sentinel* in an editorial, "The Abusive Johnny-Come-Latelys," took the station to task for being "encouraged by the FCC to broadcast editorial opinion. [A local TV station] has adopted an editorial policy of attacking the local newspaper. That's its editorial position. Period. Although most newspapers, and particularly this one, print pages of TV information daily, these ingrates have no hesitancy in biting the hand that feeds them. . . .

"A favored policy of these ingrates is to take whatever side the newspaper is for and violently and abusively oppose it. . . . Could they possibly be jealous of the *Sentinel's* great popularity and of the *Sentinel's* prosperity earned by the sweat of its brow and by long and continuous service to the people? . . .

"Well, so much for the juvenility of these individuals who daily are fed by columns of *Sentinel* publicity free of charge. We have learned long ago that there is no gratitude in the heart or mind of a competitor. Only abuse and viciousness. And envy and hatred and jealousy."

The *Sentinel* then commented on WFTV's editorial attacking the *Sentinel* for its position against putting a theater and convention hall in Loch Haven park.

"It [the TV station] says it is unfair to subject honest, steadfast officials to what it calls abuse of our editorial opposition to their scheme. . . . We don't call it abuse. We call it a crying protest against the legal rights of the people."

Also on Oct. 3, WFTV again took to the air "to acknowledge an editorial in the morning newspaper criticizing the position in our editorial. . . . For the record let us state that WFTV does not have any policy of attacking the local newspaper and the statement is inaccurate and incorrect. . . . The newspaper suggests that we find a more mature and less abusive manner of expressing ourselves. That is exactly what we were trying to say to the newspaper."

Neither WFTV nor the *Sentinel* identified the other by name, although there are two TV stations and two newspapers in the city.

WFTV's president and general manager, Joseph Brechner, is a former newspaperman.

tails of the monitoring report and being told he was liable under the copyright laws, he took out new SESAC licenses and SESAC agreed to waive infringement damages.

With his letter Mr. Clay sent a synopsis of correspondence and conferences that he said he had with SESAC between Sept. 5, 1959, and May 14, 1961, regarding SESAC licenses for KWKH, KTHV(TV) Little Rock, Ark., and what was then KTHS (now KAAY) Little Rock.

Surrendered ▪ This summary said KWKH finally "capitulated" to demands that it sign or be sued for alleged infringement of SESAC licenses, although KWKH authorities were confident SESAC did not have a case.

SESAC, target of a similar complaint by Clarence Jones of WQIZ St. George, S. C. (BROADCASTING, July 22), has contended that its operations are legal and ethical. Mr. Clay's summary of correspondence quoted SESAC representatives as denying that they threatened, coerced or intimidated. It also quoted them as saying SESAC had superior financial resources for a court fight.

Mr. Clay's letter was addressed to Anthony J. DePhillips, attorney in FTC's division of general trade restraints. Mr. DePhillips acknowledged earlier that the FTC was investigating complaints against SESAC's licensing operations (BROADCASTING, Sept. 30).

In the period covered by Mr. Clay's letter, KWKH, KTHV(TV) and KTHS were under common ownership. KTHS has since been sold.

In presenting their account of the dealings, SESAC representatives said last week that Mr. Clay's stations had been SESAC licensees from 1937 to 1959 and that "no problem at all" arose during that period. In 1959, they said, he cancelled his license, saying he wasn't using SESAC music. They said they eventually monitored his broadcasts, found approximately 150 infringements of SESAC copyrights and reported them to him, but that he continued to play some SESAC numbers.

They said that in the face of his denial that he needed or was using SESAC music they showed, through their monitoring, that he was playing SESAC selections of all types, and that he took no new licenses after they finally told him he was liable under the copyright infringement laws at $250 per infringement.

As an example of SESAC's relations with broadcasters, they said SESAC had taken only three infringement suits to court in the company's 32-year history, and that the last of these was in 1948.

NAB regional meetings begin in Hartford

Temporary headquarters of the National Association of Broadcasters will be located in Hartford, Conn., and Minneapolis, Minn., this week as the NAB begins its annual round of eight regional conferences.

The Hartford conference begins today (Monday) at the Hilton Hotel and will feature NAB President LeRoy Collins answering questions of members. Lee Fondren, KLZ Denver, will speak on the subject "Advertising 1980" at today's luncheon. Mr. Fondren also is past president of the Advertising Association of the West and currently is vice chairman of the Advertising Federation of America.

A comprehensive report on the NAB's ratings research activities will be given tomorrow by Donald McGannon, president of Westinghouse Broadcasting Co. and chairman of both the NAB's Research Committee and Ratings Coun-

84.1%

of the

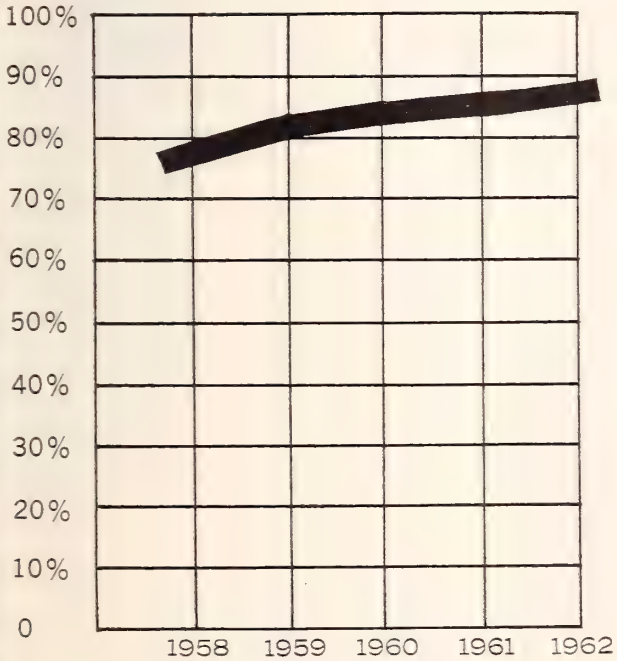
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cil. Radio and TV delegates will meet separately this afternoon while joint sessions are planned both mornings.

The Hartford conference, as well as the other seven, will last 1½ days. The NAB roadshow will open Thursday in the Leamington hotel, in Minneapolis. Next Monday and Tuesday (Oct. 21-22) NAB members will convene in Pittsburgh and Thursday-Friday sessions (Oct. 24-25) are scheduled in Miami Beach.

WNDT(TV) gets 2 grants

New York's educational station WNDT(TV) has received a grant of $25,000 from the Louis Calder Foundation and $12,500 from the Rockefeller Fund. The grants were awarded to Educational Broadcasting Corp., which operates WNDT, for the budget during the fiscal year ending June 30, 1964.

The grant from the Louis Calder Foundation was its first in educational TV. The Rockefeller Brothers Fund, however, had previously contributed to the acquisition fund for WNDT in 1961.

Special election set to fill Frechette seat

A special election has been ordered by the National Association of Broadcasters to fill a vacancy on its radio board created by the death of George T. Frechette, president of WSAU-AM-FM-TV Wausau, Wis. (BROADCASTING, Sept. 30). Mr. Frechette was elected to a two-year term last spring from the NAB's district 9, which includes Illinois and Wisconsin.

Certification forms were sent to radio members in those two states last week and nominating forms will go out the first week of November. Official ballots will follow with final results to be announced Dec. 12. The radio director to be elected will serve until the 1965 NAB convention.

WAVY-TV rejoins NBC Radio

WAVY Norfolk-Portsmouth-Newport News, Va., becomes an affiliate of NBC Radio today (Oct. 14). WAVY had previously been affiliated with the NBC network between September 1953 and May 1959.

The station, owned by Tidewater Teleradio, broadcasts at 1350 kc with 5 kw. Tidewater also operates WAVY-TV, an NBC-TV affiliate, in the same market.

'Journal' ad hits pay TV

The Southern California Theatre Owners Association, seeking to prevent the proposed West Coast pay TV venture from getting off the ground, is fighting its adversary in print ads.

An ad in the *Wall Street Journal* Friday (Oct. 11) tells of "an initiative" which is being drawn up that would leave the question of charging the "general public for the privilege of viewing television in the home" to a popular vote.

The ad concludes: "It's your TV—Keep it free."



WWJ-TV to get facelifting

Architectural and engineering planning is scheduled to begin Tuesday (Oct. 15) on the $1.2 million replacement, expansion and modernization program for WWJ-TV Detroit. The two-year project includes redesigning of master control room, film projection room and video tape areas; installation of eight new studio cameras, four new film projection units and two new video tape recorders, and replacing all studio and control equipment with transistorized circuits and apparatus. General Electric and RCA will be the major equipment suppliers.

Looking at the plans for the new facilities are (l to r): Allen G. Sanderson, chief engineer; Edgar J. Love, engineering manager; James Schiavone, general manager, and Franklin G. Sisson, station manager.

Executives Consultants formed in Washington

William Dalton, former president of the National Community TV Association, announced last week the formation of Executives Consultants in Washington. The firm will offer specialized services in management, policy and operations to industry and trade associations.

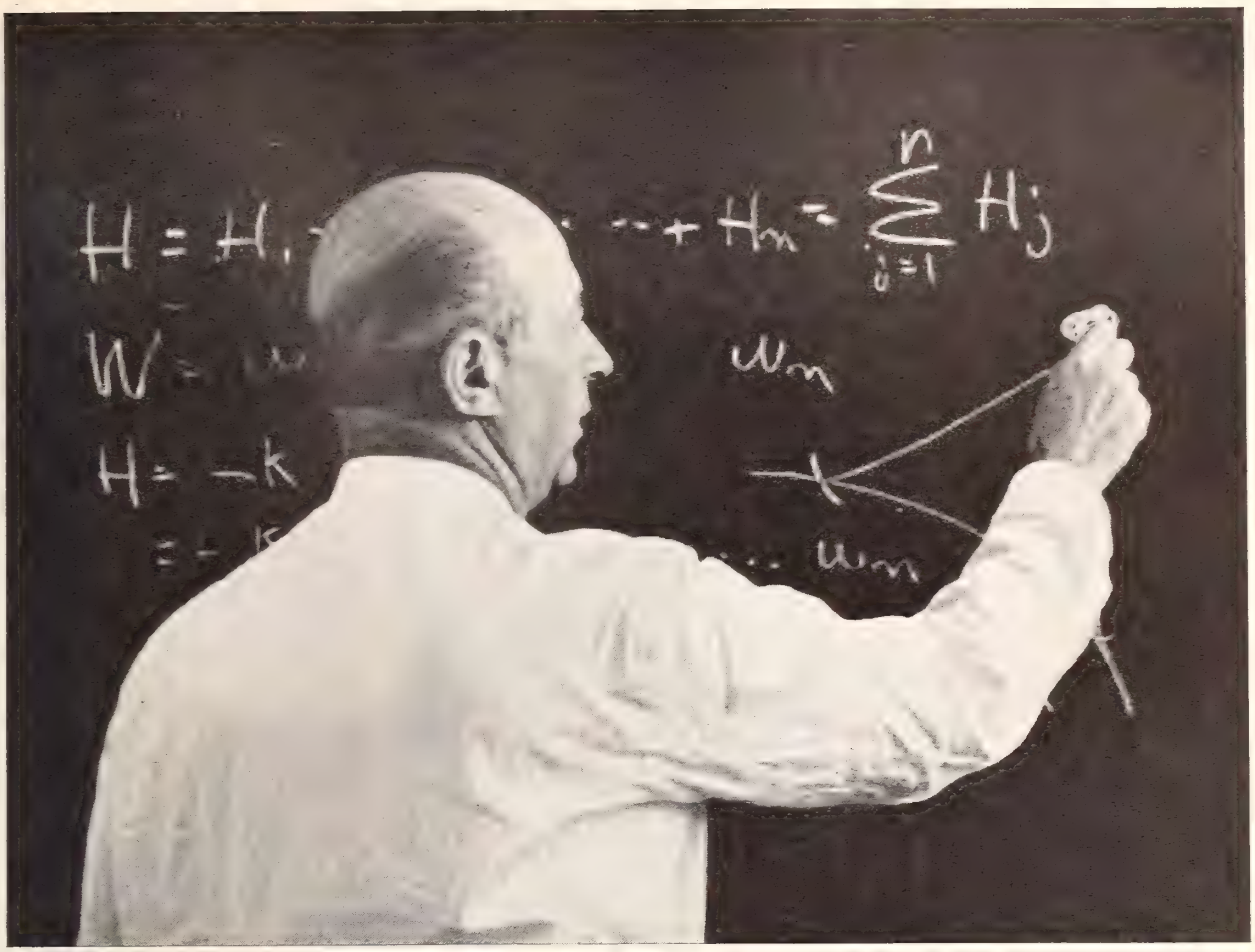
Mr. Dalton, who resigned last summer as NCTA president, remains a consultant to that organization (BROADCASTING, Aug. 26). He is a Chartered Association Executive and former president of both the American Society of Association Executives and the Washington Trade Association Executives.

Headquarters of Executives Consultants will be in the National Press Building, phone 347-2472.

Media reports...

New CBS-TV station ▪ KTVS(TV) Sterling, Colo., joins CBS-TV as a satellite of KFBC-TV Cheyenne, Wyo., on or about Dec. 1. The satellite will operate on channel 3 and is owned and operated by Frontier Broadcasting Co. in Cheyenne.

Documentary unit ▪ Formation of a documentary unit at KBTV(TV) Denver has been announced by John C. Mullins, president and owner of the station as well as its AM adjunct, KBTR. The documentary unit will be headed by Al Helfer, KBTV director of news, sports and special events.



If he doesn't talk your language, we do

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'Monday Night at the Ball Game' in '64?

FETZER PLAN WOULD PUT BASEBALL IN NETWORK PRIME TIME

A wedding of baseball and prime time in 1964 (CLOSED CIRCUIT, Sept. 30) took a giant stride toward reality last week with announcement of a plan to put major league baseball "spectaculars" on national network television next season, with no blackout areas.

The plan of John E. Fetzer, veteran broadcaster and owner of the Detroit Tigers, calls for 26 Monday night games from 8-11 p.m., NYT, with the network paying an estimated $6.5 million or more for the rights. "A price of $250,000 or more a game is not unreasonable to assume," he said.

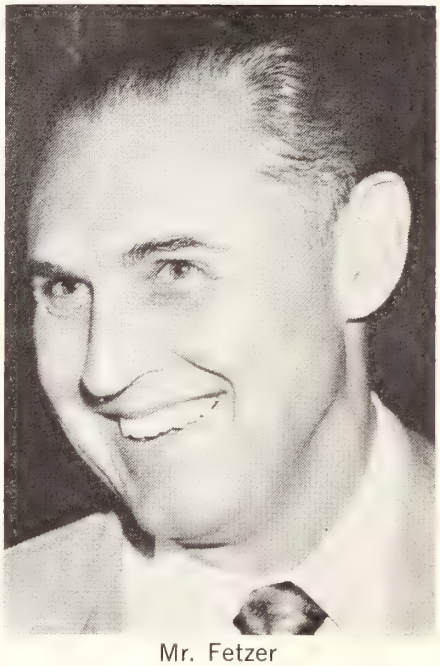
Station time could run as high as $15 million, according to some estimates.

The "spectaculars" would supplement—not replace—the locally and nationally televised games, which are negotiated individually, and which produced an estimated $13.1 million for the ball clubs in 1963 (BROADCASTING, March 4).

Mr. Fetzer's proposal has already received endorsement from the TV committees of the American and National leagues. Preliminary conversation with the networks and evoked keen interest, it is understood, from at least two of them, ABC and NBC. However, both have made it clear that the conversations did not constitute formal negotiations.

CBS, while interested, reportedly is moving cautiously because of its strong Monday night lineup.

Under the Fetzer plan, all 20 major league teams would share in the games, as soon as they can clear their schedules. Mr. Fetzer said that two-thirds of the



Mr. Fetzer

teams have indicated they could take part in such a plan next year and that "by 1965 all clubs would be in."

The three hours would be filled with the regular game, plus feature material such as interviews with star players and baseball celebrities.

Sponsors for such a package are the key to success, Mr. Fetzer emphasized, and said his estimate of $6.5 million is "a reasonable assumption" compared to other special events.

The estimated weekly production figures of programs now in the 8-11 p.m. Monday slot: $378,000 on ABC-TV, $359,000 on CBS-TV and $270,000 on NBC-TV (BROADCASTING, May 27)—compared to $250,000 weekly Mr. Fetzer is proposing for rights to the "spectacular."

In a 20-team plan, Mr. Fetzer said each club could hope for a minimum return of $200,000 a year for participation and it could go to $350,000.

This plan, in which the clubs would share equally, could aid the move of Calvin Griffith, president of the Minnesota Twins, and other American League officials in seeking a more equitable distribution of rights to the weekend network games (BROADCASTING, Sept. 30).

Mr. Fetzer said his plan "is designed for a minimum amount of interference with existing commitments. It is not a substitute for present regional or national programs, but an additional telecast calculated to bring in additional income."

Noting that "many of our baseball people who are unfamiliar with the workings of television find this program onerous and complicated," Mr. Fetzer said, "in my view the compli-

Film sales ...

The Golden Tee (90-minute golf special) (CBS Films): Sold to WBBM-TV Chicago; KHJ-TV Los Angeles; WFAA-TV Dallas-Fort Worth; KLZ-TV Denver; KGW-TV Portland, Ore.; KCPX-TV Salt Lake City; WHP-TV Harrisburg, Pa.; KEYT(TV) Santa Barbara, Calif., and WALB-TV Albany, Ga. Now in over 20 markets.

En France (Seven Arts Associated): Sold to WGR-TV Buffalo; WMT-TV Cedar Rapids, Iowa; WSPD-TV Toledo, Ohio; KPRC-TV Houston; KPAR-TV Sweetwater, Tex.; WLOS-TV Asheville, N. C.; WVUE (TV) New Orleans; WMTV(TV) Madison, Wis.; WVEC-TV Hampton-Norfolk, Va.; WNHC-TV New Haven, Conn.; WMTW-TV Poland Spring, Me., and WFAA-TV Dallas-Fort Worth. Now sold in 59 markets.

Sea Hunt (Economee): Sold to WRVA-TV Richmond, Va.; WTVY(TV) Dothan, Ala.; KNTV(TV) San Jose, Calif.; KARD-TV Wichita, Kan.; WLWD (TV) Dayton, Ohio; KGBT-TV Harlingen, Tex.; WTOC-TV Savannah, Ga.; WALB-TV Albany, Ga.; KEYT(TV) Santa Barbara, Calif.; KFVS-TV Cape Giraudeau, Mo.; KBTV(TV) Denver; KTVE(TV) El Dorado, Ark.; WLBZ-TV Bangor, Me.; WSLS-TV Roanoke, Va.; WBTV(TV) Charlotte, N. C.; KSLA-TV Shreveport, La.; WTJC-TV Savannah, Ga., and WMAZ-TV Macon, Ga. Now sold in 152 markets.

Churchill, The Man (Seven Arts Associated): Sold to KCOP(TV) Los Angeles; WANE-TV Fort Wayne, Ind.; WCIV (TV) Charleston, S. C.; KPTV(TV) Portland, Ore.; KSL-TV Salt Lake City; KNTV (TV) San Jose, Calif., and WTOL-TV Toledo, Ohio. Now sold in 18 markets.

Bowery Boys Features (Allied Artists TV): Sold to WBKB(TV) Chicago; WBAP-TV Fort Worth-Dallas; WMCT(TV) Memphis; WTOL-TV Toledo, Ohio; WTVN-TV Columbus, Ohio; WRVA-TV Richmond, Va.; KCHU(TV) San Bernardino, Calif.; KOAT-TV Albuquerque, N. M., and WNBE(TV) New Bern, N.C.

M-Squad (MCA TV): Sold to KRDO-TV Colorado Springs; WBRC-TV Birmingham, Ala.; WESH-TV Daytona, Fla., and KXLF-TV Butte, Mont. Now sold in 148 markets.

Dragnet (MCA TV): Sold to WSOC-TV Charlotte, N. C.; WDAM-TV Hattiesburg, Miss.; and KTBS-TV Shreveport, La.

Love That Bob (MCA TV): Sold to WNBE(TV) New Bern, N. C.; WCPO-TV Cincinnati and WTVJ(TV) Miami.

D.A.'s Man (MCA TV): Sold to WRBL-TV Columbus, Ga.

Soldiers of Fortune (MCA TV): Sold to KSTP-TV Minneapolis-St. Paul.

Bachelor Father (MCA TV): Sold to WSAZ-TV Huntington, W. Va.

Restless Gun (MCA TV): Sold to KTTS-TV Springfield, Mo.

cations of the problem are not insurmountable."

Mr. Fetzer is president of the Fetzer Broadcasting Co., licensee of WKZO-AM-TV Kalamazoo, WWTV(TV)-FM Cadillac, WJEF-AM-FM Grand Rapids, and WWUP-TV Sault Ste. Marie, all Michigan; KOLN-TV Lincoln, and KGIN-TV Grand Island, both Nebraska.

No Blackout ▪ Mr. Fetzer, who spent six months on the basics of the plan, said the Monday night games would be carried by all stations of the network, including stations in major league territory now blacked out by current weekend network games.

Monday night, Mr. Fetzer said, is the logical choice because only a few clubs presently play games on Monday, traditionally a light baseball day on the schedules.

To make the plan successful, Mr. Fetzer noted that teams would have to eliminate Monday night TV rights from their local contracts, and that whenever a makeup game is scheduled on Monday, it would have to be played in the afternoon.

However, he said, West Coast games could be played at regular times since the network game would reach the Coast at 5 p.m. In this way, he added, there would be no conflict between network games and proposed pay TV games which may begin next season in Los Angeles and San Francisco (BROADCASTING, Aug. 26).

The 26-week schedule, April through September, would be divided between the two leagues with only two night games scheduled on each Monday. One would be used for the national show and the other a standby in case of inclement weather. If both were rained out, a feature could be substituted.

Aside from the additional revenues, Mr. Fetzer said the Monday night games would be "a great boon to sports because it would bring in the best production talent, the best men in baseball to make a great sports spectacle.

Mr. Fetzer noted that negotiations would be with each league, and not through the office of Baseball Commissioner Ford Frick.

At meetings in Los Angeles during the World Series, Mr. Fetzer submitted his plan to the American League management where, he said, "it was approved in principle." The proposal received the same response at the National League meeting.

While there are still little bugs to be ironed out, Mr. Fetzer said there was a good chance the leagues would move toward this plan prior to the major and minor league meetings in Los Angeles and San Diego in early December.

One of the anticipated hurdles is the reaction of the minor leagues. "We expect some disagreement," Mr. Fetzer noted, adding that nothing appeared insurmountable.

Presumably the long-range outlook of the Fetzer plan would provide some financial benefits to the minor leagues.

Radio-TV gets prime talent from locker room

Four sports personalities, Jack Stroud of the New York football Giants, Sandy Koufax of the Los Angeles baseball Dodgers, Mickey Mantle of the New York Yankees baseball team and Gil Hodges, manager of the Washington Senators baseball club, have each been named to act as broadcasting program hosts.

Mr. Stroud, captain of the Giants' offensive unit, will take over on CBS Radio's *Sports Time*, which is broadcast Monday through Saturday from 6:55-7 p.m. EDT. He starts as host this evening (Oct. 14), replacing Phil Rizzuto for the remainder of the football season. *Sports Time* is sponsored by the R. J. Reynolds Tobacco Co. through William Esty Co., New York and the Mennen Co. through Warwick & Legler, N.Y.

Mr. Koufax and E. Charles Straus, president of Century Productions, Hollywood, met last week with representatives of agencies and distribution companies on a syndicated filmed half-hour series, *Thrilling Moments in Sports With Sandy Koufax*. The series will be a combination of film clips and interviews with sports figures, the latter to be conducted by the Dodger pitcher.

Mr. Mantle has been signed to star in a series of 26 half-hour TV sports programs to be produced by Video Sports Productions, an affiliate of Nathan, Johns and Dunlap, Inc. of New York. It will be called *Mickey Mantle's Journey into Sports*.

Mr. Hodges plans to be host of an hour TV special, "Ballad of a Country," produced by Geoffrey Seldon Associates. The historical show features such performers as the Limelighters, Tex Williams and Billy Armstrong.

Panel discussions center around 'Opry'

Roundtable discussions on broadcast license renewal, programing and sales will be among the highlights of the *Grand Ole Opry's* 38th birthday celebration at WSM Nashville.

The four-day session, Oct. 31-Nov. 3, will begin with a review and summary of the license renewal conference, which is scheduled for the University of Tennessee at Knoxville, Oct. 22-23, under sponsorship of WSM. Robert Cooper, general manager, WSM, will moderate the panel at the university and at the summary session.

On Nov. 1 the programing and sales discussions will be led by Ott Devine, manager of the *Grand Ole Opry* (programing) and Len Hensel, WSM commercial manager (sales). Participating on the sales panel will be: Dan Scully, account executive, Leo Burnett; Cohen Williams, president, Martha White Mills; Joseph H. Epstein Jr., executive vice president, Walker Saussy Advertising, New Orleans, and James Faszholz, broadcast program department, Gardner Advertising.

Major recording companies will sponsor individual events for the country music disc jockeys attending the celebration.

'1492' is previewed

ABC-TV last week previewed "1492," the first of a four-part series, *The Saga of Western Man*, that will be seen during the current season. The programs will be in color on ABC-owned stations and on affiliate stations that are equipped to telecast in color.

The network also said that the Upjohn Co., through McCann-Marschalk, which had contracted for half sponsorship of each of the four one-hour shows, now has signed for full sponsorship of "1492," scheduled for Oct. 16, 10-11 p.m. The other three: "1776" which will be scheduled in December, "1898" in January and "1964" which will be aired next March.

Memorial Day 500 to go the theater TV route

The Memorial Day 500-mile auto race from Indianapolis will make its TV debut next May 30 but in the nation's theaters rather than its homes, under a long-term contract between MCA-TV and the Indianapolis Motor Speedway Corp.

MCA-TV will have exclusive rights to produce and distribute live coverage of the motor classic to theaters and sports arenas via closed circuit TV. Newsreel and news camera coverage is not affected by the agreement, MCA-TV said, nor are the longstanding radio arrangements which will continue to make the voice description of the race available to radio listeners.

The TV agreement will enable fans

Day and date, TV and Broadway

Tonight, for the first time, a play that opens on Broadway will be simultaneously presented on television. In five cities on TV stations owned by the Westinghouse Broadcasting Co. in two and a half hours of prime time (7:30-10 p.m.), an advance-taped production of "The Advocate" by Robert Noah will be presented at the same time the play opens in New York's ANTA Theater.

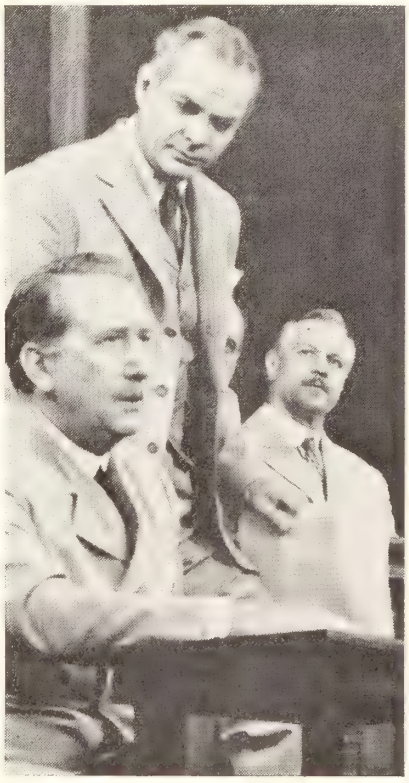
Westinghouse has spent about $80,000 for the taped presentation and in addition, as principal angel of the Broadway production, has contributed $60,000 of the total $100,000 expense of putting the play in the theater. From advertising it has sold on its five-station presentation it will recover no more than 25% of its investment.

The financial success of Westinghouse's venture admittedly is dependent on the play's Broadway reception and run, but as an ice-breaking project it has already been labeled a hit by the station group. There was a lot of ice to break.

Authors Wary ▪ A major problem facing Westinghouse was finding an author willing to have his work exposed on television. Fear of mass exposure jeopardizing a possible sale of movie rights has made authors wary of having their works involved in TV and Broadway at the same time.

"Here," says the Westinghouse director of creative services, Herman Land, "is where a group TV operation is at an advantage. We were able to convince the author that a five-city TV presentation would not have ill effects on future rights to the play." Presumably networks couldn't do this, and a single station couldn't afford the project.

Another obstacle confronting Westinghouse was that of union contracts covering the 23 actors in the production. For the Broadway show the performers signed regular Actors Equity contracts and for TV, American Federation of Television and Radio Artists contracts, but getting the actors off the stage and into a TV studio for tape production was not so simple.



A theater audience in New York and television audiences in five other cities will see this scene tonight (Oct. 14) when the Westinghouse stations broadcast a taped production of "The Advocate" at the same time the play is in its opening performance on Broadway. James Daly, the advocate (standing), questions John Cecil Holm, a witness (foreground), in the play which is based on the Sacco-Vanzetti case.

Under normal Actors Equity rules, a player must receive one week's Broadway salary for each day of TV taping and a week's salary for each day of rehearsal. The latter stipulation would have made the cost prohibitive. For this project Equity agreed to waive the rehearsal pay requirement, allowing one week's salary to cover all rehearsal for the taped production.

Revenue Sources ▪ Westinghouse has rights for two showings of the play on its own stations. Opening night on the five stations was about 80% sold by the end of last week. Only 10 minutes in all were made available to advertising on each station in the two and a half hour presentation since commercial announcements could not be placed within acts of the play. Donald McGannon, WBC president, notes that "very substantial sponsorship was found for the presentation, even though the playwright is new and the play is of a relatively serious nature."

On WBZ-TV Boston, 10 advertisers came in with a minute each. Hills Bros. coffee bought half of the show on KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX(TV) San Francisco. H. J. Heinz has half sponsorship on KDKA-TV, and Sears Roebuck and National Bohemian are half sponsors of the telecast on WJZ-TV

to view the race in its entirety as it is going on for the full 500 miles, 200 laps and approximately three hours and 20 minutes. MCA-TV calls this "an attractive aspect to theater and sports arena viewers . . . unlike championship title fights which can end in a first-round knockout."

Program notes . . .

Brisk sales ▪ Four Star Distribution Corp. reports that sales in the first quarter of its fiscal year, ended Sept. 30, were brisk with 72 contracts made during the normally light selling period of July, August and September. Len Firestone, vice president and general manager of Four Star Distribution, attributes the strong selling pattern, in part, to pre-emptions by some stations of network programs that had not sold out.

Radio series ▪ In its first syndication project in radio, Triangle Publications radio-TV division is offering a 15-minute weekly series, *Motor Racing Review,* starting this month. The series will be made available at a price which includes dubbing and taping, according to Mike Roberts, director of program sales.

Background film ▪ Motion picture actor Jon Hall has amassed more than 400,000 feet of 35mm film for his Torrejon Film Library, which rents film to movie and TV studios for background use. Approximately 70% of the film, shot in all parts of the world, is in color. Mr. Hall did all the camera work himself.

Formats changed ▪ Two Southern California stations—KIEV Glendale and KSON San Diego—have changed to country-and-western music formats.

Tracer of celebrities ▪ Roz Starr, information service on the whereabouts of celebrities, has opened offices at 1680 North Vine Street, Hollywood, to serve West Coast clients. The New York based service has representatives in London, Rome and Paris. Hollywood phone is 466-7351.

Morals series ▪ WOR-TV New York this season is presenting *Talk Back,* a Sunday morning series of half-hour panel programs devoted to discussions of

Baltimore.

The play has further revenue possibilities. As "limited backers" Westinghouse and other private investers will receive half of the 40% producer's share.

If movie rights are sold, Westinghouse's share would be negotiated starting with the same formula. In this case TV syndication of the play would have to be put off for from three to five years.

The author has 90 days after the Broadway run to sell movie rights. After that Westinghouse could begin worldwide TV syndication, sharing profits 50-50 with the play's producers.

Production Plan ▪ The philosophy of WBC in taping the play for television was "to bring Broadway to television rather than adapt the play for TV." The play was taped at the Videotape Center in New York, the taping process requiring about 35 hours and tape editing, about 20 hours. For its services, Videotape received an estimated $25,000.

Westinghouse did not stint in publicizing the project. Promotion for the event, handled by the group's headquarters, included full page newspaper ads in New York, a page in *Time* magazine, pages in *TV Guide* and local newspapers in all Westinghouse TV markets, in addition to slides and taped 10- and 20-second promo spots for individual station use.

No matter how the critics evaluate the play, Westinghouse counts its experience as a success. WBC's president, Mr. McGannon, said last week: "The essential validity of the whole project has already been demonstrated."

moral issues. The 13-broadcast series began Oct. 6, (9:30 a.m. EDT) and is moderated by former baseball star Jackie Robinson.

'Battle Line' sold ▪ Official Films has completed arrangement for sale of its *Battle Line* series to the Armed Forces Radio and Television Service, for viewing in 35 overseas military installations. The series, produced by Sherman Grinberg, consists of footage shot during World War II by combatants, both Allies and Axis, in locales now the sites of U. S. foreign bases.

Art tour ▪ NBC plans to broadcast next year a full-hour color TV tour of the Louvre Museum in Paris. Filming of *The Louvre* is scheduled to start within a few weeks. The TV special will be produced by Lucy Jarvis and John Sughrue and directed by Mr. Sughrue.

New program for Triangle ▪ Additional programs have been acquired for distribution to TV stations by Triangle Program Sales, the syndication arm of the Triangle Publications radio-television division. They include *Frontiers of Knowledge*, 25 half-hour documentary programs which have concluded their first run on six Triangle-owned TV stations, and the Little League World Series, to which Triangle has secured the TV rights for three years, starting in 1964.

New Berton series ▪ Screen Gems (Canada) reports it is in full-scale production on a new series of half-hour programs starring Pierre Berton, which will be distributed to Canadian stations on a five-times-a-week presentation. Mr. Berton will conduct interviews, comment on the Canadian and world scene, and gather and present stories in the public interest.

Metropolitan airs opera ▪ *The Joan Sutherland Show*, an opera special, was telecast by WNEW-TV New York Oct. 6-7 and at later dates over the other Metropolitan television stations. The program features Miss Sutherland, Margreta Elkins and the London Symphony Orchestra.

New program ▪ *Frankly Speaking*, a three-hour discussion program has made its debut on WEEI Boston (8:30-11:30 p.m.) with Jim Glatis, former FBI undercover agent and lecturer on Communism, as host. The new radio program will feature a different guest each evening and will enable WEEI listeners to participate by telephoning their questions in while the show is in progress.

Syndicator named ▪ TV Marketeers Inc. has been named sales representative by Bing Crosby Productions and Jack Douglas for their series *Across the Seven Seas*, 30 half-hour travel adventure episodes produced in color.

Bozo boom ▪ The complete *Bozo The Clown* library has been sold by Jayark Films in four Southeast Asia markets—Hong Kong, Singapore, Bangkok and the Federated States of Malaysia. The series of 156 five-minute episodes and 52 *Bozo's Cartoon Storybook* adventures is also showing in Japan, Saudi Arabia, Australia, New Zealand, Mexico, Germany and Uruguay, as well as 185 U. S. markets.

Six Pac selling ▪ TV Marketeers has reported sales in 11 European countries of its "TV Six Pac" series of six hour-length television specials. The programs were produced by Victor Borge and Geoffrey Selden.

TFE will take part at NAB convention

Television film distributors met in New York last week and formed Television Film Exhibit '64, an event to run coincidentally with the National Association of Broadcasters convention in Chicago April 5-8. Distributors held TFE '63 this past spring and its success resulted in a decision to present the exhibit again.

The new executive committee is made up of Richard Carlton, Trans-Lux Television Corp. and Alan Silverbach, 20th Century-Fox Television Inc., co-chairmen; Harvey Victor, Jayark Films Corp.; Barry Lawrence, United Artists Television Inc.; Richard Harper, MGM Television and Len Firestone, Four Star Distribution Corp.

During TFE '63 distributors held their exhibits at the Pick-Congress hotel, north of the Conrad Hilton hotel, site of the 1963 NAB convention.

CBS-TV schedules 2d 'Town Meeting of World'

CBS last week said it would telecast another *Town Meeting of the World* this Tuesday, Oct. 15, at 8:30-9:30 a.m. EDT and will repeat the program the following evening at 7:30 p.m. The program, entitled "The Christian Revolution," will consider the forces striving toward reform, renewal and reunion throughout the Christian world. Leading churchmen will participate from pickup points in Rome, London and Princeton, N. J.

The telecast will be live via Telstar II, a second such use since the first *Town Meeting* making use of the communications satellite in July (BROADCASTING, July 15). Eric Sevareid will serve as anchorman in New York for the joint project of the British Broadcasting Corp. and CBS News.

AFTRA local reveals L.A. wage demands

Parity in wage scales for the seven VHF TV stations in Los Angeles and for the major radio stations of the city is being sought by the Los Angeles local of the American Federation of Television and Radio Artists in negotiations for new contracts with the broadcasters of the community. The present base pay for staff announcers, $180 a week, will rise to $210 at the network-owned or affiliated radio and TV stations if AFTRA demands are met.

The four independent VHF TV stations, whose base rate for announcers is now $175, are being asked for a $35-a-week pay boost for staff announcers, bringing their base pay also to $210 a

Old radio shows never die

CBS Radio is embarking on a project under which recordings of old comedy shows starring Edgar Bergen and Charlie McCarthy, George Burns and Gracie Allen and others would be carried on the network for a Sunday, half-hour show. The network is negotiating with the Martini & Rossi Corp., maker of vermouth and wines, but a final decision has not been made. Reach, McClinton & Co., New York, M&R's agency, is understood to have initiated the project.

week. Independent radio stations KFWB, KLAC, KMPC and KPOL Los Angeles, plus KRLA Pasadena and KSFO San Francisco, which have traditionally had a lower scale than the network outlets, will be upgraded to the same "Class A" status and the same AFTRA pay scale. In addition to the wage hike, AFTRA is asking a 6½-hour day, five-day, 32½-hour week for staff announcers. Annual wage guarantees and substantial increases in fees are also being sought for staff men.

The Los Angeles AFTRA local also is asking for "significant" increases in fees for commercial announcers on major league baseball and professional and collegiate basketball broadcasts, both TV and radio, vacations with pay for TV performers working for a single producer for 52 weeks, a 20% increase in fees for free lance local and regional radio work. The union also seeks to delete the discount now allowed for work on five-a-week programs (bringing the week's pay to only slightly over three times the single show rate), so that the performer would receive full pay for each broadcast.

Worldwide newsfilm unit opened by ABC News

ABC News has launched a newsfilm unit that operates at 10 locations in the U. S., Europe and Asia. The new operation, designed to provide more complete visual news coverage, is staffed by more than 50 cameramen, soundmen and technicians. In addition to its own camera crews, ABC News will utilize filming facilities available at most of its affiliated stations.

ABC said it has invested more than $500,000 in equipment and processing facilities for the new unit. Laboratories at ABC studios in New York and Washington will make possible prompt film processing and televising.

Lining up early

A contract with WXYZ-TV Detroit for Four Star's *Rifleman* series carries the option to delay the start of the playing dates until January 1965. Len Firestone, vice president and general manager of the distribution company, noted the late starting date points up this fact-of-life in the syndication business: "Quality off-network product is going to become scarcer and scarcer," and stations therefore are stockpiling them.

A second "unusual" contract was signed with KTTS-TV Springfield, Mo., calling for the purchase of four company series—*Rifleman, Zane Grey Theater, Detectives* and *The Law and Mr. Jones.* The station plans to slot the Four Star series on weekday evenings in the 7-7:30 p.m. time period.

EQUIPMENT & ENGINEERING

Meanwhile, back at the drawing board

ENGINEERS AT WORK ON DISC-TO-CARTRIDGE PROBLEM

Two National Association of Broadcasters technical committees are sprinting along to bring succor to broadcasters and agency men in the current ET's-to-tape cartridge controversy. Every indication is that, like most of broadcasting's technical problems, the engineers will find a way.

For the last six months there have been rumblings from Madison Avenue advertising circles complaining that there is a loss of audio quality when electrical transcriptions are transferred to tape cartridges (BROADCASTING, Sept. 30, June 17, 3). The alarm has become so widespread that the august J. Walter Thompson agency issued "verboten" orders with buys it sent out last month for Ford and other accounts.

To George Bartlett, manager of NAB's engineering department, the complaints are not new. For over a year now, two NAB technical committees have been working to set up standards for discs and for tape cartridges that will "take care of both ends of the problem—the turntable and the tape cartridge," according to Mr. Bartlett.

The audio standards committee, headed by A. Prose Walker, Collins Radio Co., is working to establish up-to-date disc standards. Standards for ET's go back to 1953 and Mr. Walker and his group have pretty well hammered out criteria for today's turntables. The new standards, including an audio test disc, will be submitted to the radio board of NAB when it meets early next year. Approval is expected.

The tape cartridge standards committee, which is led by Ross Beville, Broadcast Electronics Inc., expects to have its standards ready before the end of the year, also in time to submit to the radio board. It, too, is expected to be approved without too much fuss. The tape cartridge standards also will include a test tape to help broadcasters make sure their tape equipment is up to par.

"This ought to take care of all the complaints," Mr. Bartlett observed the other day, "except for one thing. That's


Mr. Bartlett


Mr. Walker


Mr. Beville



Tubes designed from the user's viewpoint

...use them wherever reliability is essential

When reliability really counts—as it does in industrial control applications—be sure with tubes custom-designed and tested for the job.

Sylvania engineers traveled the country—met with engineers and maintenance groups in broadcasting, public service radio, industry, the airlines—listened to their problems and studied them. From this came GB Gold Brand, a superior line of new and upgraded tubes, each tailor-made to a specific job. A given tube may have, for example, low noise, exceptional stability or vibration resistance. Or a critical parameter may be as much as three times the usual value. In each case, performance and reliability have been verified by actual user experience as well as laboratory testing.

This extra effort has paid off. "Excellent results," says an airline official. "No failures," reports a highway patrol department. "Hundreds of dollars saved in program interruptions," reports a TV station. "Less costly in the long run," discovered a county government. Similar results can be yours with a truly reliable, genuinely interchangeable GB Gold Brand Tube.

Electronic Tubes Division, Sylvania Electric Products Inc., 1100 Main St., Buffalo 9, N. Y.

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SYLVANIA

SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS

the technician who does the transfering from ET's to tape cartridges. I don't think we're in a position yet to set standards for him."

NAB To Blame ▪ Meanwhile, blame for the problem is laid at the door of the NAB because it has been instrumental in persuading the FCC to relax operator requirements while at the same time equipment has become more complex.

This charge was made by Harold Schaaf, chief engineer of WRFD-AM-FM Columbus, Ohio, one of the Peoples Broadcasting Co. stations.

In an Oct. 1 letter to Mr. Bartlett, Mr. Schaaf said:

"Station management seems to have been sold on the idea that automation is a means of eliminating operating personnel. So much so that many stations have purchased new, complicated equipment, reduced their engineering staffs to a skeleton force and turned over the operation of the equipment to whichever announcer may be handy. The engineering staffs that remain at many stations—because of the relaxed rules—have not enough time for the maintenance that the equipment requires or in some cases can hardly be classed as technicians since they are on the payroll only to satisfy the minimum requirements and not because of technical ability. . ."

The answer is improved design and modifications on existing equipment, willingness on the part of station management to pay for proper operation and maintenance and improvement of skills by station personnel, Mr. Schaaf declared.

Spectrum-saving device due around 2000

ADORIAN SEES RETURN TO FILM FOR TV SHOW RECORDING

Paul Adorian, managing director of Associated Rediffusion Ltd., London, told the Canadian Electronics Conference at Toronto that research has revealed the possibility of doubling the present television channel space available.

"It would make it possible to transmit and receive twice as many TV programs as today," he told the engineering audience.

Because of the tremendous cost of the changeover, he does not expect using this new TV transmission until early in the next century.

He saw the present system of transmission as extremely wasteful of radio spectrum space. At present a picture has to be scanned 30 times a second. The new system would eliminate the waste by using a memory device. When scanning was done, new pictures would be compared with old ones in the memory device, and only the new information would be transmitted. Receivers also would contain a memory device.

As a result only about 30 to 45% of the spectrum space now necessary would be used.

Mr. Adorian also felt that in a few years TV will return to the use of film for program recording, instead of video tape. He said tape is difficult for a highly skilled producer to edit, and produces distorted pictures after multiple rerecordings. Perhaps only 15% of the world's TV stations can afford tape, he noted.

He also urged TV manufacturers to develop a receiver which would be able to receive both American and European pictures. He claimed the converting of pictures transmitted by the Telstar satellite to meet local standards by a central retransmitting station distorted the picture.

In California ▪ Moving to the West Coast, Mr. Adorian spent Wednesday (Oct. 9) answering questions, at a Hollywood Press Club dinner and at a news conference.

Mr. Adorian said his company, which programs the London commercial TV station Monday through Friday, has a prime time rate of $5,600 for a one-minute spot, with a surcharge for placement in or near a program selected by the advertiser. No program sponsorship is permitted in English TV, he said, but spots may be broadcast adjacent to programs or at natural breaks (such as between periods of a sporting event, acts of a drama) within the program. Other subjects he touched on included:

▪ Financial: Sale of the commercial spots brings Associated Rediffusion an annual income of about $42 million and a profit of about $16.8 million before taxes. When new licenses are issued next July, they will carry a greatly increased tax load levied on the basis of no tax on the first $4.25 million of profit, 25% on the next $17 million and 45% on everything over $21 million, which would amount to about 4 million pounds ($11.2 million). "Then, of course, we pay a corporate income tax after that," he added wryly. "Nobody is happy about it, but it still leaves us with a profit."

▪ ETV: Associated Rediffusion now programs five hours a week of in-school educational material during the school year, with about 5,000 schools using the programs out of 25,000 which could. Now voluntary, this ETV service will become compulsory under the new license, as will some adult educational programing in the evening hours.

▪ Program Imports: The 14% limit of programs produced outside the United Kingdom is set by usage, not by law. Mr. Adorian, noting that this is appreciably higher than the volume of British programs broadcast in the U. S., the British would buy more U. S. said that if we bought more shows from Britain there is no doubt the British would buy more from us.

TV set sales jump

Television sets achieved a bigger gain in sales than any other merchandise category in department stores for fiscal 1962, a new report by the Controllers' Congress of the National Retail Merchants Association disclosed last week. TV receivers (plus other electric housewares) marked a leading 17% sales jump in 1962 over the previous year for branch stores while TV sales in the big urban stores scored the highest category gain of 9%. Radio-TV-phonograph departments also enjoyed major gains, the report said.

New RCA tubes getting extended warranty

RCA Electronic Components and Devices reports that all RCA-5820A image orthicon tubes sold to distributers after Oct. 1 are being backed up by a warranty based on 750 hours, instead of the previous base of 500 hours. RCA said last week, the new warranty policy "was made possible by many improvements in basic design, materials, manufacturing techniques, quality control and test procedures."

The RCA-5820A is a three-inch in diameter tube which features tight limits on resolution, signal-to-noise, ratio, sensitivity and uniformity of background.

New lens for TV commercials

A new motion picture lens permitting "swing sweep focus" in television commercials for greater attention and emphasis has been developed by Fred A. Niles Communication Centers. The new lens is available at the Niles studios in Hollywood, Chicago and New York.

President Fred A. Niles explained that the new lens allows exact focus-control of all portions of the picture frame so that the point of interest is sharp with all other aspects "softened." Also, a narrow plane of focus now can be moved through a scene in any direction like the sweep of a spotlight. The new lens was developed under the direction of Lionel Grover, vice president and general manager of Niles's Hollywood studio.



But Our Coverage Is Tremendous!

When it comes to television audience research, ARB *does* have the coverage. PROOF: Of the Top Twelve advertising agencies in terms of television billing, eleven are full-package subscribers. Thirty-seven of the Top Fifty are also ARB full-package clients. Yet, that's only part of the story. Regional and partial package subscribers to ARB research include important advertisers and agencies across the country.

More television time is now bought on the basis of ARB reports than ever before . . . and with good reason. With the increased sample size, twice as many families are providing vital audience information for media planning and buying decisions . . . based on more than 600 local surveys in 240 television markets . . . and seven national surveys of network audience. If you haven't investigated the many advantages of ARB research services available this season, let us bring you up-to-date soon!

AMERICAN RESEARCH BUREAU

DIVISION OF C-E-I-R INC.

ENGLISH TECHNICIANS MAY STRIKE

Elvin threatens nationwide stoppage for commercial TV

George Elvin, general secretary of the Association of Cinematograph, Television and Allied Technicians of Great Britain, has said that there is a danger of a nationwide commercial television strike over the jobs of several members working for Wales, West and North Television Ltd. He hoped that the dispute could be settled peacefully.

The general council of the association has agreed to a resolution that "The Independent Television Authority accept their responsibility for the closure of Wales, West and North and in the absence of such the general council should call for a national stoppage in commercial television."

Mr. Elvin contends that commercial television is a sufficiently profitable industry and that a trade union should not stand by and let members lose their jobs.

The resolution was received by the union's general council from the television branch committee and was accepted on the understanding that it applied to the independent television companies as well as ITA.

With 3,000 members in television, there is no doubt that the union could bring the commercial network to a halt. Talks are still going on between Sir Robert Fraser, ITA director-general, and John Baxter of Wales, West and North Television Ltd. which is in a weak financial position. The company is being taken over by another program contractor, Television Wales and the West Ltd. (See story below.)

Mr. Elvin claims that this situation has been caused by mismanagement, the main factor being the allocation of unviable areas to small television companies.

When ITA announced its new contract proposals, it said there would be only one contract available for Wales and the West of England, the area where two companies are currently operating.

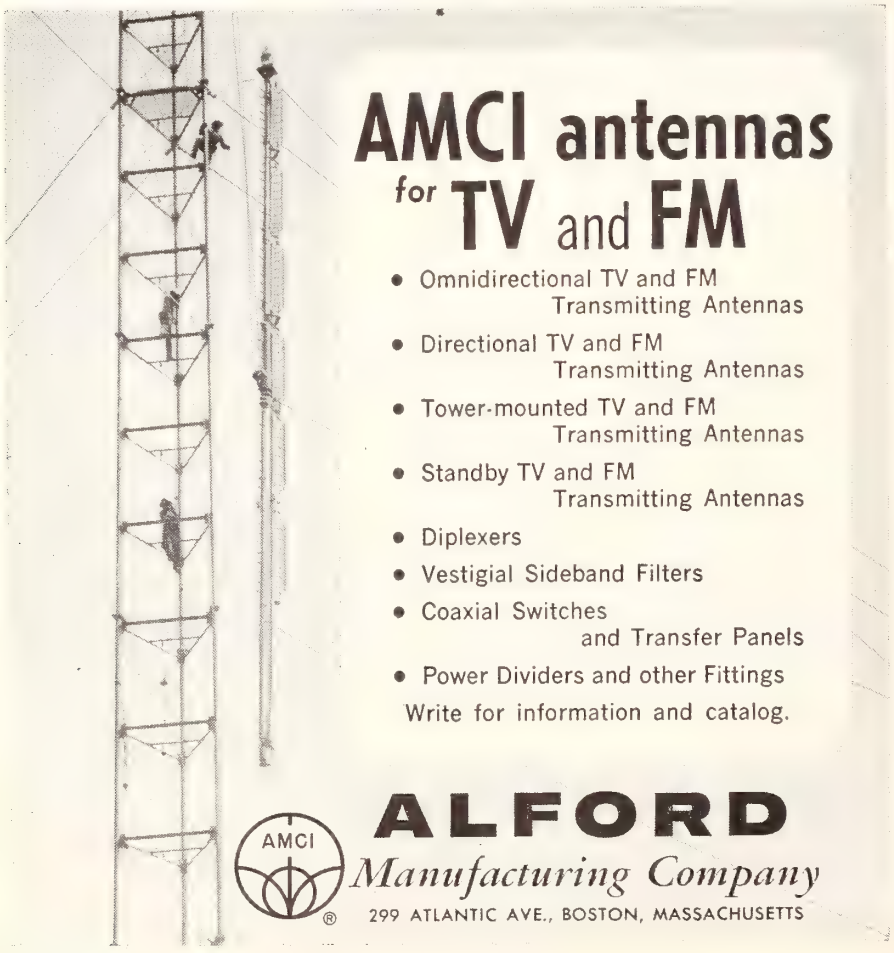
Wales offer accepted

The offer by Television Wales and the West Ltd. for the shares of Wales West and North Television Ltd. has been accepted. It involves a cash settlement to creditors of a maximum of $616,000 of libilities and an offer to WWN shareholders to exchange their shares for those of TWW.

An issue of just over 250,000 new TWW shares would be involved with a current market value of over $616,000. Total losses of WWN are shown as $793,758 at July 28 after having been on the air 10 months.

TWW and other commercial television companies have provisionally waived all charges due to them for programs networked to WWN. This, with other debt cancellations brings losses down to just over $560,000.

The WWN board says there is no prospect of the company continuing in business and being able to pay its creditors before its present license expires next July. It accepts the offer in respect of its own holdings and will resign if it goes through. A condition of the bid is that TWW should obtain a renewal of its license from ITA as contractor for Wales and the West of England.



Strouse impressed with RFE approach

Radio Free Europe is deadly serious in its broadcasts—by refugees from behind the Iron Curtain to their brethren still in their homelands under Communist rule—and it has its success stories too.

One of them, brought back by Ben Strouse, WWDC-AM-FM Washington, from a recent trip of 35 civic leaders, including broadcasters, is the story of a Polish musician who fled his country and is working for RFE.

Taking traditional Polish folk songs, the musician has rescored them in a modern jazz tempo and RFE has broadcast them back into Poland where the songs have become exceedingly popular. How does RFE know? Red Polish radio stations have taped the musical broadcasts and are broadcasting them to the populace.

Mr. Strouse said he was "tremendously impressed" with RFE operations. The central news room in Munich is like a network, he explained, with news coming in from all over the continent both on this side and on the other side of the curtain. "RFE does an impressive job of news analysis," Mr. Strouse commented, noting that its staff is composed primarily of refugees from the very countries RFE is trying to reach.

The nine-day tour of RFE facilities included stops in Munich, Berlin and other areas. Among the broadcast contingent in the party, which left the United States Sept. 28 and returned Oct. 7, were, in addition to Mr. Strouse:

Marlowe Froke, KDKA Pittsburgh, Mrs. Lee Jeter, KFLJ Durango, Colo.; Homer Lane, KOOL-AM-TV Phoenix, Ariz.; Carl E. Lee, WKZO Kalamazoo, Mich., and Alan Newcombe, WBT-WBTV(TV) Charlotte, N. C.

Radio for Burundi

The Central Africa Broadcasting Co. (CABCO) has been granted permission to operate broadcasting stations in the newly-independent kingdom of Burundi, formerly the Belgian protectorate of Urundi.

The Burundi franchise, third granted to missionary radio in African history, authorizes CABCO to set up the stations in the interest of education, information and inspiration. CABCO also plans eventually to establish a technical radio and program school for instruction in receiver servicing, assembly, procurement and distribution.

St. John's to get channel 8

Canadian Broadcasting Corp. has been licensed to operate a television station at St. John's, Nfld., on channel 8 with 196 kw video and 98 kw audio.

Board of Broadcast Governors had recommended the CBC's request for the station on April 5, but the application had been fought by CJON-TV St. John's, which said the area could not economically stand a second TV station. CJON-TV is a primary station on the CBC-TV national network, but will leave CBC when the new CBC station goes on the air. CJON-TV will likely join Canada's second TV chain, CTV Television Network.

Canadian set sales up

Radio and television receivers made-in-Canada sold in larger volume in the first seven months of this year as compared with the January-July period last year, according to figures of the Dominion Bureau of Statistics, Ottawa. Canadian-made radio receiver sales in the period totaled 359,574 units as against 328,848 last year. Canadian-made TV receiver sales were up slightly this year to 203,367 units compared with 202,834 last year. Imported radio receivers, mostly transistorized, in the first four months of this year totaled 172,009 units, while 6,220 TV receivers were imported in the January-April period.

Of the 359,574 Canadian-made radio receivers sold this year, 192,360 were automobile receivers, and 173,695 of these were sold in the province of Ontario.

Gardner joins 3 agencies in Italian-based firm

Gardner Advertising Co. (offices in New York, St. Louis and Hollywood) plans to join three European agencies in the formation of a new corporation with headquarters in Milan, Italy.

The new agency, which will be in operation early next year, will associate Gardner with Publicis, largest advertising agency in France; Butler & Gardner Ltd., London affiliate of Gardner; and Studio Tecnico Italiano Pubblicita, a Milan firm known as STIP. Filippo Theodoli, a Gardner vice president, will serve as president and managing board director of the new organization—to be called Publicis, Gardner, Butler e Stip SpA.

Charles E. Claggett, Gardner president, said last week that the new agency will operate under a contract giving Gardner management control. Mr. Claggett also expressed hope that other countries will eventually be represented in the international corporation.

FINANCIAL REPORTS

RCA sales and earnings hit new high

NBC AND TV SET SALES LEAD WAY AS PROFITS CLIMB 44% IN QUARTER

With sales of television sets and earnings of NBC leading the way, an RCA financial statement issued last week showed third-quarter profits up 44% over the same quarter in 1962. Sales and earnings for the first nine months of 1963 topped all previous nine-month figures in the company's history, sparking a sharp climb on the stock market.

RCA reached another 1963 high Thursday when it went to 78⅞, up 3⅛ from the day before. It was the sixth most active issue on the exchange Thursday.

Profits after taxes for the first nine months climbed 29% over the 1962 three-quarter level on a business volume gain of 4%.

For the 10th consecutive quarter RCA had an increase in profit over the similar quarter of the preceding year.

RCA Chairman David Sarnoff and President Elmer W. Engstrom attributed the nine-month profit picture to:

- A gain in TV set and tube sales which included a color set sales pick-up of 65% over the first three quarters of 1962.
- A 70% increase in the earnings of NBC over the same period.
- Movement toward profitability of electronic data processing business with a profit expected before the end of 1964.

General Sarnoff and Dr. Engstrom pointed to a continuing rise in earnings to sales ratio, noting that "in the first nine months of 1962 the percentage increase in RCA's earnings was nearly three times the percentage increase in sales; in the comparable period of 1963 profits have risen by a seven times greater percentage than the rise in sales."

	Nine months ended Sept. 30	
	1963	1962
Net profit per share of common stock*	$2.40	$1.88
Products and services sold	1,314,000,000	1,265,500,000
Cost of operations	1,222,300,000	1,195,600,000
Profit before federal taxes on income	91,700,000	69,900,000
Federal taxes on income	47,500,000	35,600,000
Net profit for nine months	44,200,000	34,300,000
	Three months ended Sept. 30	
	1963	1962
Net profit per share of common stock	$0.80	$0.56
Products and services sold	436,700,000	411,600,000
Cost of operations	405,900,000	390,300,000
Profit before federal taxes on income	30,800,000	21,300,000
Federal taxes on income	16,000,000	11,000,000
Net profit for the quarter	14,800,000	10,300,000

*Average number of shares during nine-month periods: 1963, 17,390,000 shares; 1962, 16,947,000 shares.

Net profits reported above are necessarily based in part on approximations and are subject to audit and year-end adjustments.

TV series bolster Wrather revenue

The television series, *Lassie*, *The Lone Ranger* and *Sergeant Preston of the Yukon*, continue to be important revenue producers, the Wrather Corp. reported last week in issuing its annual report for the fiscal year ended June 30.

A five-part series of *Lassie* episodes in color was not only telecast in the 1962-63 season but the five half-hour segments were subsequently combined into a feature-length color motion picture, under the title *Lassie's Great Adventure*, to be distributed by 20th Century-Fox.

Wrather Corp.'s Telesynd Division, has recently concluded a sale of *Lassie*,

Stock exchange adopts rules on broadcasts

The New York Stock Exchange has notified its members of tightened regulations governing communication of market information to the public including radio and television presentations.

In a supplement to existing rules, passed by the exchange's board of governors, broadcasting and speaking appearances by personnel of member firms, when undertaken on their own, are brought under the general rules controlling market letters and research reports.

Those broadcasting market information, say the regulations, must be identified as connected with the securities industry. Their firms must approve the activities which may not interfere with fulltime performance of member firm duties and any compensation must be nominal. Exchange approval is required for activities which are not "broadly educational, or which are frequent or regular."

Lone Ranger and *Sergeant Preston* for TV showing in Japan. Other Wrather Corp. divisions are Muzak Corp., Disneyland Hotel and A. C. Gilbert Co. In September the company acquired a one-third interest in Supplement Publishing Corp., publisher of *Poise*, a new Sunday newspaper supplement. The Stephens Marine division, operating at a loss, has been sold. Mr. Wrather personally has a minority interest in Transcontinent Television Corp.

12 months ended June 30:

	1963	1962
Earned per share *	$ .51	$ .34
Gross income **	13,179,161.00	12,003,823.00
Costs and expense	10,555,335.00	9,602,148.00
amortization	1,683,960.00	1,683,444.00
Depreciation and		
Federal income taxes	50,570.00	124,800.00
Net income	889,296.00	593,431.00

* Based on 1,753,200 shares outstanding at June 30, 1963 and 1,750,000 shares outstanding at June 30, 1962.

** Includes film rentals income of $2,748,755 in 1963 and $2,635,506 in 1962.

Metromedia '63 income far ahead of '62 pace

Metromedia Inc. reported last week that gross and net incomes for the first 39 weeks of the year and for the third quarter, both ended on Sept. 29, increased substantially over the corresponding periods of 1962.

	39 weeks ended Sept. 30	
	1963	1962
Earned per share	$1.28	$0.72
Gross revenue	$45,680,000	$38,200,266
Net income	2,310,000	1,292,691
Cash flow	4,797,000	3,820,299
Cash flow per share common	2.71	2.20
Number of shares outstanding	1,746,464	1,707,682

Four Star net aided by Powell insurance

Increases in both gross income and net revenue for Four Star Television was announced by Thomas J. McDermott, president, and George A. Elber, executive vice president, for company's fiscal year ended last June 29.

It was noted that net income after taxes included nonrecurring revenue amounting to $500,000, representing company-held insurance policy on life of Dick Powell, former board chairman and one of founders of Four Star, who died last January. Reflected also in fiscal 1962-63 earnings was "substantial write-off" of costs incurred in development of number of properties and pilot films over last few years, it was said.

Year ended June 29:

	1963	1962
Earned per share	$1.25	$1.20
Net income after taxes	793,501.00	734,077.00
Gross income	22,076,740.00	19,962,980.00

Emerson earnings drop

A third-quarter financial statement issued by Emerson Radio and Phonograph Corp. shows a 19 cent drop in earnings per share from the earnings figure reported last year for the 39 week period.

Thirty-nine weeks ended Aug. 3:

	1963	1962
Earnings per share	$0.60	$0.79
Consolidated net earnings before federal taxes	2,786,866.00	———
Consolidated net earnings after federal taxes	1,351,566.00	1,787,431.00
Shares outstanding	2,268,897.00	2,268,897.00

Financial notes . . .

▪ Storer Broadcasting Co. declared a regular quarterly dividend of 45 cents a share on common stock, payable Dec. 9 to stockholders of record Nov. 22, and 12½ cents a share on Class B common.

▪ The Outlet Co., Providence, R. I., department store which owns WJAR-AM-TV Providence and WDBO-AM-FM-TV Orlando, Fla., declared a dividend of 25 cents a share, payable Nov. 1 to stockholders of record Oct. 22.

▪ A regular quarterly cash dividend of 12½ cents a share and a 2% stock dividend, payable Oct. 21 to holders of record Sept. 30, has been declared by the board of Technicolor Inc. In announcing the action, Patrick J. Frawley Jr., board chairman and chief executive officer, said that the decision reflected continued improvement in operations and earnings and predicted a profit for the consumer division in 1964.

▪ Stockholders of Reeves Broadcasting & Development Corp. have approved changing the name of the company to Reeves Broadcasting Corp. J. Drayton Hastie, president of Reeves, said the new name more closely indicates the principal activity of the organization.

▪ Metro-Goldwyn-Mayer's board of directors has voted a quarterly dividend of 37½ cents payable to stockholders of record Sept. 27 on Oct. 15.

20th Century-Fox profit up in first half

Sales from leasing 20th Century-Fox feature pictures and syndication of several TV series (*Adventures in Paradise, Dobie Gillis, Bus Stop, Follow the Sun* and *Hong Kong*) to networks and TV stations at home and abroad are substantially in excess of sales in 1962, the company has reported in announcing first–half financial figures for the year.

The company also announced that it will produce four pilots and prepare five pilot scripts for network consideration. One of them is *Peyton Place*, based on Grace Metalious's best seller.

Six months ended June 29:

	1963	1962
Earned per share*	$1.87	($4.89)
Income	49,194,240.00	51,315,528.00
Expenses	43,486,177.00	63,110,859.00
Profit (or loss) before taxes	5,708,063.00	(11,795,331.00)
Provision for foreign income taxes	947,470.00	961,126.00
Net earnings (or loss)	4,760,593.00	(12,456,457.00)

*Based on 2,545,845 shares in both periods.

Sales, net income up for Collins Radio

Improvement in both net sales and net income for the fiscal year ended Aug. 2 was scheduled to be reported by Collins Radio Co. today (Oct. 14).

Arthur A. Collins will also announce that the backlog of undelivered orders rose from $230 million in 1962 to $241 million in 1963, with working capital moving up from $43.4 million in 1962 to $52.2 million in 1963.

Mr. Collins will say that the reason current earnings are not higher is because of planned investment in new product development and product improvement, especially in communications and data processing systems.

Fiscal year ended Aug. 2:

	1963	1962
Earned per share	$ 1.65	$ 1.56
Net sales	250,092,826.00	207,775,637.00
Net income	3,682,132.00	2,677,324.00

BROADCAST ADVERTISING


Mr. Lerman

Maurice Lerman, creative group head at Ted Bates & Co., New York, elected VP. Mr. Lerman joined Bates in 1958.

Eugene N. Beesley, president of Eli Lilly and Co., elected to board of directors of Procter & Gamble Co., Cincinnati, filling vacancy created by retirement of **Frederick V. Geier,** executive committee chairman of Cincinnati Milling Machine Co.

Donald D. Halstead, account supervisor at J. M. Mathes Inc., New York advertising and PR agency, elected to company's board of directors.

John W. Haynes, former principal and executive VP of Robinson & Haynes, joins Los Angeles office of Geyer, Morey, Ballard as VP.

Bernie Ilson, director of TV department at Rogers and Cowan, New York, resigns to open his own public relations firm at 400 Madison Ave., that city.

Silas Ford, John R. Thompson and **William J. Case Jr.** named product managers in toilet articles division of Colgate-Palmolive Co., New York.

Calvin A. Nixon, senior buyer, promoted to media account supervisor in Detroit office of Young & Rubicam. **Vincent C. Skelton** appointed director of research. **Robert R. Sawyer** joins Y&R's Detroit copy department.

Scott Elrod, advertising manager of McGraw-Edison Co. for past four years, joins Earle Ludgin & Co., Chicago, as account executive.

William H. Buckman, previously with John W. Shaw Adv., Chicago, joins Earle Ludgin & Co. there as account executive.


Mr. White

William G. White, associate media director and manager of media department at Cunningham & Walsh, New York, elected VP. Mr. White joined C&W in 1953.

Donald L. Usher, account executive in Seattle office of McCann-Erickson, joins Pritchard, Wood Inc., New York, as assistant to J. Desmond Slattery, senior VP-client services. **Lilyan Browne** joins PW's creative department as copywriter.

Robert G. Andrus, art director; **Daniel E. Kelly,** copy supervisor; and **Carl E. Behr** and **William C. Pool Jr.,** account supervisors, all of Foote, Cone & Belding's Chicago office, elected vice presidents.

Nancy Wilson, songstress recording for Capitol, has completed series of

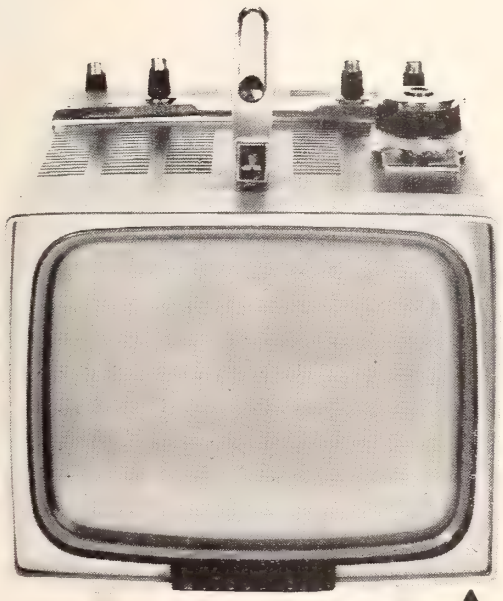
Committee changes

Reassignments of several members of the Senate Judiciary Committee have been announced by Senator James O. Eastland (D-Miss.), chairman.

Senator Quentin N. Burdick (D-N.D.) was added to the Juvenile Delinquency Subcommittee, a unit that has twice explored the effects of TV violence and sex on youngsters. Senator Thomas J. Dodd (D-Conn.) is chairman.

Senators Sam J. Ervin Jr. (D-N.C.) and **Edward M. Kennedy** (D-Mass.) were added to the Antitrust and Monopoly Subcommittee, headed by Senator Philip A. Hart (D-Mich.).

The changes were made because of the death of Senator Estes Kefauver (D-Tenn.) (BROADCASTING, Aug. 19), Senator Eastland said.


Model 6P-125

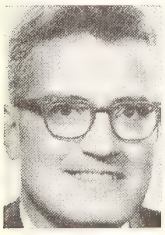
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None more fun to own

It's the Mitsubishi 6" wide miniature TV receiver: A prime example of Mitsubishi research and technology. Special filter gives sharp, clear pictures. Miniaturized construction (46 transistors and diodes!) keeps power consumption down to a fraction of conventional models. Sun visor, ear phones are standard. Whether Mitsubishi turns its talents to miniature picture tubes or mammoth power plants the same careful thought is always evident in design and construction. That's why people in 40 countries around the world have come to depend upon electrical products bearing the mark. See this compact TV beauty today.

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national radio spots for California Packing Co. (Del Monte tomato sauce), produced by Alan Alch in Hollywood for McCann-Erickson, San Francisco. Miss Wilson has appointed Charles H. Stern Agency, Hollywood, as her representative in field of radio and TV commercials.

John T. Dunford, formerly of Wesley Associates, joins J. S. Fullerton Inc., New York advertising agency, as director of media.


Mr. McClenahan

Richard McClenahan, former senior media director of Guild, Bascom & Bonfigli, San Francisco, appointed director of media for western division of Fletcher Richards, Calkins & Holden, with headquarters in San Francisco.

Gwyn Collins named advertising research manager for Ford division of Ford Motor Co. Mr. Collins was formerly research development supervisor at D'Arcy.

Jack W. Robinson joins staff of William Kostka and Associates, Denver advertising and PR agency.

Virginia Van Cleve joins Roche, Rickerd, Henri, Hurst Inc., Chicago, as copywriter. Formerly she had been with John W. Shaw Adv., Edward H. Weiss Co. and Compton Adv. there.

Brian R. Bremner, formerly with Tatham-Laird, joins Needham, Louis & Brorby, Chicago, as copywriter.

Stephen J. Chaseman, formerly with Kenyon & Eckhardt, joins Kudner Agency as copywriter. **Charles Frank Kafka** also joins Kudner as copywriter. He was with J. Walter Thompson.

Henry Hoople, radio-TV writer, joins creative staff of MacManus, John & Adams, Los Angeles, as copywriter. His radio background includes six years as head writer of *Judy Canova Show, The Gene Autry-Pat Buttram Show, The World of Money* and *The Jack Kirkwood Show.* In TV he has written for *People Are Funny, Private Secretary, The Bob Newhart Show, You Asked For It, It Pays To Be Married* and *It Could Be You.*

NAB adds two field reps

The National Association of Broadcasters last week announced appointment of **Paul R. Fry** of Omaha, Neb., and **Ernest C. Sanders** of Davenport, Iowa, as members of its field staff.

Mr. Fry is former president of Inland Broadcasting Co., Omaha, and past director, secretary and president of Nebraska Broadcasters Association. He will make his headquarters in Omaha and represent NAB in Michigan, Minnesota, Montana, Nebraska, North and South Dakota, Wisconsin and Wyoming.

Mr. Sanders has held various executive posts at WOC-AM-TV Davenport, and also was chief of Armed Forces Radio Network in Europe from 1941 through 1946. He served as president of Iowa Broadcasters Association in 1955.

Mr. Sanders, with headquarters in Davenport, will represent NAB in Arkansas, Illinois, Indiana, Iowa, Missouri and Ohio.

Ernest Smith, VP of Sudler & Hennessey, New York advertising agency, appointed senior art director. **David Witt** joins agency as account executive, and **Rhoda DeVore** named to copywriting staff. **Marvin Schiller** appointed group copy chief.

THE MEDIA

Irving B. Hill, account executive at WTAR Norfolk, Va., joins WCMS, that city, as VP in charge of sales and member of board of directors of WCMS Radio Norfolk Inc., licensee of station.

Harold Gore elected VP of Johnston-Taylor Broadcasting Inc. Mr. Gore has been general manager of broadcast group's WRVM-AM-FM Rochester, N. Y.

John R. Speciale, former station manager of WSSV Petersburg, Va., appointed general manager of WRRR Rockford, Ill. **Ward Hartman** named station-sales manager. **John Randall** joins WRRR's announcing and production staff.


Mr. Stallworth

Asa Stallworth Jr., general sales manager of WJBF(TV) Augusta, Ga., appointed station manager, replacing **Thomas J. Hennesy,** who moves to Claussen's Bakeries, a division of Fuqua Industries Inc., licensee of WJBF(TV). **John Radeck,** WJBF operations manager, promoted to local sales manager. **Ralph McFarland** and **Larry Bennett** appointed production supervisor and assistant production supervisor, respectively.

John Brubaker, former general sales manager of WFBG-AM-FM-TV Altoona, Pa., joins VIP Radio Inc. as general manager of WFYI Mineola, N. Y.

Hundley Griffith, manager of WBCR Christianburg, Va., appointed general manager of WLLL Lynchburg, Va.


Mr. Hughes

Richard N. Hughes, for past four years president and general manager of WQRS-FM Detroit, appointed director of advertising and promotion for WXYZ-TV, that city.

Dale Moudy, WING Dayton, Ohio, and **Robert Earle,** WIBR Baton Rouge, La., elected chairman and vice chairman, respectively, of Association of Independent Metropolitan Stations. They succeed Chairman **Lee Allan Smith,** WKY Oklahoma City, and Vice Chairman **Milt Hall,** KWBB Wichita, who both served for two years. **Dave Morris,** KNUZ Houston, elected membership chairman, succeeding **Jack Roth,** KONO San Antonio.

Alan Fischler, director of award programs division of National Telefilm Associates, joins John Poole Broadcasting Co. as station manager of KGLM Avalon and KBIG(FM) Los Angeles, both California.

James G. Barrett, member of public relations staff of New York State Attorney General Louis J. Lefkowitz, appointed station manager of Fordham University's WFUV-FM New York. Mr. Barrett succeeds **Harvey J. Humphrey Jr.,** who has been named associate di-

R. C. CRISLER & CO., INC.

BUSINESS BROKERS FOR TV & RADIO PROPERTIES

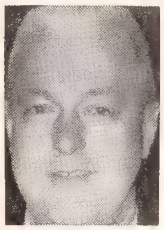
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MBA elects Douglas


Mr. Douglas

Harold Douglas, KMMO Marshall, elected president of Missouri Broadcasters Association, succeeding **Don C. Dailey,** KGBX Springfield. Other officers elected: **William McKibben,** WIL St. Louis, VP; and **William Natsch Jr.,** KWOS Jefferson City, secretary-treasurer. Directors are **James Collins,** KFMO Flat River; **D. T. Knight,** KODE-TV Joplin; **Kenneth Heady,** KCMO Kansas City, and Mr. Dailey.

rector of electronic learning laboratory at Fordham's Rose Hill campus.

Ronald Hickman, WNNJ Newton, elected president of New Jersey Broadcasters Association last week at two-day meeting in Atlantic City. **Henry Behre,** WERA Plainfield, elected VP, and **Arnold Zucker,** radio-TV coordinator at Rutgers University, reappointed secretary-treasurer.

H. G. (Buck) Harris, formerly with sales department of WDBJ Roanoke, Va., joins Ohio Stations Representatives, Cleveland, as account executive.

Jack Simpson, VP of Resort Airlines, joins WOL Washington as account executive handling client contact, advertising and merchandising.

Charles H. Hine, member of sales department of WTOB Winston-Salem, N. C., joins WGHP-TV Winston-Salem-Greensboro-High Point, N. C., as account executive.



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George Skinner appointed station manager, WNBC New York effective Oct. 28 succeeding **George S. Dietrich,** who has announced his resignation. Mr. Skinner moves to WNBC from Katz Agency, station representative, where he has been director of programing services and program consultant. He

Dan Katz, former manager of WMT-FM Cedar Rapids, Iowa, joins New York TV staff of The Katz Agency. Dan Katz is son of Eugene Katz, president of station representative firm.

Rick Hutto, announcer and program director at WKTX (Jacksonville) Atlantic Beach, Fla., joins staff of WTNT Tallahassee, Fla.

William R. Reier joins sales staff of WDGY Minneapolis-St. Paul, Minn.


Mr. Minow

Newton N. Minow, former FCC chairman and now executive VP of Encyclopedia Britannica Inc., elected to board of National Educational Television. NET provides cultural and informational programs weekly to noncommercial, ETV stations. Mr. Minow, former law partner and administrative assistant to Adlai E. Stevenson, was appointed FCC chairman by President Kennedy in 1961, and resigned from post last spring.

John C. Liddy, formerly with Robert E. Eastman & Co., joins sales staff of Roger O'Connor, New York.

James L. Shannon, former national sales service representative for WHC(TV) Pittsburgh, joins sales staff of KDKA-AM-FM, that city.


Mr. Avery

Lynn F. Avery, member of WTVM (TV) Columbus, Ga., sales staff for past four years, named sales manager.

Richard J. Anderson, chief engineer of KOVR(TV) Stockton-Sacramento, Calif., named engineering manager of Metropolitan Broadcasting's KLAC-AM-FM and KTTV(TV), both Los Angeles.

Gil Henry, former program director of KJR Seattle, joins KHOW Denver as air personality-program director. **Roy Gunderson, Vince Paul** and **Bill King** join KHOW as air personalities.

Richard Bolen, announcer and programing assistant at KALB-FM Alexandria, La., to program director.

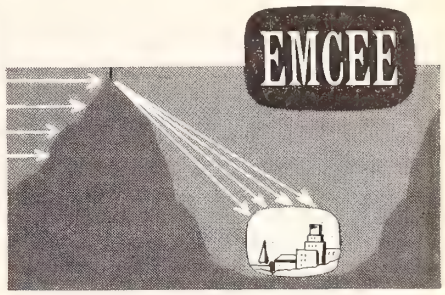
Ted Swanson, stage manager for *The Big News* on KNXT(TV) Los Angeles since program's inception in 1961, appointed public affairs producer at sta-

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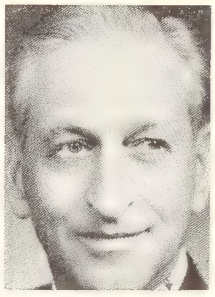
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Please send your "TV Coverage Planning Package."

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Hunt named chairman of NAB engineering group


Mr. Hunt

LeRoy Collins, president of National Association of Broadcasters, last week announced appointment of 10-man committee to plan for Broadcast Engineering Conference held each year as part of NAB annual convention.

The 1964 convention will be held in Chicago at Conrad Hilton hotel April 5-8.

Clyde M. Hunt, VP in charge of engineering for Post-Newsweek Stations, Washington, was named chairman of engineering conference committee. Appointed to serve with Mr. Hunt were:

Malcolm M. Burleson, VP for engineering, Metromedia Inc., Washington; **James H. Butts,** director of engineering, Mullins Broadcasting Co., Denver; **William S. Duttera,** director of allocations engineering, NBC, New York; **Leslie S. Learned,** director of engineering, Mutual Broadcasting System, New York.

Frank Marx, president of engineering division, ABC, New York; **James D. Parker,** director of TV r-f engineering, CBS-TV network, New York; **Russell Pope,** chief engineer of Golden Empire Broadcasting Co., Chico, Calif.; **Wilson Raney,** chief engineer of Cowles Broadcasting Service, Memphis; and **Orrin W. Towner,** director of engineering, WHAS Inc., Louisville, Ky.

tion. He fills position vacated by **Joe Sands,** who is now director of productions. **Lee Posselt,** film distributor for KNXT news, promoted to stage manager, and **Frank Uster** leaves his stage manager post to become associate director.


Mr. Saracen

Robert R. Saracen, account executive at WGAN-TV Portland, Me., for past two years, promoted to local sales manager. Mr. Saracen, formerly of WCCM Lawrence, Mass., joined Guy Gannett Broadcasting Services in 1958 as member of WGAN radio sales department.

Peri Cousins Harper named program director of WLIB New York. She was previously creative program and production supervisor.

Larry Dean appointed program director of WWIN Baltimore.

Mark Evans, VP in charge of public affairs for Metromedia Inc., named general chairman of Washington Cherry Blossom Festival, April 7-12, 1964.

Norman Taylor, previously with Metromedia Television Sales in New York and San Francisco, joins sales staff of KNXT(TV) Los Angeles as account executive. He replaces **Mike Keating,** who has been transferred to San Francisco office of CTS National Sales.

David Gordon, with Screen Gems since 1962 and former director of daytime programing exploitation for CBS-TV network, named publicity and exploitation director of WNEW-TV New York.

Robert Cawley, former producer-director-writer for NBC in Hollywood, joins KGO-TV San Francisco as producer of *High School Football* series.

Mitchell C. Tackley, WICY Malone, N. Y., named to succeed **Jack Burgess** as district 1 nonmetropolitan representative on Mutual Affiliates Advisory Committee. Mr. Burgess resigned from MBS affiliates group when he left WOSC Oswego, N. Y.

John A. Chambers, national sales manager of Container Corp. of America, New York, joins national sales staff of WHC(TV) Pittsburgh. **Philip Marella,** WHC(TV) local sales manager, named assistant general sales manager.

Jay Loughrin, formerly with Andrews-Yagemann Productions at Desilu, joins merchandising department of KTTV(TV) Los Angeles.

Judy West, head bookkeeper and secretary at KOSA-TV Odessa, Tex., promoted to business manager.


Mr. Clefton

Rod Clefton, production manager of KHQ-AM-FM Spokane, Wash., promoted to program director.

Jim Dolan, general manager of Waterloo (Iowa) baseball club (Midwest League) and formerly of WAIR-AM-FM Winston-Salem, N. C., joins WROZ Evansville, Ind., as sportscaster and air personality.

A. James Ebel, general manager of KOLN-TV Lincoln and KGIN-TV Grand Island, elected president of Nebraska Broadcasters Association. **Roger Larson,** KFOR Lincoln, elected VP, and **Richard Chapin,** executive VP of Stuart Stations, re-elected secretary-treasurer. New directors are **David Tucker,** KFRS Superior; **George Haskell,** KNEB Scottsbluff; **John Miller,** KCSR Chadron; **William Whitlock,** KUVR Holdrege; and **Harry Peck,** KNOP-TV North Platte.

George L. Davis, former air personality at WOOD Grand Rapids, Mich., to WIGO Indianapolis in same capacity.

Joseph A. Haas appointed general manager of WWCA Gary, Ind.

John R. Canton, former program director of WRAW Reading, Pa., joins KUDL Kansas City as air personality.

Bob Grant joins announcing staff of KABC-AM-FM Los Angeles.

PROGRAMING

Charles F. Simonelli, corporate VP of Technicolor Inc. and a director of Waldorf System Inc., elected to board of directors of Walter Reade/Sterling Inc., New York production firm.

Herbert I. Lazarus, director of operations, elected vice president of Telesynd, TV film distribution division of Wrather Corp., New York.

Jerome H. Stanley and **John Hinsey** named film programs director, program administration, and manager of film programs, respectively, for NBC-TV West Coast.


Mr. Woollen

Richard M. Woollen, formerly VP in charge of programs at KTTV(TV) Los Angeles, appointed director of sales and programing for Desilu Sales, program distribution subsidiary of Desilu Productions. Before joining KTTV as program director 11 years ago, Mr. Woollen had been program manager of ABC Radio's central division.

Maurice Hoffman, national sales manager of Columbia Records Sales Corp., New York, promoted to general manager, succeeding **Kenneth Glancy,** former CRSC VP, who has been named to newly created position of VP for artists and repertoire.

Ed Cooperstein, president of New Jersey Television Broadcasting Corp., which plans to place channel 47 on air next spring as commercial UHF station, assumes added responsibilities as director of two-hour *Open End* discussion show, of which David Susskind is host. Mr. Cooperstein was director of *Open End* from 1958 to 1960.

Frank Telford appointed executive producer of Revue Studios' new *Destry* TV series. Mr. Telford had been work-

ing with Roy Huggins, Revue VP, as producer of Roncom-Revue's *Kraft Suspense Theatre.*

Harold L. Lipton, New York attorney, appointed general counsel of National General Corp., Beverly Hills, Calif., succeeding **Harold Lasser,** who resigned to return to private practice. NGC operates theaters in West and Midwest, has diverse real estate holdings and is active in vending machine and other merchandising and has plans for closed circuit pay TV theater network to start operations next year.

Leon Ames, who portrayed title role in *Father of the Bride,* CBS-TV series few seasons back, has been signed as new neighbor to Wilbur and Carol Post in *Mister Ed* series on same network. Late Larry Keating had played Posts' neighbor.

Robert Knoechel, former West Coast comptroller for United Artists Television, joins production accounting department of Daystar Productions.

EQUIPMENT & ENGINEERING

Adron M. Miller named manager, broadcast merchandising and West Coast operations, RCA Broadcast and Communications Products Division. Mr. Miller has been manager for division's film recording and West Coast operations at Burbank, Calif. He will continue in this capacity while assuming responsibility for merchandising of RCA radio-TV broadcast equipment, scientific instruments and industrial television systems.

Fred J. Borch, executive VP of General Electric Co., elected president and chief executive officer, effective Dec. 21, with **Gerald L. Phillippe,** GE president, becoming chairman on that date. **Ralph J. Cordiner,** chairman and chief executive officer, announced last week his intention to retire in December.

Dr. Homer Newell, director of Office of Space Sciences, National Aeronautics & Space Administration, appointed associate administrator for space sciences and applications, in NASA reorganization Nov. 1. Chain of command for communications satellites will run from **Leonard Jaffe,** director of communications, to **Robert F. Garbarini,** director of applications, to Mr. Newell.

S. S. Krinsky, formerly with Telemet Co. and Paramount Pictures TV division, forms his own firm, S. S. Krinsky & Associates, at 6311 Yucca Street, Hollywood 28. Company will specialize in representing TV and telemetering instrumentation manufacturers.

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Newsmen shift networks

Frank Reynolds and **Hugh Hill** join news staff of ABC-owned WBKB(TV) Chicago. They resigned fortnight ago from CBS-owned WBBM-TV there after policy differences (BROADCASTING, Oct. 7). Sterling C. (Red) Quinlan, WBKB VP-general manager, said station's new mobile video tape gear will be among tools Messrs. Reynolds and Hill will use in their expanded roles as "investigative journalists."

Allan S. Timms, former sales manager of ITA Electronics, joins industrial products division of Adler Electronics, New Rochelle, N. Y., as field sales engineer. Adler's industrial products division markets UHF TV broadcasting and repeating equipment and educational TV systems.


Mr. Mercurio

Nicholas R. Mercurio, former manager of manufacturing for watch division of Elgin National Watch Co., Elgin, Ill., elected VP for manufacturing for Shure Brothers Inc., Evanston, Ill. Shure manufactures microphones, high fidelity and electronic components. In his new position, Mr. Mercurio will direct manufacturing operations for all Shure products.

Frank A. Ryan joins Houston Fearless Corp., Los Angeles, as director of operations at corporation's West Los Angeles plant. Mr. Ryan will be responsible for manufacturing processes and methods in production of film processing equipment.

Alex Quiroga, color and technical coordinator in Hollywood for NBC, named recipient of 1963 Herbert T. Kalmus Gold Medal Award of Society of Motion Picture and Television Engineers.

NEWS

Lloyd Dobyns appointed news director of WAVY-AM-TV Norfolk-Portsmouth-Newport News, Va., replacing **Vern Jones,** who resigned to accept post of Washington bureau chief of UPI Newsfilm. **Jim Whipkey** named WAVY's associate news director.

Robert T. Comey Jr., assistant manager of New York Stock Exchange news bureau, joins United Press International promotion department, succeeding **David J. Oestreicher,** who moves to UPI's foreign news desk.

Don Lloyd, sportscaster at WIZE Springfield, Ohio, assumes added duties as director of news and special events.

Stan Vainrib, Kenneth Bell and **Jim Strong** join news staff of WBBM Chicago as writers. Mr. Vainrib previously was with WATV Birmingham, Ala., Mr. Bell was with WGN Chicago and Mr. Strong switches from WBBM-TV.

Chester Curtis, formerly of WHAM Rochester, N. Y., joins news staff of WTOP-TV Washington.

Gary Kerr, formerly of KSCJ Sioux City, Iowa, joins news staff of KTIV (TV), that city.

Keith Patterson joins staff of KTVB (TV) Boise, Idaho, as anchorman of *The Big News* (Monday-Friday, 5:30-6:30 p.m.) and as host of weekend variety program, *Periscope,* 10 a.m.

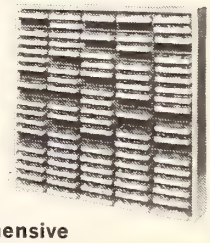
Bob Hardt, local news reporter at WXYZ Detroit, named *Morning Report* editor.

John J. Ryan joins Associated Press as regional membership executive. Mr. Ryan, who will deal with radio and TV stations in New York State, has been in advertising department at *Albany*

SPOTMASTER



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Spotmaster

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Times-Union and *Knickerbocker News* for several years.

Norton Mockridge and **Jimmy Wallington** join news staff of WCBS-AM-FM New York.

INTERNATIONAL

William G. Moore joins BBDO in newly created position of VP for international, New York. Mr. Moore was formerly VP and account supervisor on Ford and Eastman Kodak accounts at J. Walter Thompson, New York and Detroit. **Bruce E. Crawford,** senior group head on American Tobacco account, elected to VP.

Ralph Snelgrove, CKVR-TV and CKBB Barrie, Ont., elected president of Radio and Television Executives Club of Toronto, succeeding **Ken Soble,** CHCH-TV and CHML Hamilton, Ont. **Sam Elber,** *Canadian Sponsor,* elected first VP; **William W. Vanderburgh,** Coca-Cola Ltd., second VP; **Doug L. Breithaupt,** of Breithaupt, Milson & Benson Ltd., third VP; and **T. Gordon Ferris,** Radio & Television Representatives Ltd., secretary-treasurer.

Michael Connor named director of Screen Gems sales in Germany. Mr. Connor was group sales supervisor in Germany for Columbia Pictures' "Lawrence of Arabia."

Albert G. Hartigan joins international division of Time-Life Broadcast Inc. Mr. Hartigan will specialize in TV programing for foreign stations operations. He was previously VP and general manager of Video House, New York.

Jimmy Darin, formerly of KNEW Spokane, Wash., joins CKY Winnipeg, Manitoba, Canada, as air personality-program director. **Peter Jackson,** CKY air personality, moves to CKLG Vancouver, B. C. **Dave Lyman,** former CKY program director, named station promotion manager, replacing **Bill Grogan,** who becomes sales promotion manager.

William S. MacDonald, formerly of media research division of A. C. Nielsen Co., New York, joins Crane Adv. Ltd. of London as account supervisor.

NATAS PR appointments

Syd Eiges, VP of public information for NBC, announced appointment of members to his publicity and public relations committee for New York chapter of National Academy of Television Arts and Sciences.

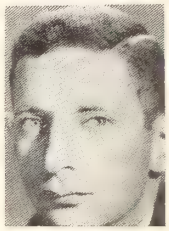
They are: **Alan J. Baker,** NBC; **Robert Beusse,** WOR; **Milton Brown,** NBC; **Phil Cowan,** WNEW; **Harry Feeney,** CBS; **Michael Foster,** ABC; **Sid Garfield,** WCBS; **George Hoover,** WABC; **Robert Kasmire,** NBC; **Arthur Kent,** NBC; **Phil King,** WCBS; **Dorothy Leffler,** CBS; **William R. Morris,** *TV Guide;* **George Norford,** New York State Commission for Human Rights; **John Scuoppo,** NBC; **Al Slep** and **Jay H. Smolin,** WNBC; **Sylvia Spence,** WNDT(TV); **Charles Steinberg,** CBS; and **John Weitzel,** WNYC.

The committee is responsible for overseeing and advising on all public relations aspects of the New York chapter.

ALLIED FIELDS

Marian Searchinger elected VP of literary department of Artists Agency Corp., New York.

Sherlee Barish, formerly in sales executive posts with Official Films and National Telefilm Associates, has formed Broadcast Personnel Agency, New York, an employment service in radio-TV field exclusively. Office is at 527 Madison Ave. Telephone is Eldorado 5-2672.



Mr. Baiman

Marvin W. Baiman, manager of research projects at NBC elected VP of R. H. Bruskin Associates, New Brunswick, N.J., market research firm. Mr. Baiman joined NBC in 1952 as statistical analyst and has since held positions of research associate, project supervisor, supervisor of surveys and manager of research studies.

John C. Smith, member of radio production department for past eight years at Southern Baptists' Radio and Television Commission in Fort Worth, Tex., named director of organization's newly formed program production section. New unit will produce radio programs for seasonal special events broadcasts.

Milton Robertson, producer of *PM West* TV series for Westinghouse Broadcasting Co., appointed director of radio-TV films for National Tuberculosis Association.

DEATHS



Mr. Stortz

Sidney N. Strotz, 65, former executive VP of NBC, died Oct. 4 of heart attack at Ojai (Calif.) Community Hospital. In early 1930's Mr. Strotz was president of Chicago Stadium Corp., which promoted championship boxing matches and other public entertainments. His knowledge of show business prompted NBC to appoint him VP in charge of programs. Mr. Strotz was transferred to Hollywood in 1941 as VP for West Coast operations and in 1948 was named administrative VP in charge of TV. He left NBC in 1950 to become president of Quaker State Coca-Cola Bottling Co. in Pittsburgh, and recently moved to Glendale, Calif.

Herbert Richardson, 57, Lisbon, Portugal, representative for McGraw-Hill and *Newsweek* and former NBC correspondent, died of brain hemorrhage Oct. 8 at his home in Cascais, Portugal.

Claire Niesen, 40, radio actress who for 14 years played title role in *Mary Noble, Backstage Wife* on CBS, died of cancer Oct. 4 in Encino, Calif. Miss Niesen, who in 1943 won Philco Hall of Fame award, also appeared in *The Second Mrs. Burton, Life Can Be Beautiful* radio serials.

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CBS makes historical street presentation

A sidewalk display has been unveiled at the construction site of the new CBS headquarters building in New York (Avenue of the Americas between 52d and 53d Streets).

The presentation is made up of 37 panels, each equipped with a transparent news photograph and an automatic recording device. As each panel is viewed, the passer-by can pick up a special phone and hear a portion of that story as it was originally broadcast. The news stories span a 36-year period from the Lindbergh flight to the present.

Photographs in the display are from the files of CBS, Wide World and UPI. Sound recordings are from CBS News and other sources.

Los Angeles can't say nein to channel nine

All Southern Californians will soon be "Nine Watchers" if KHJ-TV (ch. 9) Los Angeles has its way. To persuade its fellow citizens that there's no activity to compare with "nine watching," the station's promotion executives have had 50,000 lapel stickers printed and distributed to agencies, media men and the public.

More than 200 Sparkletts trucks (spring water) bear "nine watching" posters and some 200,000 Sparkletts bottles are ornamented with similar labels. RKO General Broadcasting's national sales department is using a special 12-minute film to show the rest of the advertising world what they're missing by not being in the area where "nine watching" goes on, and Mal Klein, vice president and general manager of KHJ-TV, has written a pamphlet, illustrated by famous artists, entitled "A Modern History of Nine Watching."





These are KHJ-TV 'Nine Watchers'



These are our "disc jockeys"

WAIT backs successful experiment with ads

WAIT Chicago has finished the experimental "better music" programming it began Jan. 1, adopting the format on a permanent basis, and has begun a $130,000 consumer advertising campaign in Chicago newspapers to promote its policy.

In a three-week period from Sept. 16-Oct. 2, the station spent more than $31,000 of its budget on six large display ads, including two aimed at women.

One of the ads, "These Are Our Disc Jockeys" (above), posed the station announcers with fiddles, the copy adding, "They all play second fiddle to the world's most beautiful music."

All-star lineup

A switch in sponsor-talent relations is scheduled to take place Thursday (Oct. 17) at the opening of the world's largest shoe polish factory in Springfield Gardens, N. Y. Irving J. Bottner, president of Esquire Shoe Care Products, plans to pay tribute to TV stars the firm has sponsored.

Invited to attend and receive plaques are: Arlene Francis, Kate Smith, Jane Wyman, Sid Caesar, Imogene Coca, Arthur Godfrey, Danny Thomas, Dick Clark, Johnny Carson, Bert Parks, Ed Sullivan, Sebastian Cabot, Anthony George, Doug McClure, Bud Collyer and Gale Storm.

ABC-TV wheels and deals

Metro-Goldwyn-Mayer is getting national promotion for its new movie, "The Wheeler Dealers," via ABC-TV's *The Price Is Right* without actually buying time in the TV show.

In a tie-in with the regular ABC-TV *Price Is Right* five-week sweepstakes, MGM will give an oil well guaranteed to produce at least $25,000 worth of oil or a $25,000 check to the winner of the program's first five-week sweepstakes as a bonus.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Oct. 3 through Oct. 9 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *—educational. Ann.—Announced.

New TV station

ACTION BY FCC

***Portales, N. M.—Regents of Eastern New Mexico University.** Granted CP for new TV on VHF channel 3 (60-66 mc); ERP 57.2 kw vis., 28.6 kw aur. Ant. height above average terrain 1,397 feet, above ground 1,084 feet. P. O. address c/o Dr. F. Claude Hempen, state director of TV, 1801 Roma, N.E., Albuquerque, N. M. Estimated construction cost $428,969; first year operating cost $100,000. Studio location Portales, trans. location Elide, N. M. Geographic coordinates 33° 57′ 42″ N. Lat., 103° 52′ 39″ W. Long. Type trans. GE-TT32A, type ant. GE TY-50-F. Consulting engineer Melvin F. Berstler, Albuquerque. Principals: **board of regents.** Action Oct. 3.

New AM stations

ACTIONS BY FCC

Douglasville, Ga.—Douglas County Broadcasting Co. Granted CP for new AM on 1520 kc, 1 kw-D, 500 w-CH; condition and presunrise operation with daytime facilities precluded pending final decision in Doc. 14419. P. O. address c/o Bolling Branham, Box 603, Myrtle Drive, Douglasville, Ga. Estimated construction cost $17,767; first year operating cost $33,000; revenue $42,000. **Bolling Branham,** sole owner, is majority owner of WKTG Thomasville, Ga. March 18 initial decision looked toward grant. Action Oct. 4.

Smithville, Tenn.—Center Hill Broadcasting Corp. Granted CP for new AM on 1480 kc; 1 kw-D. P. O. address c/o W. E. Vanatta, Smithville. Estimated construction cost $33,860; first year operating cost $34,370; revenue $48,736. Principals: **W. E. Vanatta, Franklin H. Brown, Aaron Durham, Herman Spivey, C. H. Cope, Harold L. Durham** (each 16.66%). Dr. Vanatta is chiropractor; Mr. Brown is general manager of WBMC McMinnville, Tenn.; Mr. Spivey is treasurer and 38.4% stockholder of hardwood flooring manufacturing firm; Dr. Cope is president and 14% owner of WBMC (which he must sell); A. Durham is general manager of hatchery; H. Durham is program director of WBMC. Action Oct. 3.

Existing AM station

APPLICATION

WFLB Fayetteville, N. C.—CP to increase power from 250 w to 1 kw. Ann. Oct. 7.

New FM stations

ACTIONS BY FCC

El Dorado, Ark.—El Dorado Broadcasting Co. Granted CP for new FM on 99.3 mc, 3 kw. Ant. height above average terrain 285 feet. P. O. address 208 North Cleveland Street, El Dorado. Estimated construction cost $16,550; first year operating cost $5,400; revenue $12,000. Principals: **James A. West Sr.** and **James A. West Jr.** (each 50%), own KDMS El Dorado. Action Oct. 3.

Los Gatos, Calif.—United Broadcasters. Granted CP for new FM on 95.3 mc, 940 w. Ant. height above average terrain minus 350 feet. P. O. address 13685 Calle Tacuba, Saratoga, Calif. Estimated construction cost $19,693; first year operating cost $26,400; revenue $28,800. Principals: **Richard A.** (50%), **Donald R.** and **Berenice A.** (each 25%) **Ingraham.** R. A. Ingraham is business manager of electronics firm; D. R. Ingraham is automotive inspector; Mrs. Ingraham is housewife. Action Oct. 8.

Loves Park, Ill.—Loves Park Broadcasting Co. Granted CP for new FM on 96.7 mc, 3 kw. Ant. height above average terrain 140.5 ft. P. O. address 1309 So. Central Ave., Rockford, Ill. Estimated construction cost $5,840; first year operating cost and revenue to be figured jointly with AM operation. **Angelo Joseph Salvi,** sole owner, is licensee of WLUV Loves Park. Action Oct. 8.

Lafayette, Ind.—Lafayette Broadcasting Inc. Granted CP for new FM on 105.3 mc, 16.5 kw. Ant. height above average terrain 330 feet. P. O. address McCarty Lane, Lafayette. Estimated construction cost $20,432; first year operating cost $12,000; revenue $15,000. Lafayette Broadcasting is licensee of WASK Lafayette. Action Oct. 8.

La Porte, Ind.—La Porte County Broadcasting Inc. Granted CP for new FM on 96.7 mc, 3 kw. Ant. height above average terrain 265 feet. P. O. address Box 385, La Porte. Estimated construction cost $22,818; first year operating cost $12,000; revenue $15,000. La Porte Broadcasting is licensee of WLOI La Porte. Action Oct. 8.

***Mount Vernon, Iowa—Cornell College.** Granted CP for new FM on 89.7 mc, channel 209, 10 w. Ant. height above average terrain 88 feet. P. O. address Mount Vernon. Estimated construction cost $4,800; first year operating cost $1,600. Principals: **board of trustees.** Action Oct. 8.

Kalamazoo, Mich.—Steere Broadcasting Corp. Granted CP for new FM on 106.5 mc, 23 kw. Ant. height above average terrain 300 feet. P. O. address 1360 Melody Lane, Kalamazoo. Estimated construction cost $24,920; first year operating cost $5,000; revenue $6,000. Steere is licensee of WKMI Kalamazoo. Action Oct. 8.

Livingston, Tenn. — Upper Cumberland Broadcasters. Granted CP for new FM on 95.9 mc, 3 kw. Ant. height 300 feet. P. O. address c/o R. H. McCoin, Livingston. Estimated construction cost $11,850; first year operating cost $30,556; revenue $32,500. **R. H. McCoin,** sole owner, is part owner of WLIV Livingston. Action Oct. 8.

Ogden, Utah—Clifford E. Peterson. Granted CP for new FM on 101.9 mc, 29 kw. Ant. height above average terrain 39 feet. P. O. address 299 Chimes View Drive. Ogden. Estimated construction cost $13,300; first year operating cost $15,000; revenue $13,500. Mr. Peterson, sole owner, has 1/6 interest in United Broadcasting Co. Action Oct. 8.

APPLICATIONS

DeFuniak Springs, Fla.—Leonard Zepp. 103.1 mc, channel 276, 1.8 kw. Ant. height above average terrain 179 feet. P. O. address Box 387, DeFuniak Springs. Estimated construction cost $4,975; first year operating cost $6,000; revenue $7,000. Mr. Zepp is licensee of WZEP DeFuniak Springs. Ann. Oct. 7.

Sarasota, Fla.—WSPB Broadcasting Inc. 106.3 mc, channel 292A, .86 kw. Ant. height above average terrain 158 feet. P. O. address Box 1110, Sarasota. Estimated construction cost $5,500; first year operating cost $5,000; revenue $3,000. Applicant is licensee of WSPB Sarasota. Ann. Oct. 3.

Gainesville, Ga.—Southern Broadcasting Co. 97.1 mc, channel 246, 100 kw. Ant. height above average terrain 333.5 feet. P. O. address c/o Charles Smithgall, Press-Radio Center, Gainesville. Estimated construction cost $31,150; first year operating cost $20,000; revenue $20,000. Applicant is licensee of WGGA Gainesville. Ann. Oct. 3.

Rome, Ga.—Rome Broadcasting Corp. 97.7 mc, channel 249A, 250 kw. Ant. height above average terrain 865 feet. P. O. address c/o Mather M. Payne, 501 Broad Street, Rome. Estimated construction cost $11,250; first year operating cost $18,000; revenue $17,000. Applicant is licensee of WRGA Rome. Ann. Oct. 3.

Woodstock, Ill.—McHenry County Broadcasting Co. 105.5 mc, channel 288A, 3 kw. Ant. height above average terrain 213 feet. P. O. address 511 North Rose Farm Road, Woodstock. Estimated construction cost $17,300; first year operating cost $35,000; revenue $40,000. Principals: **Lloyd Burlingham** (75%) and **Robert A. Jones** (25%). Mr. Burlingham is majority owner of WIXN Dixon, Ill.; Mr. Jones is consulting engineer. Ann. Oct. 7.

Valparaiso, Ind.—Valparaiso Broadcasting Co. 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 268 feet. P. O. address 425 South Seventh Avenue, LaGrange, Ill. Estimated construction cost $16,083; first year operating cost $12,000; revenue $15,000. Principals: **William H. Wardle, Robert A. Jones** and **F. Patrick Nugent.** Applicant is also applicant for new AM in Valparaiso. Ann. Oct. 9.

Pikeville, Ky.—Cumberland Publishing Inc. 92.1 mc, channel 221A, 3 kw. Ant. height above average terrain minus 180 feet. P. O. address c/o Roy E. Alexander, WLSI Pikeville. Estimated construction cost $13,840; first year operating cost $18,000; revenue $18,000. Applicant is licensee of WLSI. Ann. Oct. 3.

Pittsfield, Mass.—Greylock Broadcasting Co. 105.5 mc, channel 288A, 3 kw. Ant. height zero. P. O. address 8 Bank Row, Pittsfield. Estimated construction cost $24,701; first year operating cost $10,500; revenue $12,000. Applicant is licensee of WBRK Pittsfield. Ann. Oct. 9.

Flint, Mich.—Methodist Radio Parish Inc. 105.5 mc, channel 288A, 3 kw. Ant. height above average terrain 300 feet. P. O. address c/o Ellis L. Fenton, 3217 Lapeer Street, Flint. Estimated construction cost $23,809; first year operating cost $14,000;

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revenue $18,000. Applicant is licensee of WMRP Flint. Ann. Oct. 7.

Owosso, Mich.—Owosso Broadcasting Co. 103.9 mc, channel 280, 3 kw. Ant. height above average terrain 244 feet. P. O. address c/o Merrill Walker, 2300 North Shiawassee, Owosso. Estimated construction cost $11,100; first year operating cost $9,600; revenue $5,000. Applicant is licensee of WOAP Owosso. Ann. Oct. 3.

Moss Point, Miss.—Coastal Cities Broadcasting Inc. 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 150 feet. P. O. address Box 8352, Spring Hill Station, Mobile, Ala. Estimated construction cost $22,169; first year operating cost $35,000; revenue $38,000. Applicant is also applicant for new AM in Moss Point. Ann. Oct. 9.

Liberty, N. Y.—Sullivan County Broadcasting Corp. 95.9 mc, channel 240, 800 w. Ant. height above average terrain 520 feet. P. O. address c/o Seymour Lubin, Box 150, Liberty. Estimated construction cost $25,626; first year operating cost $26,048; revenue $27,505. Applicant is licensee of WVOS Liberty. Ann. Oct. 8.

Middletown, N. Y.—Community Broadcasting Corp. 92.7 mc, channel 244A, .82 kw. Ant. height above average terrain 180 feet. P. O. address 62 North Street, Middletown. Estimated construction cost $8,000; first year operating cost $7,500; revenue $7,500. Applicant is licensee of WALL Middletown. Ann. Oct. 3.

Urbana, Ohio—Brown Publishing Co. 101.7 mc, channel 269A, 3 kw. Ant. height above average terrain 300 feet. P. O. address c/o Clarence Brown Jr., Blanchester, Ohio. Estimated construction cost $52,100; first year operating cost $57,200; revenue $57,200. Principals: **Clarence J. Brown** (43.3%) and others. Applicant publishes *Urbana Daily Citizen* and other local newspapers. Representative Brown (R-Ohio) is member of U. S. House of Representatives. Ann. Oct. 3.

St. Albans, W. Va.—St. Albans-Nitro Broadcasting Co. 96.1 mc, channel 241, 50 kw. Ant. height above average terrain 500 feet. P. O. address 212 Talbott Building, Dayton 2, Ohio. Estimated construction cost $14,500; first year operating cost $10,000; revenue $15,000. Applicant is licensee of WKLC St. Albans. Ann. Oct. 9.

Existing FM stations

APPLICATIONS

WIFN(FM) Franklin, Ind.—CP to change frequency from 95.9 mc, channel 240, to 97.1 mc, channel 246; ERP from 790 w to 5 kw; TPO from 250 w to 1.59 kw, and install new trans. (Federal 192A). Ann. Oct. 3.

WTHI-FM Terre Haute, Ind.—CP to change frequency from 99.9 mc, channel 260, to 107.5 mc, channel 298; ERP from 7.4 kw to 38.76 kw; TPO to 10 kw; ant. height above average terrain to 416 feet; change anti-trans. location, and install new trans. and ant. Ann. Oct. 3.

WAYL(FM) Minneapolis—CP to change frequency from 96.1 mc, channel 241, to 94.5 mc, channel 233; increase ERP from 10 kw to 53 kw; change ant.-trans. location from 3223 East 38th Street to 1 mile south of New Brighton, Minn., and change studio location to same as trans.; increase TPO to 5 kw; increase ant. height above average terrain to 421 feet; install new ant., and make changes in ant. system (increase height). Ann. Oct. 7.

***WFOS(FM) South Norfolk, Va.**—Mod. of license to change station location from South Norfolk to Chesapeake, Va. Ann. Oct. 3.

Ownership changes

ACTIONS BY FCC

KPGE Page, Ariz.—Granted assignment of license from **Wendell W. Motter** (100%) to **Harold J. Arnoldus** (100%). Consideration $30,000. Mr. Arnoldus owns KDJI Holbrook, Ariz. Action Oct. 3.

KBIG(FM) Los Angeles and KGLM Avalon, Calif.—Granted transfer of control of licensee corporations, **KBIQ Inc.**, and **John Poole Broadcasting Inc.**, from **John H. Poole** as individual to Mr. Poole as individual and as guardian. No financial consideration involved. Action Oct. 3.

WJCM Sebring, Fla.—Granted assignment of license from **Progressive Publishing Co.**, owned by **W. K. Ulerich, H. E. Breth** and others, to **Highlands Radio Inc.**, owned by **James O. Blackman, Howard C. Johnson, Robert D. Ortt** and **Harold Johnson** (each 25%). Consideration $40,000. Highlands principals are local businessmen. Action Oct. 4.

WBSM-AM-FM New Bedford, Mass.—Granted transfer of control of licensee corporation, **Southern Massachusetts Broadcasters Inc.**, from **George Gray** and **Murray Carpenter** (each 50%) to Mr. Gray (45%). Mr. Carpenter (35%) and **Chauncey L. Landon** (20%). No financial consideration involved. Mr. Landon is part owner of WTCX(FM) St. Petersburg, Fla. Action Oct. 7.

WSAM-AM-FM Saginaw, Mich.—Granted assignment of licenses from **Kenneth Hugh MacDonald** (100%) to Mr. MacDonald (70%) and others, tr/as **MacDonald Broadcasting Co.** Consideration is assumption by corporation of debt incurred acquiring licenses. Action Oct. 7.

KUXL Golden Valley, Minn.—Granted assignment of license and CP from **Edward D. Skotch** (100%) to Mr. Skotch (100%), tr/as **Greater Happiness Inc.** No financial consideration involved. Action Oct. 7.

KBMN Bozeman, Mont.—Granted transfer of control of licensee corporation, **Penn Engineering Inc.** (287 shares issued), from **Dale G. Moore** (186 shares), **William A. Merrick** (100 shares) and **Shirley M. Moore** (1 share) to Mr. Merrick and family (100%), d/b as **KBMN Inc.** Consideration $135,000. Also see grant below. Action Oct. 7.

KBMN Bozeman, Mont.—Granted assignment of license from **Penn Engineering Inc.** to **KBMN Inc.** See grant above. Action Oct. 7.

WMBL Morehead City, N. C.—Granted transfer of negative control of licensee corporation, **Carteret Broadcasting Co.** (360 shares issued), from **Samuel M. Jones, Sherman T. Lewis** (each 75 shares) and **Skinner A. Chalk** (20 shares) by **Grover C. Munden** and **Robert L. Pate** (each 50% of company after transfer, 95 shares before). Consideration $24,700. Action Oct. 3.

WEYE Sanford, N. C.—Granted assignment of license from **Sanford Radio Broadcasting Inc.**, owned by **Gale P. Lewis** (100%), to Mr. Lewis (100%), tr/as **San-Lee Broadcasting Co.** No financial consideration involved. Action Oct. 7.

WBMC McMinnville, Tenn.—Granted transfer of control of licensee corporation, **Cumberland Valley Broadcasting Inc.** (250 shares issued), from **Dr. C. H. Cope** (35 shares) and **Eva Pearl Cope** (108 shares) to **James W. R. White** (69), **Nell B. White** (69) and **James T. White** (6); other ownership remains stable. Consideration $78,650. J. W. R. White owns weekly newspaper in Tennessee; Mrs. White is housewife; J. T. White, son of other two principals, is student. Action Oct. 3.

WVVW Grafton, W. Va.—Granted acquisition of positive control of licensee corporation, **WVVW Inc.**, from **J. P. Beacom** (50% before transfer, 30% after) by **Patrick W.** and **Jean S. Larkin** (each 25% before, each 35% after). Consideration $13,200. Action Oct. 7.

WJPG Green Bay, Wis.—Granted transfer of control of licensee corporation, **Green Bay Newspaper Co.**, from **John B. Torinus** et al (5,766 shares of stock), to **Daniel C. Beisal** et al. (5,381 shares). Consideration $576,600. Action Oct. 4.

APPLICATIONS

WLIQ Mobile, Ala.—Seeks transfer of control of licensee corporation, **Jemcon Broadcasting Inc.**, from **Frank Conwell, E. W. Jemison** and **John J. Anderson** (each 33 ⅓%) to **L. S. Hartzog** (50%) and **Kathryn** and **Thomas Hartzog** (each 25%). Consideration $70,000. Hartzogs are associated in advertising agency and bakery. Ann. Oct. 4.

KMEX-TV Los Angeles—Seeks transfer of control of licensee corporation, **Spanish International Broadcasting Co.**, from estate of **Frank Fouce** (55%), **Emilio Azcarraga, Edward J. Noble** (each 20%) and **Julian M. Kaufman** (5%) to **Fouce Amusement Enterprises** (35%). Messrs. Azcarraga and Noble (each 20%), **Reynold V. Anselmo** (15%) and Mr. Kaufman (10%); transfer involves subscription rights to stock only. Ann. Oct. 9.

WOWW Naugatuck, Conn.—Seeks acquisition of positive control of licensee corporation, **Naugatuck Valley Service Inc.**, through purchase of stock from **James W. Miller** (12.1%) by **Vernon L. Wilkinson** (54.84% after transfer, 42.74% before); other stock is still owned by John T. Parsons. Consideration $7,500. Ann. Oct. 3.

WRFB Tallahassee, Fla.—Seeks assignment of license from **Emerson W. Browne** to **Donald C. Price.** Consideration $120,000. Mr. Price is manager of WPAX Thomasville, Ga. Ann. Oct. 4.

WKTG Thomasville, Ga.—Seeks assignment of license from **Thomas County Broadcasting Inc.**, owned by **Eunice M. Martin** (90%) and **Guy Curtis** (10%), to **Triple C. Broadcasting Corp.**, owned by **Mrs. Lem J. Clark** (100%). Consideration $95,000. Ann. Oct. 4.

WBZI Brazil, Ind.—Seeks assignment of license from **Community Broadcasting Corp.**, owned by **John A. White** (83 ⅓%) and **Casey A. Heckman** (16 ⅔%), to **Russell G. Salter Inc.**, licensee of WIXN Dixon, Ill., and applicant for new FM there. Consideration $38,900. Ann. Oct. 3.

WTAG-FM Worcester, Mass.—Seeks assignment of license and SCA from **WTAG Inc.**, also licensee of WTAG Worcester, to **Radio Fitchburg Inc.**, 100% owned by **Norman Knight.** Consideration $50,000. Mr. Knight owns WEIM Fitchburg, Mass., WTSL Hanover, WTSV-AM-FM Claremont, WHEB-AM-FM Portsmouth and WGIR-AM-FM Manchester, all New Hampshire. Ann. Oct. 1.

WRPM Poplarville, Miss.—Seeks assignment of license from **Ben O. Griffin** (65%) and **Henry C. Hunter** (35%) to Mr. Griffin (100%). Consideration $2,500. Ann. Oct. 4.

KJPW Waynesville, Mo.—Seeks transfer of control of licensee corporation, **South Central Broadcasters Inc.** (600 shares outstanding), from **John Mihalevich** (430 shares) and **Robert O. Vaughn** (170 shares) to Dr. Mihalevich (150 shares), Mr. Vaughn (144 shares) and **Crossroads TV Productions Inc.** (306 shares); Crossroads is owned by **Ralph D. Foster, Lester E. Cox, John B. Mahaffey** and **E. E. Siman Jr.** (each 25%). Consideration $30,600. Crossroads is TV production firm; Messrs. Foster and Cox own KWTO Springfield, Mo.; Mr. Cox is part owner of KOAM Pittsburg, Kan. Ann. Oct. 8.

WXYJ Jamestown, N. Y.—Seeks assignment of license from **Air Waves Inc.** to **Trend Radio Inc.**; contingent on grant (pending at FCC) of transfer of control to Trend. No financial consideration involved. Ann. Oct. 3.

WGY, WRGB(TV) and WGFM(FM), all Schenectady, N. Y.—Seek assignment of licenses from **General Electric Co.** to subsidiary, **General Electric Broadcasting Inc.** No financial consideration involved. Ann. Oct. 9.

WGTM Wilson, N. C.—Seeks assignment of license from **Watson Industries Inc.**, owned by **P. T. Watson** and family, to **Campbell Broadcasting Inc.**, owned by **A. Hartwell Campbell.** Consideration $250,000. Mr. Campbell is vice president of WNCT (TV) and WGTC, both Greenville, N. C. Ann. Oct. 3.

WBNO Bryan, Ohio—Seeks assignment of license from **John G. Greene, Joseph S. Klarke** (each 24.5%), **George E.** and **Harry E. Worstell** (each 23%) and **Gladys R. Worstell** (5%), d/b as **Williams County Broadcasting System,** to **Williams County Broadcasting System Inc.**, owned by G. E. (37.69%), H. E. (23.38%) and G. R. (5.19%) Worstell, Mr. Klarke (9.09%), **Laurence M. Kimble** (14.28%) and **Rosemary S. Iarsha** (10.39%). Mrs. Harsha is wife of U. S. Representative William H. Harsha (R-Ohio). Consideration is assumption of financial responsibility. Ann. Oct. 3.

WKTN-FM Kenton, WLKR-FM Norwalk and WRWR-FM Port Clinton, all Ohio—Seeks assignment of licenses from **Radio Kenton Inc., Radio Norwalk Inc.** and **R. W. R. Inc.**, respectively, to **Ohio Radio Inc.**; assignment constitutes merger of three corporations. No financial consideration involved. Ann. Oct. 8.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Asher H. Ende issued initial decision looking toward dismissing without prejudice application of Y T Corp. for new FM on 99.3 mc in Palo Alto, Calif., and terminating proceeding. Action Oct. 9.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward denying

application of 1360 Broadcasting Inc. to change operation of WEBB Baltimore, on 1360 kc, 5 kw, DA, from daytime to unl. time with 1 kw-N, DA-2. Action Oct. 9.

■ Hearing Examiner Arthur A. Gladstone issued initial decision looking toward (1) granting application of Marshall Broadcasting Co. for new AM on 1540 kc, 250 w-D, in Marshall, Mich., condition, and (2) denying application of Wright Broadcasting Co. for new station on same frequency with 5 kw (1 kw-CH), DA, D, in East Lansing, Mich. Action Oct. 9.

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward (1) dismissing applications for new FM stations on 106.7 mc of News-Sun Broadcasting Co., Waukegan, Ill., and Radio America, Chicago, and (2) denying request of Radio America that application be retained in pending file until final disposition of proceeding on application of Mrs. Evelyn R. Chauvin Schoonfield for renewal of license for WXFM(FM) Elmwood Park, Ill. Action Oct. 8.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward dismissing applications of Rhode Island-Connecticut Radio Corp. (now Westerly Broadcasting Co.) to change facilities of WERI-FM, Westerly, R. I., from 103.7 mc; ERP 17.5 kw; ant. height 24 feet, to 94.9 mc; ERP 17.4 kw; ant. height 24 feet, and Willie Broadcasting Co. for new FM in Willimantic, Conn., on 94.9 mc; ERP 3.36 kw; ant. height 350 feet. Action Oct. 8.

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward dismissing application of Ruth M. Crawford, executrix of estate of Percy B. Crawford, to increase power of WYCA(FM) Hammond, Ind., on 92.3 mc from 29.7 kw to 106 kw, and decrease ant. height from 398 feet to 357 feet. Action Oct. 7.

DESIGNATED FOR HEARING

KNCM Moberly, Mo.—Designated for hearing application to increase tower height from 210 feet to 480 feet and increase length of ground radials from 200 feet to 350 feet; made KFJB Marshalltown, Iowa, KLWT Lebanon, Mo., KTNC Falls City, Neb., KWOS Jefferson City, Mo., and WHCO Sparta, Ill., parties to proceeding. Action Oct. 3.

Sunbeam Television Corp., Community Bcstg. Corp., Miami—Designated for hearing applications of Sunbeam for renewal of license of WCKT(TV) on channel 7 and Community Broadcasting Corp. for new station on that channel. Action Oct. 3.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied petition by Dunlea Broadcasting Industries Inc. for reconsideration of March 2, 1962, order which placed in pending file for noncompliance with "clear channel" criteria application to increase daytime power of WMFD Wilmington, N. C., from 1 kw to 5 kw and change daytime DA, continued operation on 630 kc, 1 kw-N with present nighttime DA; also denied WMFD request for waiver of Sect. 1.351(c) of clear channel freeze rule. Commissioner Lee dissented; Commissioner Cox not participating. Action Oct. 9.

■ By order, commission denied petition by Salina Radio Inc. for immediate removal of stay on previous July 30, 1962, decision granting application for new AM in Salina, Kan., which was imposed Jan. 7 when proceeding was remanded to examiner for hearing on issues concerning Sect. 3.35(a) and (b) of multiple ownership rules. Commissioner Cox not participating; Commissioner Loevinger dissented. Action Oct. 9.

■ By order, commission denied application by Broadcast Bureau for review of Review Board's April 16 decision which granted application of Wilkes Broadcasting Co. for new AM on 1520 kc, 5 kw-D, reduced to 1 kw during critical hours, in Mocksville, N. C., subject to interference condition and presunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Commissioner Cox not participating. Action Oct. 9.

■ By memorandum opinion and order in proceeding on applications for new AM stations of WEXC Inc. and De-Lan Inc., both Depew, N. Y., Leon Lawrence Sidell, Hamburg, N. Y., and Seaport Broadcasting Corp., Lancaster, N. Y., commission revised 307(b) and comparative issues and remanded proceeding to examiner for further hearing and for issuance of supplemental initial decision. Commissioner Ford dissented; Commissioner Cox not participating. Action Oct. 9.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 9

	ON AIR		NOT ON AIR	TOTAL APPLICATIONS
	Lic.	CP's	CP's	for new stations
AM	3,837	45	146	322
FM	1,111	19	85	241
TV	522[1]	55	82	128

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 9

	VHF	UHF	TOTAL TV
Commercial	486	91	577[1]
Noncommercial	51	29	80[2]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Aug. 31

	AM	FM	TV
Licensed (all on air)	3,826	1,101	522[1]
CP's on air (new stations)	56	30	55
CP's not on air (new stations)	135	76	80
Total authorized stations	4,017	1,207	657[1]
Applications for new stations (not in hearing)	188	192	73
Applications for new stations (in hearing)	136	12	51
Total applications for new stations	324	204	124
Applications for major changes (not in hearing)	241	89	41
Applications for major changes (in hearing)	54	3	10
Total applications for major changes	295	92	51
Licenses deleted	0	0	0
CP's deleted	2	3	3

[1] Does not include seven licensed stations off air
[2] Includes three stations operating on unreserved channels

■ By memorandum opinion and order, commission denied petition by WOMA TYPA Broadcasting Co. for review of chief hearing examiner's June 18 memorandum opinion and order which granted WOMA TYPA's previous petition to extent of dismissing, but with prejudice, application for new AM in Mt. Airy, N. C., and which denied approval of agreement whereby existing Mount Airy stations WSYD and WPAQ would reimburse WOMA TYPA about $2,000 for alleged out-of-pocket expenses in return for latter's dismissal; and which also denied petitioner's request for additional time to reply to Broadcast Bureau's opposition to agreement. Action Oct. 9.

■ By order, commission denied application by Wright and Maltz Inc. for review of Review Board's July 31 decision which denied application to change operation of WBRB Mt. Clemens, Mich., on 1430 kc with 500 w, from daytime to unl. hours, DA-2. Commissioner Bartley dissented; Commissioner Cox not participating. Action Oct. 9.

■ By order in proceeding on applications of Harry Wallerstein, receiver, Television Co. of America Inc., et al., for renewal of license, assignment of license and transfer of control of KSHO-TV Las Vegas, commission denied application by applicants for review of chief hearing examiner's order changing place of hearing from Washington to Las Vegas. Commissioner Cox not participating. Action Oct. 9.

■ By report and order, commission made TV channel 37 (608-614 mc) available for exclusive use of radio astronomy for period of 10 years (to Jan. 1, 1974) throughout U. S. This is five years more than had been proposed in proceeding and is departure from concept of 600 mile circle of protection about Danville, Ill. Commissioners Lee and Cox dissented. Action Oct. 4.

■ By memorandum opinion and order in proceeding on application of WKYR Inc. to move WKYR from Keyser, W. Va., to Cumberland, Md., and make other changes, commission (1) denied joint motion by Allegany County Broadcasting Corp. (WCUM-AM-FM) and Cumberland Valley Broadcasting Corp. (WTBO), both Cumberland, to enlarge issues to determine whether more efficient nighttime service could be provided if WKYR retained Keyser location and, if so, whether grant of latter's application would be in accordance with Sect. 307 (b) of act, and (2) denied request by WCUM-AM-FM and WTBO for leave to file additional pleading and directed secretary to remove April 19 further reply to opposition from commission files and return to filing parties. Commissioner Cox not participating. Action Oct. 3.

■ By order, commission terminated proceeding on application of WHDH Inc. for CP to move facilities of WHDH-FM Boston from location within city to site of TV tower, and reinstated 1959 grant of CP, without prejudice to such further commission action as may be warranted, if any, as result of final determinations made in WHDH Inc., et al., in Doc. 8739. Chairman Henry and Commissioner Cox not participating. Action Oct. 3.

■ Commission granted temporary extension for one month, from Oct. 3, of time for commencement of trial of subscription programing by Channel 2 Corp. (formerly Gotham Broadcasting Corp.) over KCTO (TV) (formerly KTVR) on channel 2 at Denver, pending receipt of requested further information. Commissioner Bartley dissented. Station had requested third six-months extension. Action Oct. 3.

■ By memorandum opinion and order, commission granted petition by James Valley Broadcasting Co. (KIJV), Huron, S. D., for reconsideration of June 18 action which granted without hearing application of Central South Dakota Broadcasting Co. for new daytime AM (KEZE) on 1530 kc, 1 kw, in Huron, to extent of setting aside grant and designating Central South application for hearing. Commissioner Hyde not participating. Action Oct. 3.

■ Commission waived Sect. 4.631(e) of rules and granted applications of University of Maine for three-hop intercity relay system to transmit educational program material from main studio of *WMEB-TV (ch. 12) Orono to Colby-Bates-Bowdin's *WCBB-TV (ch. *10) Augusta. Though not licensed

Continued on page 103

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.*
- All other classifications, 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C., 20036.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Wanted manager for aggressive Illinois station with metropolitan service areas population in excess of 200,000. Must be capable of directing sales, news and programing departments and be good at promotion. Well established operation. Middle of the road music, fine news reputation. Salary open. Write Box J-131, BROADCASTING.

Wanted: assistant manager for station in large Illinois city. Should be strong in programing, promotion and news. Salary in accord with ability and experience. Fine opportunity for sharp, competent broadcaster. Write Box J-132, BROADCASTING.

Southern California, immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box M-15, BROADCASTING.

Manager: Strong on sales for Colorado small market station. Young man seeking first managerial post. Radio sales knowledge and experience necessary. Recent photo, resume and references. Salary, commission, car furnished. Box M-151, BROADCASTING.

Sales

Columbus Ohio . . . Immediate opening for good salesman, management experience or ready. Top independent. Growing chain, good salary plus. Please write fully. Box G-13, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five markets. Box H-128, BROADCASTING.

Seeking General Manager for radio station in midwest. Possibly you are a sales manager looking for the next step up. Group operation with room for advancement. Send complete resume to Box L-321, BROADCASTING.

For a radio salesman energetic and experienced the number 1 station in metropolitan midwest city, not Chicago, has a lucrative position. Unlimited earning potential in thriving market. Guarantee, commission, car allowance. Replies confidential. Box M-21, BROADCASTING.

California—Full-timer looking for sharp salesman. Must have references. First ticket helpful but not necessary. Box M-49, BROADCASTING.

Ambitious young man to grow with progressive organization. Box M-128, BROADCASTING.

$500 monthly guarantee to man who can produce in rapidly growing Arizona market. Good account list waiting. Send full application to Box M-139, BROADCASTING.

Immediate opening, experienced radio times salesman, established account list with good billing, liberal guarantee, plus commission, pleasant Iowa community—KCHA Charles City, Iowa.

Single market station needs salesman. Excellent income. Full time salesman and part time salesman, wanting full time sales work, should apply to Dale Low, KNCM, Moberly, Missouri. AMherst 3-1230.

Wanted-Salesman/announcer for small-medium 5 kw station. Sales primary, announcing secondary. Ability determines salary. Contact Manager, WCWC, P. O. Box 64, Ripon, Wisconsin, 414-748-5111.

Sales—(Cont'd)

Needed—Experienced pro who can sell rate card radio, in tough, challenging competitive market for top rated indie. Interested? write: General Sales Mgr. WQXI 3165 Mathieson Drive, Atlanta 5, Georgia.

Southeastern Chain of 5 top rated Negro stations expanding to 6. Tampa, Richmond, Shreveport, Little Rock, Jackson and Birmingham, seeking 3 pro type executive salesmen with proven record. Excellent guarantee, insurance plan, moving expenses, management opportunity. Send complete resume in confidence. McLendon Broadcasting Co., 960-980 Milner Building, P. O. Box 197, Jackson, Mississippi.

Announcers

Experienced play-by-play and morning man salesman wanted immediately by stable adult programed station. Box L-300, BROADCASTING.

Immediate opening for 1st phone-announcer for AM radio station east coast or mountain area West Virginia. Reply Box M-20, BROADCASTING.

Illinois AM station in modern, prosperous city has fine opportunity for smart, experienced newsman. Established station, tops in ratings, leader in news coverage. Salary excellent, merit raises. Give full details of experience, also references, in letter to Box M-22, BROADCASTING.

Newsman-announcer for Texas station. Must gather, write, deliver news. Box M-43, BROADCASTING.

Move up! Quality Illinois kilowatt seeks skilled announcer for news gathering, writing, airing, plus some deejay work. Newsmobile, beeper, all top flight equipment. Opportunity also for production spot work. Excellent starting salary plus many extra benefits for competent man. Personal interview required. Send tape, complete resume, phone number. Box M-45, BROADCASTING.

Immediate opening for fresh, lively personality with top-40 experience. Top-rated 5 kw in eastern market. Salary open. Photo, tape, resume to Box M-112, BROADCASTING.

Metropolitan 5 kw Michigan station has immediate opening for an alert air personality with a smooth, mature, easy and spontaneous professional delivery. Must deliver a tight top rated modern format. No screamers. Send complete resume, tape, late photograph. Ratings will help. All replies confidential. Box M-138, BROADCASTING.

Experienced announcer for suburban Maryland, independent. Send tape, resume, photo immediately to Box M-143, BROADCASTING.

Do you have permanent insomnia? Does the night air turn you on? Major market inde needs talented all night personality for good music and talk show. Must like other people and be willing to share the stimulating night air with them. Box M-145, BROADCASTING.

Announcer with experience. $400 per month. Tape and resume to KBRZ, Freeport, Tex.

Group ownership has immediate opening for announcer-salesman. Sincere, hard-working, honest man can move up with expanding small market group of stations. Picture, resume, salary requirements first letter. Pete Sanders, KDLA, DeRidder, Louisiana.

Announcers—(Cont'd)

Immediate opening for experienced announcer-salesman. Must have good voice and know prodduction. Rush tape, photo and complete resume to KINY-AM & TV, 231 S. Franklin, Juneau, Alaska.

Announcer: With first phone—permanent employment—Radio station KLCO, in Poteau, Oklahoma.

Announcer for adult programed station. Emphasis on local news service and information. Station is well established and growing. Will move into beautiful new quarters soon. 5 years experience necessary. $500 per month. Contact Jim Lipsey, KNCM, Moberly. Mo.

Combination announcer-engineer, with desire to sell. Must be experienced. Call Bob Brewer, KTAT, Frederick, Okla.

Announcer with first phone. Send tape . . . Resume, and wage demands. No floaters. W. A. M. D., Aberdeen, Md.

Needed immediately in college town. Newsman-announcer—must be experienced. P.D. Position open. Contact C. L. Riley, office phone 796-7684. Home 796-8732, WBRN, Big Rapids, Mich.

Immediate opening, news staff, with chance at news directorship near future. News-oriented station; accent on quality delivery. Must write. Craig S. Parker, PD, WDEV Waterbury, Vt.

Immediate opening for announcer with adult music station. 1st ticket helps but not necessary. Send tape, resume, photo, salary requirements to Don Ross, Program Director, WEEX, Easton, Penna.

No. 1 station needs No. 1 dj. Excellent weather, top pay available. Major health and medical benefits. Must be experienced, swinging dj for top 40 station. For sun, fun, beaches and money contact WLOF, P.O.B. 5756, Orlando, Fla., now.

Announcer-Sportscaster—for adult format. Part-time sales interest helpful. Send tape, photo, resume to WMBO, Auburn, N. Y.

Announcer board experience strong on news. WVOS, Liberty, N. Y.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 516-TN8-4912.

DJ's-Announcers-Newsman-salesman what do the money making pros know that you don't know? If you want answers—if you want a career in broadcasting, not an insecure job, write to Broadcast Guild of America 975 North 35th St., Milwaukee, Wisconsin.

Technical

Chief engineer, 1 kw, 100 miles from New York. $125. Box K-77, BROADCASTING.

Quality Rocky Mountain kilowatt needs chief, some announcing. Box L-320, BROADCASTING.

Permanent position in one kw daytime operation for chief engineer. New Gates equipment. Minimum three years experience. We are a growing operation in medium N.H.-Vt. market. State minimum salary requirement in first letter. Good combo man would be considered. Box M-33. BROADCASTING.

Radio engineer of good character, best technical qualifications for South Texas station. Box M-52, BROADCASTING.

Technical—(Cont'd)

Sales engineer—Equipment distributor has opening for competent tv engineer, BSEE desirable, with practical experience and sales ability. Traveling required into southeastern states. Good opportunity for competent man, salary plus commission. Box M-93, BROADCASTING.

Kentucky—Chief Engineer. Directional transmitter operation. Trouble shooting. Proofs. Present chief leaving radio. Stable operation. Pay based upon experience and ability. Box M-120, BROADCASTING.

Chief engineer: Nondirectional successful suburban N. Y. station. Secure future for right man. Maintain, install, studio, remotes. Complete resume including references. Box M-153, BROADCASTING.

Immediate opening for qualified man to serve as chief engineer for 1 Kw New Mexico station. Good schools; beautiful churches; dry, healthy climate; progressive town of 12,000; one hour drive to Carlsbad Caverns; Two Hours to 9,000 ft. Cloudcroft; deer hunting. Will have complete responsibility for maintaining all broadcast equipment. Must keep up on FCC regulations; some announcing desired. Good pay. Congenial staff. Apply to: Bob Hess, General Manager, KSVP, Box 38, Artesia, New Mexico.

First phone for Connecticut AM/TV—experience not necessary. Starting salary with overtime, $90.00. Call collect—Bob Corbett—203-755-1121.

Chief engineer for 50 kw day—10 kw night in Jackson, Mississippi. Experienced—sober—reliable—self starter—permanent employed with expanding southern radio group. Excellent salary—fringe benefits. Contact Ray Horton, Director of engineering, McLendon Communications Company, 372-9111 Jackson, Miss., between 6:00 p.m. and 9:00 p.m. every day.

Production—Programing, Others

News editor wanted for Ill. kilowatt metropolitan, strong in news coverage. Progressive, long established station with 3 professional newsmen. Salary excellent, merit raises. Give full details of experience and references in 1st letter to Box J-133, BROADCASTING.

Young chain in midwest is looking for aggressive production minded program man. Send tape complete with production samples, resume and sample copy to Box L-349, BROADCASTING. Also need first phone announcers.

Radio-Productions-Programing. Production-Supervisor with understanding of good format radio. Midwest market. Excellent opportunity for right man. Expected to do some air work. Middle of road music policy with lots of good production and interesting features. Send complete resume, tape and photo. Box M-10, BROADCASTING.

Texas group expanding into new market. Need qualified announcers, engineer-announcers, commercial salesmen, announcer-salesmen, news director. State full qualifications first letter. All held confidential. All tapes returned promptly. Box M-54, BROADCASTING.

Continuity writer with speed and commercial creativity. Box M-68, BROADCASTING.

Mature responsible man wanted, program director material. Must be fully experienced all phases. Opportunity with growing top rated station, Florida east coast. Box M-86, BROADCASTING.

Production man with copy and news announcing experience. Salary open. Tape and resume to KBRZ, Freeport, Texas.

First phone newsman, experience preferred, board work. Must have mature good voice for stable adult programed station. No maintenance. Tape and resume to KENN, Farmington, New Mexico.

Help Wanted

Production—Programing, Others

Continued

Newscaster for quality medium market full-timer, strong in local news, special events and public service. Excellent equipment, pleasant working conditions and congenial staff in beautiful year-round resort area. Opportunity for advancement. Some experience required. General Manager, WBEC, Pittsfield, Mass.

Immediate opening for assistant newsman and sports director. Starting salary $75.00 week. Apply H. M. Thayer, WGHQ, Kingston, New York.

Situations Wanted—Management

Young, sales executive seeks management. Civic minded, pr experience. Four years same midwest station. Now earn $9000 plus. Want growth and ownership potential. For personal visit write Box M-104, BROADCASTING.

Experienced, educated broadcaster, now program director, desires small-medium market managership. First phone. Box M-107, BROADCASTING.

Manager with eleven years experience, available as general or operations manager. Programing promotion, news, sales, sports, first phone. College, mature family man seeking opportunity to invest. Box M-117, BROADCASTING.

Small single station market preferably Michigan, Ohio or Indiana. Excellent background in management, sales and promotion. Presently employed in large market but desirous of belonging to small, friendly community. Consider profit sharing. Box M-121, BROADCASTING.

Announcers

Sports announcer, seven years experience. Excellent voice, finest of references. Box L-353, BROADCASTING.

Top 40 dj with bright sound wants to move up. Have highest ratings and first class license. Box M-31, BROADCASTING.

Announcer. Good all phases. Prefer news. Daytimers state duties. Salary. Box M-39, BROADCASTING.

Attention Mid-Atlantic States. Experienced Announcer Salesman wants to settle. Available Oct. 22nd. Box M-92, BROADCASTING.

1st phone, 1 year experience as engineer—would like to start as announcer. Married. Vet. Will relocate. Box M-94, BROADCASTING.

Available, announcer engineer for south central region. Good on both. Box M-97, BROADCASTING.

Negro announcer, 1st class training, no experience, need 1st job. Box M-105, BROADCASTING.

Consistent wake-em-up, keep-em-happy announcer seeks morning slot with quality radio operation. First phone. Box M-108, BROADCASTING.

Young Negro announcer and DJ, with 5 yrs. experience, strong on news, versatile as a DJ, willing to relocate, Not afraid of hard work. Box M-115, BROADCASTING.

Announcer graduate looking for position as Disc Jockey. Box M-123, BROADCASTING.

Not an ordinary screamer, genuine Top 40 pro. Can handle humor very well. Good, sensible, tight production, Top ratings. Medium-Large markets east or midwest. Box M-124, BROADCASTING.

Attention LA—radio newsman air personalty seven years experience New York City and vicinity desires top notch position major Los Angeles station. College graduate, single, 24. Will be in LA mid-October for personal interviews. Salary $170 minimum. Box M-111, BROADCASTING.

Morning personality, number one all surveys, all segments. Tasteful comic approach. Non-frantic smiling sound. Box M-113, BROADCASTING.

Situations Wanted—Announcers

First phone—6 years professional; college, draft free, showmanship, major—markets, Box M-126, BROADCASTING.

Five years announcing experience. Prefer east coast. Dependable. Married man. Box M-127, BROADCASTING.

Announcer—dj—versatile, mature, tight and fast board. News and play-by-play. Married. Will settle. Box M-130, BROADCASTING.

Top notch dj with first phone and family seeking improvement. Box M-131, BROADCASTING.

Mature voice . . . 7 years experience . . . radio & tv . . . personality approach to good music and jazz . . . excellent commercial delivery . . . offering the sound that sells. Box M-134, BROADCASTING.

Announcer first phone—Limited experience—prefer warm climate in large or medium size city—wants good salary and five day week. No maintenance. Box M-141, BROADCASTING.

Announcer—13 years all phases radio/TV. Prefer East coast, good music only. Box M-144, BROADCASTING.

Good music stations only! Announcer-dj, 3 years experience, veteran, rich authoritative voice, smooth professional delivery. Box M-146, BROADCASTING.

Top play by play, all sports. Thoroughly experienced dj/pd, family man, reliable, presently employed. No small markets. Box M-147, BROADCASTING.

Wide awake morning man. Strong on news. 1st class license. Box M-148, BROADCASTING.

Newsman/dj—Have done on-the-scene for many major stations, smooth deejay style, prefer news. Limited experience, but talented. Box M-152, BROADCASTING.

Go first class! Highly experienced personality with first phone is available now! Outstanding air shows, production, and copywriting. Don't wait . . . phone 312-328-7650 now!

Top forty jock—4 years experience—married—good references—Rusty Draper—MU—3-4217—Rusk, Texas.

Young, 22, 1st phone announcer, 3 years college, some experience, good on rock and pop. "Swifty" 766 Pine Avenue, Waynesboro, Va., Phone 942-1832.

Nine years experience. Needs $80. Program director, WKJK, Granit Falls, North Carolina.

Chicagoland—Three years metro market jock, newsman, production. Northwestern student needs work now. Interview, resume, tape, references. John Galanses, 312-328-9735.

Technical

Attention: Pittsburgh, Wheeling, Youngstown and surrounding area. Chief engineer 5 kw AM & FM desires relocation as staff engineer or chief. TV staff engineer also considered. Technical school graduate, single, young, draft free. Previous experience includes studio and production engineering. Box M-40, BROADCASTING.

Chief engineer/announcer—former manager. Desire change. 7 years radio, 1 chief. Family man. Minimum $125 wk. Box M-106, BROADCASTING.

Engineer, AM FM stereo, construction and maintenance. Directionals. Ten years Chief Engineer. Capable announcer. Box M-142, BROADCASTING.

Need stable position, good character, first phone, P. O. Box 7592 Kansas City 16, Mo. Phone 816-645-2730, Missouri or Kansas.

Production—Programing, Others

Wanted: Wisconsin market. Administrative, some air. Sixteen years experience, presently large market. Family, best references. Box M-55, BROADCASTING.

Production—Programing, Others

Continued

Young man 18 years old interested in broadcasting, no experience. Box M-96, BROADCASTING.

Expanded sports coverage radio/tv? Play-by-play, interviews, reporting. Excellent references. Five years experience. Box M-109, BROADCASTING.

Editorial-news specialist. Nationally recognized as leader and pioneer in broadcast editorializing, both radio and television. Winner, several major national awards. Solid news and editorial background, research, writing, on-air presentation. Experience in both news and program management. Desire editorial or news-editorial assignment. Single, 29, College graduate. Excellent credit. Excellent references. Box M-114, BROADCASTING.

Wanted, Position in Iowa or Midwest. Prefer NW Iowa. Box M-118, BROADCASTING.

Attention Philadelphia and vicinity! I want to specialize in news—writing and airing. Two years announcing experience, B. A. in radio speech. Plan to study journalism. Box M-98, BROADCASTING.

PD—DJ, married. 15 yrs. experience all phases of programing. Wants to settle permanently in the northeast. Can handle your staff and any programing format, but prefers modern. Personal interview required. Box M-101, BROADCASTING.

Personality. Now working network O & O station on west coast. Wish to move my children/adult show to midwest or east. Its wild and completely unique. Work with your film or all live. Other tv credits include movie host, dance show host, variety show emcee, newsreader, plus several network appearances. Management sorrowfully aware of this ad. Full story and vtr at your request. Box M-110, BROADCASTING.

Program director, manager. Responsible position with established operation. Veteran, family, 33, non-drinker. Experienced all phases am, fm production, news, copy, traffic, programing popular, classical. Native southern Californian, relocate west. Currently pd medium market am. Consider radio honest, challenging business. No rockers, fast-buck, cocktail operations please. $700. Box M-132, BROADCASTING.

PD in major market desires return to air as radio and/or tv personality. Top pro, extensive background both media. Top markets only. Box M-133, BROADCASTING.

Attention Biloxi-Gulfport-New Orleans areas. Experienced copywriter. 5½ years one station. U. of Mo. graduate. Know production, taping, traffic, dialogue writing. High work standards. Personal interview. Little tv experience, but interested. Ditto agency. Box M-135, BROADCASTING.

13 years radio & television experience as announcer, director and pd. Hope to secure position as pd or news director. Available 31 October. Box M-150, BROADCASTING.

Play-by-play—staff—dj—news. 23 years old, married, some radio & TV experience. Wish to break into radio in small market. Box M-155, BROADCASTING.

Have first phone, No. 1 ratings in northern market of 90,000, available immediately. Would prefer pd position. Interested? Write or call C. Norman Chase, 4122 3rd Ave. S., Great Falls, Mont., 406-761-2208.

2 aggressive and reliable men aged 25 & 29, active in broadcasting, producers of publicity films, marketing and publicity agencies, wish to associate with a US company willing to buy a broadcasting station in Montevideo, Uruguay. Reply to Creacion Publicitaria, Burucayupi 3076/78, Montevideo, Uruguay.

Production engineer. Excellent board work. Have FCC second class phone. George Phinn, 825 Quincy, St., Brooklyn 21, N. Y.

TELEVISION

Help Wanted—Sales

Wanted—TV sales: Sales service man between 22-28 with sales and/or traffic radio or TV experience. This large southern market offers opportunity for growth within TV sales dept. Write or wire: WAII-TV, Atlanta, Ga.

Help Wanted—Technical

Engineering Supervisor — major market unionized TV operation needs manager to take charge of day-to-day technical operations. Degree preferred. For confidential handling reply to our consultants. Box M-28, BROADCASTING.

Licensed experienced TV transmitter and studio engineer needed. Must be familiar with RCA black and white and color equipment including studio, film transmitter, microwave and VTR. Maintenance experience essential. Midwest location in university town. Send background and experience with salary requirements and photo to Box M-44, BROADCASTING. All replies will be acknowledged.

Major So. California station looking for TV studio technicians with all-around experience, including camera, video, studio, etc. FCC first phone required. Send resume to Box M-47, BROADCASTING.

Midwest UHF has opening for engineer with first class license. Position requires operation of AM/FM/TV control rooms and transmitters. Experience in radio or TV desired, but others will be considered. Box M-50, BROADCASTING.

Experienced engineer, best technical qualifications, for Texas station. Box M-64, BROADCASTING.

Qualified TV engineer trainee with first phone for Texas station. Box M-65, BROADCASTING.

Maintenance chief for southwest station. Must have superior technical qualifications. Box M-60, BROADCASTING.

Assistant chief engineer with proven ability for Texas VHF. Box M-61, BROADCASTING.

$10,000 starting salary for chief engineer. Must be hard worker, strong on maintenance. Plenty room for advancement and more money. College town in most beautiful area of U. S. Recreation, hunting and fishing the best. Call, wire, write Socs Bratis, Vice-President, KMSO-TV, Missoula, Montana.

Wanted: First phone engineer with TV studio equipment maintenance experience. Write or call WCET, Cincinnati 19, Ohio, phone: 381-4033.

Studio Engineer experience in service maintenance and video tape recording. Contact Fred Edwards, WVUE-TV channel 12, New Orleans. Telephone 525-9011, (Area Code 504).

Experienced transmitter operator—Central Texas max. power educational VHF, new installation, RCA TT50 transmitter. Contact Bob L'Roy, KLRN-TV, Star Route 2, New Braunfels, Texas.

Young capable studio engineer wanted immediately. Permanent position with progressive VHF station, supervisory position available if qualified. Chief engineer, WJBF-TV, Augusta, Ga.

Production—Programing, Others

Texas VHF station looking for excellent continuity writer. Box M-58, BROADCASTING.

Director with creativity wanted in southwestern resort city. Box M-59, BROADCASTING.

Experienced, dependable newsman-photographer, adept at gathering and writing news. Box M-62, BROADCASTING.

Alert newsman-announcer to gather write and photograph news, southwest station. Box M-63, BROADCASTING.

Production—Programing, Others

Continued

Experienced tv newscaster for station in top 45 markets. Send complete resume, picture, film, vtr or audio tape of your work. Replies confidential. Our people know of this ad. Box M-136, BROADCASTING.

Immediate opening for continuity director (male or female) for growing NBC UHF station in university city. Good opportunity for person now in radio or TV. Continuity department to move up. Call Robert M. Lumpp p.d. WCHU-TV, Champaign, Ill. 352-7673.

Newscaster . . . Strong on-camera newscaster with college journalism training and television reporting experience by dominant CBS-affiliated station in the southeast's 3rd market. Remarkable opportunity for career with news minded station. One of the nation's top news departments, pioneer of the 60-minute expanded news format, now 90-minutes early evening. Send VTR or film showing caliber of air work and educational background to: News Director, WTVT, 3213 Grand Central, Tampa, Fla.

Situations Wanted

Announcers

Experienced TV news man on camera and booth. I can handle your announcing, sales, management programing, would like small station, money not important as working conditions. Box M-116, BROADCASTING.

Technical

Engineering manager, 14 years TV, now available for valid reasons. Proven record technically, and with people. Resume available. Box L-226, BROADCASTING.

Dynamic 27 year old sports announcer looking for bigger opportunity with television group, needing top insite into sports with ability to write and deliver. Prefer large metro market with seasonal change of climate for family and organization that wants the best coverage of local, college, professional sports. I know what I am talking about in sports, and know what those in sports control and confidence in all phases of sports reporting. Six years, three jobs. Presently employed television sports on camera. Looking for the top. Box M-149, BROADCASTING.

Production—Programing, Others

Production manager-director. 10 yrs. experience. Sincere, hard worker. Best references. Married, family. All replies answered. Box L-246, BROADCASTING.

Thirteen years television experience in top southern market. One year as radio writer prior to TV. Film, video tape and live operation. Presently employed. Have worked on many accounts for national advertising agencies. Married, 2 children. I'm tops and have credits to prove it. If you want experience, creativity and results write Box L-308, BROADCASTING.

A substitute for experience? None's been invented yet! I have 15 years in most phases of radio-TV on local and network levels. Prefer TV news gathering and editing. Each reply promptly answered. Box M-34, BROADCASTING.

Producer-director—4 years experience. Box M-87, BROADCASTING.

Producer-Director—14 years experience in one of nation's top markets. Extensive videotape experience. Currently in Chicago. Will relocate anywhere including overseas assignment. Box M-122, BROADCASTING.

Tv artist wishes to relocate. Experienced in all phases of art . . . promotional etc. Box M-129, BROADCASTING.

NE and West coast major market news directors: Give me a camera crew and your viewers will become the best informed in your area; they'll see the top local stories reported in the most informative and interesting manner. Box M-137, BROADCASTING.

Situations Wanted

Production—Programing, Others

Continued

Professional broadcaster. Presently employed television director of sports. Prefer East coast area. Box M-140, BROADCASTING.

Experienced radio newsman, top delivery and copy, would like TV or radio-TV opportunity Box M-154, BROADCASTING.

Wanted To Buy

Equipment

Needed: Audio Console such as Gates 51CS. Contact radio KLIN, 404 S. 13th, Lincoln, Nebraska.

One new or used McKensie unit model 5cpB with one channel record unit, also assorted cartridges. Paul Adams, WCPO-TV 2345 Symmes Street, Cincinnati, Ohio 45206.

For channel 5 we need 500 or 1000 watt transmitter and three gain antenna. Box M-56, BROADCASTING.

RCA or GE studio cameras. Must be in good condition. Box M-100, BROADCASTING.

Wanted—2 good used Ampex 602 or 601 recorders or equivalent at bargain price. Also a used Gates studioette board. WMOC, P. O. B. 886, Chattanooga.

FOR SALE

Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused. 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California. Templebar 2-3527.

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

250 watt GE transmitter, good condition, $750.00 PT-6 Magnecord tape recorder, completely overhauled, $250.00 will pack and ship. Box M-29, BROADCASTING.

RCA TT5A tuned to channel 2. Priced to sell quickly. Write Box M-23, BROADCASTING.

Almost new tape-a-thon. Model 702-10 with AG. P.O. Box 860 Pittsburgh 30, Penna.

GPL 16mm Kinescope recording unit complete. Good condition. Contact Al Powley, WMAL-TV, Washington, D. C. KEllogg 7-1100.

4—Locke insulators 25" high 3—legs, fit 16" triangle base. Supported 300' LeHigh tower. 2—damaged but repairable. $400 packed. Need 350' self supporting tower. Tele-Graphic Electronics Corp., 266 Maple Pl., Mineola, LI., N. Y.

U-400 tape recorder, battery powered portable, bullet mike, leather case. Professional quality ideal for interviewing. Used 3 months—$250. Box M-103, BROADCASTING.

Andrew 8 bay fm ant. 95.5 mc. Yours for one-third of new. Changing site. Write Box M-102, BROADCASTING.

Gates BFE-10A-10 watt FM transmitter, reconditioned, N. M. Area code 505-437-1490.

Western Electric 10KW FM Transmitter Model 506-B2. Excellent Condition. WHIO, Dayton, Ohio.

FOR SALE

Equipment—(Cont'd)

Collins, mod. 42E ant. tuning unit, complete remote MTR transformer. 3 RCA Universal, 2 RCA lightweight pickup arms, filters, spare heads. Best offer. Wallace Guptill, KATE, Albert Lea, Minn.

RCA TTU-1B UHF TV transmitter rebuilt and warranted. Will set to channel specified by buyer. Federal UHF transmitter type 20-B, presently set on channel 33, complete with monitoring equipment, dummy load diplexer and remote control unit. Over $30,000 worth of laboratory test equipment. Many items suitable for broadcast consultants use. Two broadcast quality tape machines. Write William S. Ward, 7505 Carroll Ave., Tacoma Park, Md., or call 301-587-5136. Immediate cash for all types of broadcast and test equipment.

Three RCA cartridge playbacks (Model RT-7B's) and one record amplifier (Model BA-7B) only used 8 months. Cost $2200 . . . available immediately. Best offer takes. Wire KBRO, Bremerton, Washington.

Used UHF 1 kw RCA transmitter excellent condition, immediate delivery. A bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

BUSINESS OPPORTUNITY

Small profitable station on Florida Gulf Coast willing to sell up to 49% to the right man capable of full management. Other radio and allied business interests are reason for selling. All communications confidential. Full details after examination of credentials. Box M-79, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications. 2221, Steiner St., San Francisco.

"TALK TO YOURSELF" is a new file of comedy banter for disc jockeys who can do two voices. Quick time fillers $5.00—Also available new "SOUND EFFECTS BITS" using stock sounds for maximum laughs . . . $5.00. . . Shwo-Biz Comedy Service (Dept. T), 65 Parkway Court, Brooklyn, N. Y., 11235.

News directors and Program directors—Terse, authoritative voice reports with exclusive information from our Washington and New York news bureaus—tape via air mail special delivery. Your station's exclusive in your area. Low cost—top audience response to your added depth and prestige. Write Box M-125, BROADCASTING.

Recording studio, serving southeast from metropolitan area, fully equipped, A-1 reputation, strong potential. Reply Box M-70, BROADCASTING.

Resume professionally prepared by mail. Free descriptive brochure. Career Development Institute, Box B-341, Beltsville, Maryland.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

INSTRUCTIONS—(Cont'd)

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

1st ticket class . . . 6 week course, resident or correspondence, Denver, Colorado, a fun place to live and study. Write for bulletin from Signal Broadcasting, 431 W. Colfax, Denver. Also offering 6½ month announcing-station operations course. Free placement service. Signal Broadcasting, Denver.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and Graduate placement list. Don Martin School of Radio and TV Arts & Sciences, 1653 North Cherokee, Hollywood, Calif. "No cram school."

San Francisco's Chris Borden School graduates are in constant demand. 1st phone and "modern" sound. Plenty of jobs. Free placement. Illustrated brochure. 259 Geary St. Starting date for next class November 4, 1963.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting October 9 and January 8. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated schedule. For the man who must get his 1st phone in a hurry, the Los Angeles Division of Grantham schools now offers the proven Grantham course in an accelerated schedule. Next classes begin November 11 and January 13. For free brochure write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

FCC license in six weeks. Total cost $285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Pittsburgh. FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

INSTRUCTIONS—(Cont'd)

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

RADIO

Help Wanted—Management

ATTORNEY

Opportunity available in New York corporation for attorney with Radio-Television background. Submit resume including salary requirement to:
Box 792, 1501 Broadway, New York 36, N.Y.

Help Wanted—Sales

SALES CORRESPONDENT

Opportunity for challenging and rewarding position with a major broadcast equipment manufacturer. Immediate opening in midwest sales office for a young man who believes in hard work and customer service. Technical background in broadcasting is essential and a college degree is preferred. Send resume with photograph to:
Box M-41, BROADCASTING

Announcers

WEEL Fairfax, Virginia

Growing fast in metropolitan Washington, D. C. market needs qualified personnel including one combo man. Send tape, resume with 1st letter. No phone calls please. Jules Henry, WEEL, Fairfax, Virginia.

Technical

CHIEF ENGINEER

Need hard worker capable handling staff and personally working all phases, maintenance, recording and operations. Must love engineering and have superior technical qualifications. No desk chief. One of New England's best stations and locations. First-class directional AM and FM. Ideal if currently located in New England—Middle Atlantic area.
Box M-156, BROADCASTING

To reach everyone in BROADCASTING and its allied fields.
You Can't Top A
CLASSIFIED AD
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Situations Wanted

Production—Programing, Others

CHRISTINE KEELER

I'm not

All that I can offer is TALENT

A clever and attractive Radio and TV personality who can adapt to any type of acting, children's shows, commericals.

Box M-95, BROADCASTING

TELEVISION—Help Wanted

Production—Programing, Others

Advertising and Promotion

GROUP-OWNED TV STATION IN MIDWEST MARKET WITH CBS AFFILIATION OFFERS CHALLENGING OPPORTUNITY FOR BRIGHT, AGGRESSIVE, YOUNG MAN OR WOMAN WITH SOLID KNOWLEDGE OF ADVERTISING, PROMOTION AND PUBLIC RELATIONS. MUST HAVE ABILITY TO CREATE TOP-NOTCH PROMOS AND ADS. ALL EMPLOYEE BENEFITS. SEND PHOTO, RESUME AND APPROXIMATE SALARY REQUIREMENTS. ALL APPLICATIONS CONFIDENTIAL.
BOX M-157, BROADCASTING

FOR SALE—Equipment

FOR SALE:

Model 702-10, 3 deck Tape-Athon, 7½ IPS. 2 designed for stereo, 1 monaural. Box 2345, Amarillo, Texas.

EMPLOYMENT SERVICE

OPPORTUNITIES!
ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U. S. MARKETS
MIDWEST SATURATION
Write for application NOW
BROADCAST EMPLOYMENT SERVICE
4825 10th Ave. So.
Minneapolis 17, Minn.

WANTED TO BUY—Stations

FM Station Wanted

Chicago-Milwaukee area. Send Basic Information in confidence.
Box M-99, BROADCASTING

WANTED TO BUY

Stations (Cont'd)

WANT TO BUY

New Mexico AM station. Will keep your reply confidential. Box 853, Plainview, Texas.

FOR SALE

Stations

GUNZENDORFER

CALIFORNIA $25,000 down. FOR DAYTIMER asking $75,000.

LAS VEGAS NEV. Daytimer $175,000.

WILT GUNZENDORFER AND ASSOCIATES
Licensed Brokers Phone OL 2-8800
864 So. Robertson, Los Angeles 35, Calif.

CALIFORNIA

Profitable daytime station in dynamic growth and desirable living area. Well-equipped and beautifully appointed. Priced at little more than average annual cash gross of over $80,000. Excellent terms to qualified buyer.
Box M-42, BROADCASTING

To buy or sell Radio and/or TV properties contact:
PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

Vt.	small	daytime	$ 80M	SOLD
Conn.	single	daytime	150M	terms
Ga.	single	fulltime	85M	35M
N. E.	medium	power	125M	29%
Pa.	suburb	daytime	95M	terms

buying and selling, check with
CHAPMAN COMPANY INC.
2045 PEACHTREE RD., ATLANTA, GA. 30309

STATIONS FOR SALE

ROCKY MOUNTAIN. Daytime. Volume $100,000. Priced at $150,000. 29% down.

NEW ENGLAND. Fulltime. Exclusive to market. Priced at $85,000. 25% down.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, California

NEED HELP?
LOOKING FOR A JOB?
SOMETHING TO BUY
OR SELL?
For Best Results
You Can't Top A
CLASSIFIED AD
in
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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to university. WCBB-TV will be integral part of state network, rebroadcasting substantially all programs originated at university's Orono main studio. Action Oct. 3.

■ By letter, commission dismissed, for failure to prosecute, application of Continental Broadcasting Corp. for renewal of license of KWIX(FM) St. Louis and requested licensee to surrender license and other instruments of authorization to commission for cancellation. (Station has been silent since Feb. 20, 1962.) Action Oct. 3.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on applications of Garo W. Ray and Connecticut Coast Broadcasting Co. for new daytime AM stations in Seymour and Bridgeport, both Connecticut, respectively, in Docs. 14829-30, (1) denied untimely filed motion by Ray to enlarge issues, and (2) granted motion by Connecticut to strike Ray's "objection" to reply to bureau's comments on Ray's motion to enlarge issues. Board Member Nelson not participating. Action Oct. 9.

■ Denied petition by International Radio Inc. (KGST), Fresno, Calif., to postpone oral argument in proceeding on AM application in Doc. 14792. Action Oct. 7.

ACTIONS ON MOTIONS

By Office of Opinions and Review

■ Commission, by office of opinions and review, granted requests by Tipton County Broadcasters (WKBL), Covington, and Shelby County Broadcasters Inc. (WHEY), Millington, both Tennessee, to extend time to Oct. 11 to file exceptions to initial decision in proceeding on applications for renewal of licenses. Action Oct. 4.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Thomas H. Donahue to preside at hearing in proceeding on applications of Sunbeam Television Corp. for renewal of license of WCKT(TV) (ch. 7) Miami and Community Broadcasting Corp. for new station on that channel in Miami; scheduled prehearing conference for Nov. 4 and hearing for Dec. 11. Action Oct. 7.

■ Granted petition by Station View Realty Co. insofar as it seeks dismissal of application for new TV on channel 19 in Cleveland and dismissed application with prejudice; retained in hearing status remaining applications of Cleveland Broadcasting Inc. and Community Telecasters of Cleveland Inc. in consolidation. Action Oct. 4.

■ Ordered that hearing will be convened Dec. 9 in Tifton, Ga., in lieu of Washington, as originally scheduled, in matter of revocation of license of WTIF Tifton and renewal of license of WDMG Douglas, both Georgia. Action Oct. 2.

By Hearing Examiner Charles J. Frederick

■ Granted petition by Cleveland Broadcasting Inc. to continue Oct. 18 prehearing conference to Oct. 25 in Cleveland TV channel 19 proceeding in Docs. 15163-4. Action Oct. 4.

By Hearing Examiner Arthur A. Gladstone

■ Granted petition by Wendell-Zebulon Radio Co. (WETC), Wendell-Zebulon, N. C., for leave to amend AM application to effect change in ant. site; received amendment and removed amended application from hearing status and returned it to processing line. Action Oct. 8.

■ Granted request by Des Moines County Broadcasting Co. to extend time to Oct. 14 to file proposed findings and to Oct. 28 for replies in proceeding on application for new AM in Burlington, Iowa. Action Oct. 4.

By Hearing Examiner Walther W. Guenther

■ Granted request by Broadcast Bureau that further hearing conference be held Oct. 8 in proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, both Puerto Rico. Action Oct. 2.

By Hearing Examiner Annie Neal Huntting

■ In consolidated AM proceeding on applications of Newton Broadcasting Co., Newton, Mass., and Transcript Press Inc., Dedham, Mass., denied request by Newton that replies to opposition to petition for extension of time and to Broadcast Bureau's response to petition for extension of time be accepted and considered with Sept. 24 petition, which was granted in part by order released Sept. 27, without prejudice to incorporating such replies by reference in petition for further extension of time should it become necessary to request extension beyond that permitted by order released Sept. 27. Action Oct. 3.

By Hearing Examiner David I. Kraushaar

■ Granted joint motion by all parties other than Broadcast Bureau who have participated in hearing on AM application of Hampden-Hampshire Corp. (WHYN), Springfield, Mass., to correct transcript of hearing and corrected same except as noted. Action Oct. 4.

By Hearing Examiner Jay A. Kyle

■ Scheduled oral argument for Oct. 11 on request by Progress Broadcasting Corp. (WHOM), New York, to postpone date for exchange of exhibits and commencement of hearing in proceeding on AM application. Action Oct. 4.

By Hearing Examiner Forest L. McClenning

■ Granted joint motion by applicants to correct transcript in Perrine-South Miami, Fla., TV channel 6 proceeding. Action Oct. 2.

By Hearing Examiner Herbert Sharfman

■ On oral request of parties in proceeding on application of North Atlanta Broadcasting Co. for new AM in North Atlanta, Ga., reopened record and scheduled further conference for Oct. 4. Action Oct. 3.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Oct. 8

KVWM Show Low, Ariz.—Granted CP to change frequency from 1050 kc to 970 kc; increase power from 250 w-D to 1 kw-D; install new trans. and make changes in ground system; condition.

KDUO(FM) Riverside, Calif.—Waived Sec. 3.208(a)(2) of rules and granted mod. of license to extent of permitting establishment of main studio location and remote control point in San Bernardino, Calif. (location of KFXM main studio).

WHDH-FM Boston—Granted license covering decrease in ERP, increase in ant. height, change in trans. location, installation of new trans. and deletion of remote control; without prejudice to such further action as commission may deem appropriate in light of case Nos. 17785 and 17788 currently pending before U. S. Court of Appeals, D. C. Circuit.

***WOUB-TV Athens, Ohio**—Granted CP to change ERP to 195 kw vis. and 98.5 kw aur.; change type trans. and make changes in transmission line and equipment; condition.

WQXI Atlanta, Ga.—Granted CP to install alternate-main nighttime and aux. daytime trans. at main trans. site; remote control permitted with non-DA.

WCRB-FM Waltham, Mass.—Granted CP to increase ERP to 11 kw and change type trans.; remote control permitted.

Actions of Oct. 7

WATR-TV Waterbury, Conn.—Granted renewal of licenses for TV and auxiliary.

K07BS Lower Evans Creek at Rogue River, Ore.—Granted assignment of license of VHF TV translator station to Rogue River Translator Association (K03BZ, Rogue River, Ore.); no monetary consideration.

KU2XAR Honolulu—Granted license for experimental TV (translator) station to conduct site tests and for limited demonstration of principles of operation; conditions.

WGH Newport News, Va.—Granted CP to change daytime trans. and ant. location to FM site and install new daytime trans.; remote control permitted while using non-DA; correct ground system; condition.

K04AM Broadus, Mont.—Granted CP to replace expired permit for new VHF TV translator station.

WSGB Sutton, W. Va.—Granted mod. of CP to change ant.-trans. and studio location.

■ Following were granted extensions of completion dates as shown: KJFL-TV Durango, Colo., to Dec. 31; KMJ-TV Fresno, Calif., to March 12, 1964.

Actions of Oct. 4

WHIH Portsmouth, Va.—Granted authority to operate with sign-off at 7 p.m. daily for period ending Dec. 29.

■ Granted licenses for following: WBZE Wheeling, W. Va., and specify main studio and trans. location; WMSG Oakland, Md.; WISZ Glen Burnie, Md., and specify type trans.; WVOB Bel Air, Md., and specify type trans. and studio location same as trans. location; WCTR Chestertown, Md., and specify type trans.; WBCI-FM Williamsburg, Va.; WHIS-FM Bluefield, W. Va., and specify main studio location; *WTSC-FM Potsdam, N. Y., and redescribe trans. and studio locations.

Actions of Oct. 3

KJSK-FM Columbus, Neb.—Issued modified CP, pursuant to Doc. 14185, to change frequency to 96.9 mc, ERP to 35 kw and ant. height to 200 feet; conditions.

■ Issued modified licenses, with conditions, of following stations pursuant to Doc. 14185: KJRG-FM Newton, Kan., 92.3 mc; ERP 75 kw; ant. height 195 feet; WJCW-FM Johnson City, Tenn., 101.5 mc; ERP 65 kw; ant. height 1380 feet; remote control permitted; WKIC-FM Hazard, Ky., 101.1 mc; ERP 35 kw; ant. height 450 feet; remote control permitted; KSEO-FM Durant, Okla., 107.1 mc; ERP 720 w; WSOC-FM Charlotte, N. C., with frequency as 103.7 mc; WBBQ-FM Augusta, Ga., with frequency as 104.3 mc, and specify studio location as North Augusta, S. C.; WELL-FM Battle Creek, Mich., with frequency as 103.3 mc, ant. height as 205 feet, and specify type ant.; WSTR-FM Sturgis, Mich., with frequency as 99.3 mc, and specify type ant.; WYZZ(FM) Wilkes-Barre, Pa., with frequency as 92.9 mc, ant. height as 1,060 feet, and specify type trans.; KPOJ-FM Portland, Ore., with frequency as 98.5 mc.

Actions of Oct. 2

Petan Co., Petan Ranches, Nev.—Granted CP's for new VHF TV translator stations, on channels 10 and 12, to translate programs of KBOI-TV (ch. 2) and KTVB(TV) (ch. 7), both Boise, Idaho.

KTDO Toledo, Ore.—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; conditions.

WBGN Bowling Green, Ky.—Granted increased daytime power on 1340 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; remote control permitted; conditions.

WDKE-FM Hamden, Conn.—Granted mod. of CP to change type trans. and type ant. and specify studio and trans. location.

K71BE, K75BC, Beatrice, Neb.—Granted mod. of CP's to make changes in ant. system for UHF TV translator stations.

Rulemakings

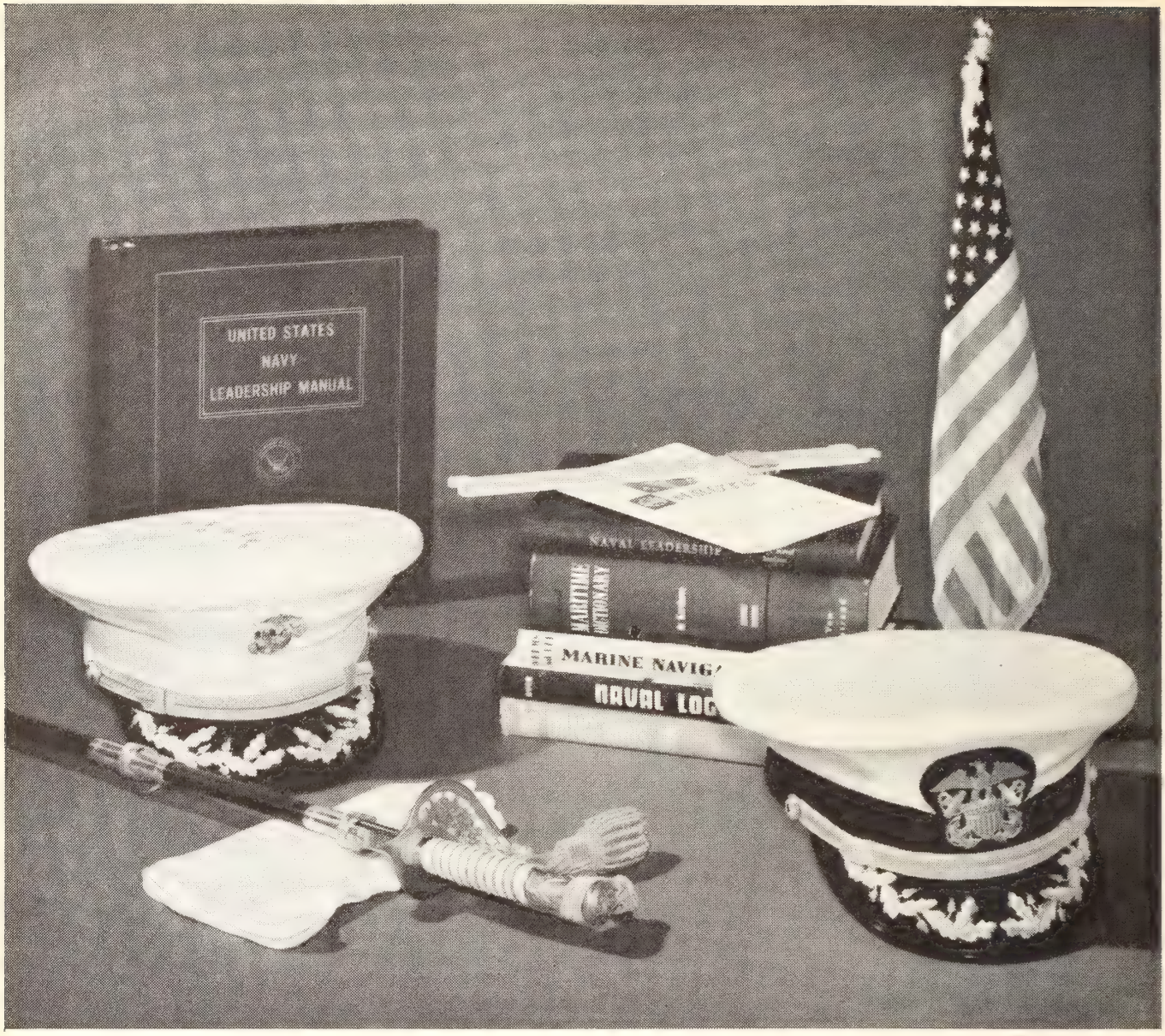
PETITIONS FOR RULEMAKING FILED

■ WNNJ-AM-FM Newton, N. J.—Requests institution of rulemaking proceeding looking toward removal of FM channel 272 from Franklin, N. J., to Newton to replace channel 279, which is now used by WNNJ-FM. Received Sept. 27.

■ KRYT Colorado Springs—Requests institution of rulemaking proceeding looking toward allocation of FM channel 284 (104.7 mc) to Colorado Springs, conditioned on its use at site 64.6 miles or more distant from site of KTGM Denver. Received Sept. 27.

■ WSMT Sparta, Tenn.—Requests amendment of rules so FM channel 288A be allocated to Sparta. Received Sept. 27.

■ Advisory Council on Educational Television of Commonwealth of Virginia—Requests institution of rulemaking proceeding looking toward assigning and reserving for educational use channels set forth as necessary further step toward establishment of commonwealthwide educational television system: Arlington, add *44 or *82; Bluefield, add *47; Bristol, from 5, 75 to 5, *75, 81; Courtland, add *69; Danville, from 24 to *24, 68; Fredericksburg, from 47 to *47, 63; Kenbridge, add *58; Lynchburg, from 13, 16 to 13, *16, 62; Norton, from 52 to *52, 71; Onancock, add *34; Saluda, add *46; Staunton-Waynesboro, from 36, 42 to *11, 36, 42; Williamsburg, from 17 to *17, 51; Winchester, from 28 to *28, 74 or 80; Wytheville, add *77. Received Sept. 30.



Be an American Leader...BE A NAVAL OFFICER

High School seniors and graduates may earn a commission in the Regular Navy or the Marine Corps through the Naval Reserve Officer Training Corps (NROTC) College Program.

For a patriotic career, young United States citizens, from all ethnic groups, who can pass a rigid physical examination, must file application prior to the 4th Friday in November to take the qualifying nation wide NROTC Educational Examination on the 2nd Saturday in December.

Your Navy can help you complete your college education and qualify for a commission in the Navy or Marine Corps. For test application blanks and qualifying details see your high school principal, guidance counselor or your Navy Recruiter.

Be a better American — Be a Naval Officer.

When you plan your future . . . Go NAVY

The United States Government did NOT pay for this message. The Navy Recruiting Service wishes to express its deepest appreciation to the
CURTISS-WRIGHT CORPORATION *Wood-Ridge, N.J. for their patriotic zeal.*

OUR RESPECTS to Robert Morton Werner

A thorough 'education' in client, agency and network fields

Mort Werner is in one of the more responsible posts in the NBC executive suite at 30 Rockefeller Plaza, New York.

Mr. Werner is vice president, programs, NBC-TV. This places him in the catbird seat or near the hot seat, depending to a large measure on the outcome in a TV season of such indeterminates as the public's appetite, taste or disposition.

Mort Werner can reduce the equation even further by this comment: "What do I do in my spare time? I practice playing on my piano, in case I have to go back to it."

If programing people are going to talk to themselves, this is the time of year for it. One season has just begun and already it's necessary to think, plan and scheme for a year later. There is hardly time to carefully chart the boxscore on this season because the one coming up needs immediate attention.

Mr. Werner, however, talks to people other than himself. A broadcast veteran (he was in the business at 14, when some of today's other successful moguls were still in knee pants), Mr. Werner is generally recognized as one of the most respected executives in the broadcast field.

And when Mort Werner takes time to chat, it's more than likely he's going to be as interesting as the latest and hottest program pilot around at NBC.

Program Sledding ▪ Has it become more hectic and tougher for the TV programer in recent years? Mr. Werner is in the affirmative:

"Programing," he says, "is now more competitive. People are more demanding. The TV business decision rests on various factors. Some are variables. It's like the dress designer who has to judge public taste before the public sees the design. You can bomb out as easily in dress designing as in TV programing."

Mort Werner apologizes for having to speak in platitudes, but he says, "How else can I say that what NBC is trying to do is to really diversify and balance its schedule?

"We are not just going for the big audience. We are placing our hopes on what we think people will want in the future."

If Mr. Werner appears cautious it's because NBC may be premature in judging future audience tastes. The network, it's said, is taking a calculated risk that the public is ready for adventure and drama which have different "levels," offering in particular, according to Mr. Werner, "deeper, more meaningful and better produced" dramatic showcases.

Or to put it bluntly: "Strong, emotional drama." Already ahead of the pollsters, Mr. Werner says, "We know with this drama we may not get the mass audience necessarily. But we are looking for the 'different' TV audience, one that will want and appreciate the best in drama. *Dick Powell Theater* [now off] and *Eleventh Hour* on NBC and *The Defenders* on CBS are the type shows which were steps in that direction."

Busy Youth ▪ At the age of 15 (he was born on May 5, 1916, in San Francisco), Mort Werner worked at KGGC San Francisco (now KSN), broadcasting to high school students on the basis of a percentage of the business he brought in. He also led a dance band. He sang, too—at KFRC in San Francisco, becoming a "personality" with Columbia-Don Lee Broadcasting System, continuing this association in Los Angeles when it became the hub of radio activity on the West Coast.

Later he worked as a program director for KMTR, now KLAC, and also was associated with the Phil Harris band on a nightly transcontinental radio broadcast. He also helped develop and was MC on *Sing With Your Favorite Band*.

On March 18, 1939, Mr. Werner married Martha Wilkerson, an employe at the station. Mrs. Werner is a talented, veteran script writer. Among her credits: *Hollywood Star Theatre, Big Town* and *Big Story* on radio; *Robert Montgomery Presents, Somerset Maugham Playhouse* and various episodes in leading network series on TV, and motion picture scripts for Paramount and Columbia. During World War II, Martha was "GI Jill" on the Armed Forces Radio Services, 1941-49. The Werners' older daughter (married name is Carol Werner Tieg) carries on a showbusiness tradition—she is a singer on TV as Carol Werner. Another daughter, Jill Werner, 16, is a student at Scarsdale, N. Y., high school.



Mr. Werner

In 1941, Mort Werner was made program director for the Office of War Information in San Francisco, and in 1943 joined the AFRS as program director.

After the war, Mr. Werner in 1946 formed a summer stock theater with associates at Laguana Beach, Calif. He then entered station management and with a group developed KHUM in Eureka, Calif., and also applied for a construction permit for a station in Ventura, Calif., erecting KVEN there and with which he was associated as general manager. He also was consulted by other stations on operations and sales.

In 1951 his career began in networking, joining NBC in New York where under the aegis of Sylvester L. (Pat) Weaver, Jr., Mr. Werner was involved with the *Today* show from the blueprint stage, and later also with the *Home* and *Tonight* shows. (He was executive producer of all three.) During his early NBC association, *Monitor* on the radio network was developed.

Among the stars Mr. Werner helped launch: Steve Allen, Jack Paar, Johnny Carson and the late Ernie Kovacs.

Mr. Werner worked at NBC in television's development years—another series then created was the afternoon *Matinee* live drama show. In February, 1955, Mr. Werner was named director of participating programs, NBC-TV, and later in the year, national program director. In December, 1955, he was elected vice president, national programs, and in 1957, as vice president, television daytime programs.

In July of 1957, Mr. Werner worked the client field, joining Kaiser Industries as a vice president. At Kaiser, Mr. Werner concentrated in the advertising and broadcasting fields. During this time, he says, "I got real lucky. We became associated with *Maverick* for Kaiser on ABC-TV," and Kaiser purchased KHVH(TV) Honolulu.

Mr. Werner joined Kaiser's advertising agency, Young & Rubicam, as vice president and director of radio and TV in October of 1959, becoming senior vice president and member of the executive committee a year later.

On July 17, 1961, Mr. Werner rejoined NBC-TV as its man in charge of the network program department, and with his present title. Said Mr. Werner: "I returned to NBC, but with a thorough 'education' in the client, agency and early TV network fields."

Who's in charge here?

THE administration of the television and radio codes of the National Association of Broadcasters is, to use the most charitable description, in a state of uncertainty. As of Oct. 15 Robert D. Swezey becomes the lame duck director of the code authority. Having chosen not to seek renewal of his contract which expires on that date, Mr. Swezey will stay on at half pay until a successor is appointed.

The future of the codes is also cloudy. If anybody has thought out a specific plan of action for code amendments or enforcement, he is keeping it quiet. Right now the code apparatus is running on its own momentum, a dwindling source of energy.

As reported in this publication last issue, LeRoy Collins, the NAB president, has presented to the television and radio code boards a plan of action that at least some board members feel is no plan at all. Governor Collins told the boards that he wanted the code structure to become "dynamic," but he failed to be specific in proposing how the new dynamism might be achieved. Later he explained that he thought it his mission not to be specific but to discuss his "broad-gauge thinking" with the boards. Whatever the gauge of thinking that is now going on, the code machinery is stalled on the tracks.

Governor Collins may not have planned things this way, but the present inertia in code affairs is suited to the purpose of any NAB president who aspires to assume a role of leadership in the profession's own disciplinary machinery. If the code apparatus starts moving again, broadcasters may find Governor Collins at the throttle and themselves going along for the ride.

About the only concrete indication of intentions that the NAB president conveyed to the code boards a fortnight ago was that he was looking for a new code director who would see eye to eye with him. The new director, he said, ought to exercise "vast powers to develop and initiate concepts far more dynamic than the cautious trails of the past." What the NAB president is obviously looking for is a code director who will take orders from him. There is little standing in the way of his choosing anyone he wants. The association's bylaws give him the power to make the selection, with the approval of the main NAB radio and television boards. The code boards—whose members are appointed by the NAB president—have no say whatever.

The question now confronting broadcasters is whether they want to help shape the future policies of the radio and television codes and be a party to the selection of the code boss. They must also decide what kinds of codes they want. If they cannot come to specific understandings on those subjects before the meeting of the NAB boards next January, they will by default have given Governor Collins not only the cause but indeed the mandate to hand them a man and a program.

Not by ratings alone

IF audience ratings were abolished next week (or if they had never been invented) would advertisers buy the broadcast media?

There is a simple answer. It is spelled out in such names as Procter and Gamble, Joe's Used Car Lot, General Foods, Mrs. Murphy's Chili Parlor, Hallmark Cards, Alberto-Culver, Glutz Bargain Basement and Wrigley's chewing gum.

By whatever means it is reached, the pay-off is and always has been in the balance sheet. Long before there were ratings the local merchant knew, when he toted up the day's receipts after using an announcement or two and counted an increase over what he did before he used radio, that his advertising paid off. Chevrolet knew it too in the 1930's when it used mechanical transcriptions for its "Melody Moments" on local stations and thereby acquired consistent leadership in the low price field.

Through more sophisticated techniques, local and national advertisers know today that without television and radio exposure, success is impossible for most consumer products. They know it, not by audience measurements alone, but by the balance sheet. They have seen great trade names and good products slip into oblivion, and they have seen new ones capture the market almost overnight through judicious use of the broadcast media.

All of the audience measurements ever conceived and those now being incubated wouldn't sell a dollar's worth of time if the manufacturer or the service did not get the result in increased sales, whether they be in Cadillacs or catsup.

Ratings, even with their obvious shortcomings, are tools of value in appraising programing vehicles, selecting stations and networks and perhaps in providing the agency with a method of proving that prudent buys are being made.

The great danger is that government might move in. There are congressmen who contend legislation can be devised to control ratings under the Fair Weights and Measures Act. Ratings, they argue, are a "measure" and if the public is being deluded by them, Congress can legislate.

Positive steps are being taken to correct rating shortcomings from within. These should be brought to speedy fruition. In the process it should be recognized that ratings are important as an element but not as the end-all of media selection.

Buyers cannot be criticized for pressing media to underwrite research of infinite depth. They are open to criticism, however, when they encourage government to move in, as was done following FCC Chairman E. William Henry's speech on regulation of commercials, particularly when their own vulnerability is so apparent.

The biggest task confronting all segments of advertising—manufacturers, agencies and media—is to prevent government from moving in. If ratings are controled; if limitations are placed on commercial time, what's to prevent government from deciding how much advertising there may be in newspapers or magazines or on billboards? And next, of course, would be the program or "editorial" content.



Drawn for BROADCASTING by Sid Hix

"On this nighttime car radio listening survey, let's skip the ones on dark, shady streets."

We've just re-invented TV.

For the last 15 years, more or less, television at the local level everywhere has looked as if it were surprised by the Twentieth Century. No more is this the case at WBAP TV. We believe that television has unfulfilled visual responsibilities, unused visual capabilities. And we've been busy with our consultant designer, Crawford Dunn, doing something about it. Somebody had to be first; we're glad it was us. Our viewers are, too.

WBAP·TV 5

Fort Worth Dallas

NBC



WEEKENDS ARE DIFFERENT...SO IS MONITOR NBC

People go woodsy, weekends...leaves are rustled...junk gets shuffled...and the air is astir...with blue smoke ...Autumn mist...and radio...David Wayne...Barry Nelson...your commercial...James Daly...Frank McGee ...your commercial...and the news...Selma Diamond...some voice...Jonathan Winters...some line...your commercial...some product...Nichols and May...Basil Rathbone...Ethel and Albert...and sports, too?... Mel Allen...Joe Garagiola...some program...is this radio?...aah!...it's **WEEKEND MONITOR...NBC RADIO.**

50 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

OCTOBER 21, 1963

Nothing certain as unions, industry meet on spot payment battlefield 31

Budget Bureau shuffles 58 markets, drops Los Angeles to 3d place 34

Radio is the most complex buy, according to Brother's Manuel 44

'How to cope with government' is theme of Hartford NAB conference 54

COMPLETE INDEX PAGE 7



SPOT TV

MODERN SELLING
IN MODERN AMERICA

TELEVISION DIVISION

EDWARD PETRY & CO., INC.

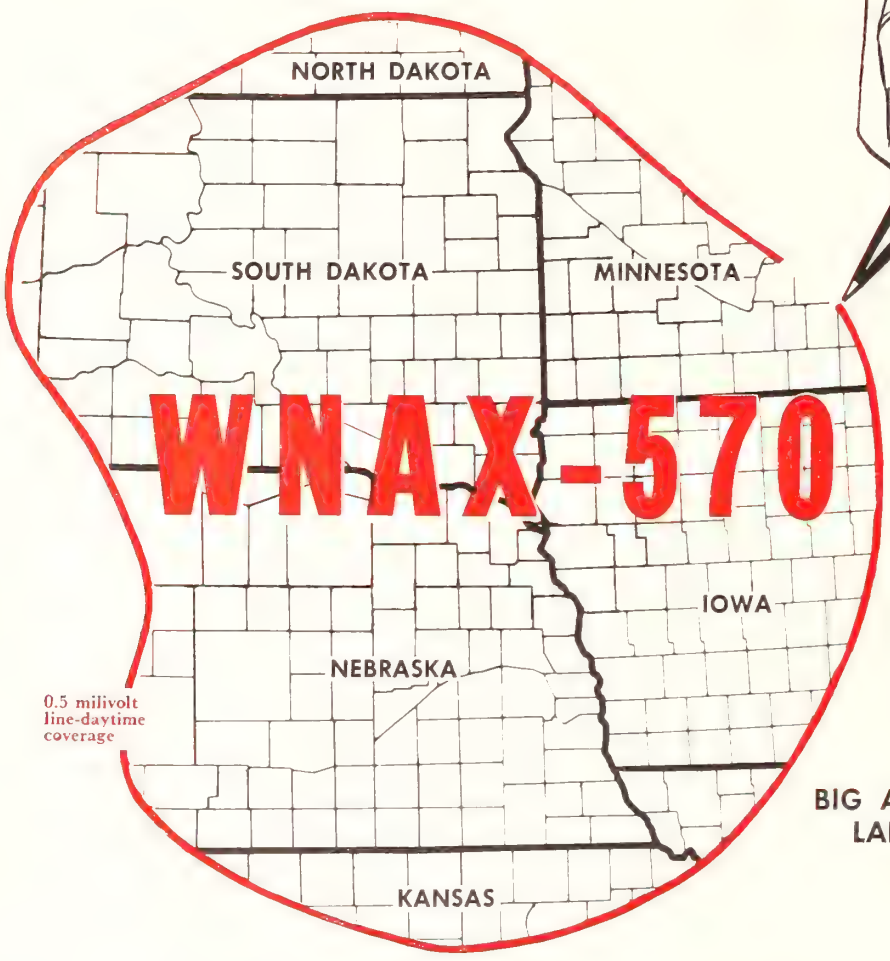
THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS
DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Successful advertisers use Spot Television. More and more of them are turning to Spot TV to reach the viewers they want in exactly the markets they want. These quality stations offer the best of Spot Television in their markets.

KOB-TV	Albuquerque
WSB-TV	Atlanta
KERO-TV	Bakersfield
WBAL-TV	Baltimore
WGR-TV	Buffalo
WGN-TV	Chicago
WLW-T	Cincinnati
WLW-C	Columbus
WFAA-TV	Dallas
WLW-D	Dayton
KDAL-TV	Duluth-Superior
WNEM-TV	Flint-Bay City
KPRC-TV	Houston
WLW-I	Indianapolis
WDAF-TV	Kansas City
KARD-TV	Kansas State Network
KARK-TV	Little Rock
KCOP	Los Angeles
WISN-TV	Milwaukee
KSTP-TV	Minneapolis-St. Paul
WSM-TV	Nashville
WVUE	New Orleans
WTAR-TV	Norfolk-Newport News
KWTV	Oklahoma City
KMTV	Omaha
KPTV	Portland, Ore.
WJAR-TV	Providence
WROC-TV	Rochester
KCRA-TV	Sacramento
KUTV	Salt Lake City
WOAI-TV	San Antonio
KFMB-TV	San Diego
WNEP-TV	Scranton-Wilkes Barre
WTHI-TV	Terre Haute
KVOO-TV	Tulsa

THE BIG RADIO BUY IN THE U. S. A.



BIG AGGIE LAND



Since 1922 the powerful voice of WNAX-570 has held the attention of folks throughout five-state Big Aggie Land. Personalities, News and Programming have made WNAX a great station . . . the tremendous area covered by this unique station makes it a great buy.

How great? Well, almost 4 million people live within the 0.5 milivolt line. Big Aggie Land residents last year had a total spendable income of over 7 billion dollars.

Last year, too, retail sales exceeded 5 billion dollars. In all, there are 1,216,400 households in vast and prosperous Big Aggie Land. Naturally all of them are not WNAX fans. But we have our share! That's the tremendous share you get when you buy WNAX-570.

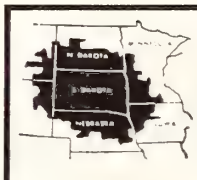
IT'S A FACT . . . YOU SELL FARM RICH BIG AGGIE LAND ON WNAX-570 . . . SEE YOUR KATZ MAN.

THE KATZ AGENCY, INC
National Representatives

WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

PEOPLES BROADCASTING CORPORATION
Sioux City, Iowa, Sioux Falls and Yankton, South Dakota
Represented by Katz



PEOPLES BROADCASTING CORPORATION

WNAX, Yankton, S. Dak.
KVTV, Sioux City, Iowa
WGAR, Cleveland, Ohio
WRFD, Columbus-Worthington, Ohio

HOUSTON AT NIGHT

The unique challenge of Houston, supercity of tomorrow, is being met with the right combination of service and showmanship by The Television Station of Tomorrow.

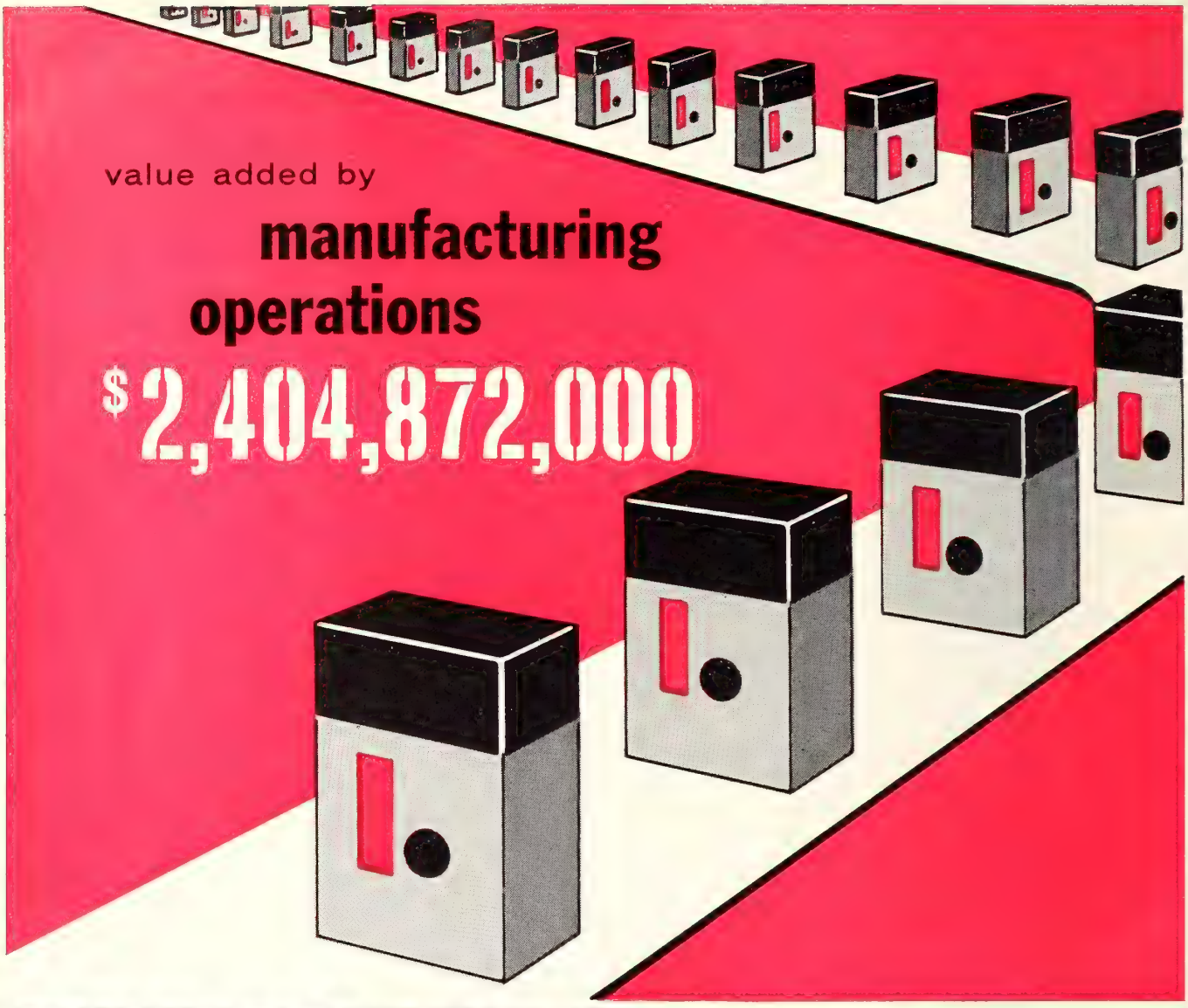
Houston At Night Watches **KTRK-TV!**

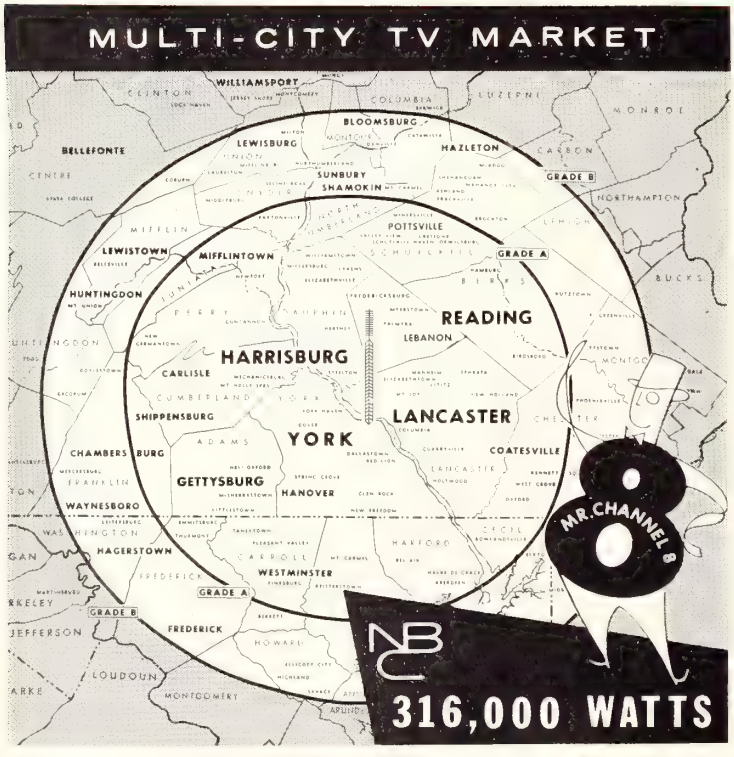


value added by

manufacturing operations

$2,404,872,000





The WGAL-TV market is stable, diversified, prosperous. Its 4,990 manufacturing establishments are highly important to the overall stability of this area, which has a prosperous population of nearly three million. Prime prospects for you—this Channel 8 station reaches them, sells them. In its area—WGAL-TV is more resultful than any other station, has more viewers than all other stations combined.*

*Statistics based on ARB data and subject to qualifications issued by that company, available upon request.

Market figures: latest U.S. Census

WGAL-TV

Channel 8
Lancaster, Pa.

STEINMAN STATION · Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Loevinger judgeship?

Is Lee Loevinger, FCC's last-in commissioner, to be first out? Report, which couldn't be confirmed, is that federal judgeship is in offing for 50-year old Minnesotan who, in four months, has become FCC's most controversial and best publicized member. Report is he will have district judgeship in Midwest circuit within 90 days and that it wouldn't make FCC Chairman E. William Henry unhappy.

Justice Department said Friday there are no existing vacancies but that retirements of several elderly judges may be imminent. Judge Loevinger joined FCC after two years-plus as assistant attorney general in charge of antitrust division, in which post he was said to have been at odds, occasionally, with his boss, Attorney General Robert Kennedy. Previously he had served year as associate justice of Minnesota Supreme Court. He became commissioner on June 11 to fill unexpired term of Newton N. Minow, which runs until June 30, 1968.

Henry shuttle

FCC Chairman E. William Henry, who returns to Washington this week after three weeks in Europe, may be off again after attending FCC meeting Thursday (Oct. 24). He plans to return to Geneva for wind-up of international space communications conference as senior advisor to U.S. delegation at sessions that will determine allocations for communications satellites. Mr. Henry attended first two weeks of conference, spent several days in London with communications officials, and would return for wind-up of five week, 70-nation ITU sessions at which agreement is hoped for. So far Soviet, as usual, is toughest adversary.

Television chasers

National Association of Claimants Counsel of America is at it again. Earlier this year association's complaint about CBS-TV's "Smash-up" drama raised question whether FCC's fairness doctrine applies to dramatic programs (BROADCASTING, Sept. 16). Now association is concerned about Oct. 3 episode of NBC-TV's *Dr. Kildare*, which dealt with risk of malpractice suits run by doctors who perform good Samaritan role of going to aid of injured person. NACCA wrote commission that, as in case of "Smash-up," which dealt with fraudulent auto injury claims, *Kildare* program was attempt to prejudice public and juries against claimants in damage suit cases. Association, reportedly, simply wants commission to keep such programs off air. Commission hasn't discussed matter yet, but is expected to tell association that FCC is barred by law from censoring programs.

Meanwhile, resolution of "Smash-up" complaint—which involves ruling on whether fairness doctrine applies to dramatic shows—is still pending before FCC. Letter to CBS-TV setting forth FCC's position has been drafted. But absence of one or more commissioners from past three meetings has prevented commission from taking final action on it.

Vigilantes

Some 50 broadcasters have quietly gone to work at state level and in Washington to counter anti-broadcasting proposals of FCC and individual congressmen. They are members of loosely-knit legislative liaison committee of National Association of Broadcasters. Committee, with at least one representative from each state, was authorized by NAB board in June on motion of John Coyle, KVIL Dallas. Members are not being announced on ground publicity would impair their effectiveness.

ARF, ARB, and RKO

RKO General Broadcasting has signed with Advertising Research Foundation for ARF's consulting service in connection with American Research Bureau's Detroit study that'll test radio methodology. ARB study, which tentatively is scheduled to get into field next month, was commissioned by RKO (BROADCASTING, Sept. 23). ARF's services—through its technical committee—will be available on Detroit project throughout study period.

Home for FCC

Pressure is still on for headquarters building for FCC in lieu of borrowed space from Post Office Department, plus renovated space across street. Although General Services Administration has plans for building, also to house other independent agencies, effort is being made to raise priority so that project can be undertaken within next year or two rather than decade hence.

There's considerable support in Congress for headquarters complex to house several independent agencies in area of Capitol Hill. Independent agencies are arms of Congress and are responsible to that branch rather than to executive branch. According to this reasoning with agencies—or most of them—physically located near capitol, image of congressional allegiance would be emphasized.

Rating ranges

Until last week staff of House Special Subcommittee on Investigations had been almost adamant in insistence that ratings figures be expressed in ranges to serve as constant warning they are just estimates. Now Charles P. Howze Jr., staff director and author of report being compiled, is understood to be giving more weight to arguments of some leading researchers against ranges. Mr. Howze admits range idea "presupposes a true probability sample, and there ain't much of that in the audience research measurement field."

Although he made strong pitch for ranges at Advertising Research Foundation conference in New York (BROADCASTING, *Oct. 7*). *Mr. Howze is far from making up his mind. On Oct. 10 in Washington he was shown how ranges are digested in computers by Albert E. Sindlinger, researcher who advocates ranges. Mr. Sindlinger had invited entire subcommittee to watch computer demonstration, but Mr. Howze was only one who showed up.*

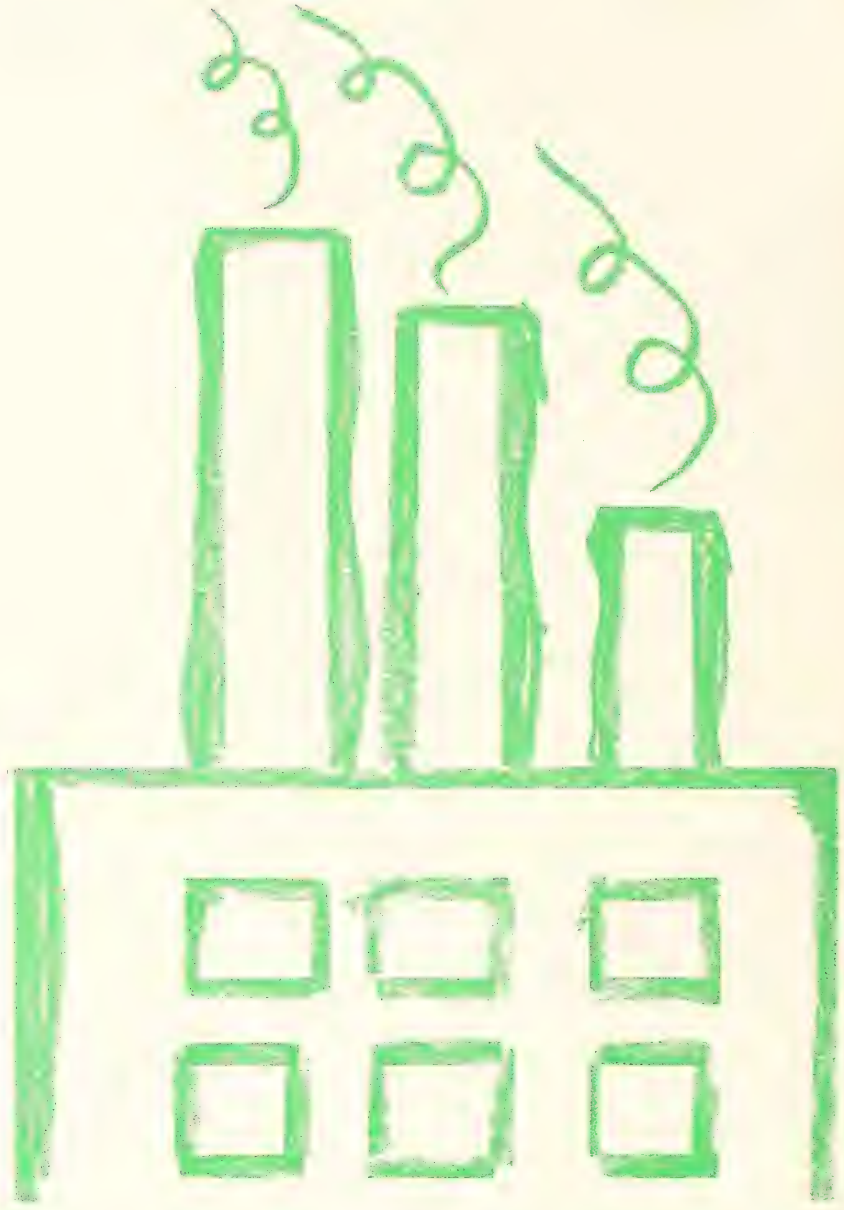
Do-it-yourself tape

Cinerama Telcan, which hopes to market low-priced home TV tape recorder in U. S. before end of 1964 (BROADCASTING, Sept. 9), may have competition in field sooner than expected. At recent meeting in New York of executives of Fairchild Camera & Instrument Corp. and group of security analysts, Fairchild revealed its development of similar recorder at Winston Research Corp., Los Angeles. Latest word from Cinerama: demonstration of Telcan recorder within five weeks.

Swiss movement

Tiny Switzerland, one of the few remaining holdouts against commercial TV, has decided to let down bars in spite of newspaper opposition based on fear of loss of advertising. At outset commercials would not be permitted after 8:30 p.m. or on Sundays. But presumably alcoholic beverage advertising would be allowed. It's estimated there are nearly 400,000 sets in country.

Published every Monday, 53d issue (Yearbook Number) published in November, by BROADCASTING PUBLICATIONS INC., 1735 DeSales Street, N. W., Washington, D. C., 20036. Second-class postage paid at Washington, D. C., and additional offices.



Acquisitives* are diversified in Cleveland

Cleveland is *not* a one industry city! Cleveland ranks third with the number of the nation's top 500 manufacturers located within WJW-TV's coverage . . . just behind the big financial centers of New York and Chicago. Cleveland business is diversified over many basic industries—steel to satellites . . . paint to printing . . . tires to trucks . . . machinery to mining. That's why acquisitives have steady employment in Cleveland.

*Ac-quis'-i-tive—given to desire, to buy and own.

LOS ANGELES *KGBS*	PHILADELPHIA *WIBG*	CLEVELAND *WJW*	MIAMI *WGBS*	TOLEDO *WSPD*	DETROIT *WJBK*	*STORER BROADCASTING COMPANY*
NEW YORK *WHN*	MILWAUKEE *WITI-TV*	CLEVELAND *WJW-TV*	ATLANTA *WAGA-TV*	TOLEDO *WSPD-TV*	DETROIT *WJBK-TV*	

ACQUISITIVES WATCH

WJW TV

WEEK IN BRIEF

Negotiations for new contract for performers in TV spot and local commercials begin today. AFTRA and SAG pushing for hikes; management is expected to seek continuance but with some revisions. See . . .

AFTRA-SAG CONCESSIONS ASKED . . . 31

Collins says FCC only following dictates of public in prodding broadcasters. Commission has taken no punitive action against licensees, NAB president declares at Hartford meeting. See . . .

HOW TO FIGHT THE BATTLE? . . . 54

Budget Bureau in Washington establishes four new standard metropolitan statistical areas and revises 58 others. Los Angeles drops to third place in population ranking; other changes take place. See . . .

METRO AREAS . . . 34

If pay TV comes into being it will be a sad day for viewers, Kluge tells Pulse luncheon. Also objects to government limits on commercials, AM-FM separation, but calls for clearing out "jukebox" radio. See . . .

KLUGE LASHES AT PAY TV . . . 65

Tatum tells 4A meeting that improvement of practices and better understanding by public of advertising's role will be major project. Planned are national study, economic investigation and central policing agency. See . . .

STEPS TO IMPROVE ADVERTISING . . . 40

Commissioners are unhappy and uneasy about backlog on license renewals, and hope to do something about it. More than 500 are backed up in FCC's processing line, nearly 100 because of programing questions. See . . .

SOMEWHERE A GUIDELINE SHINES . . . 66

Radio is a good buy, but agencies have lots of trouble with it. D. P. Brother's Manuel tells RAB meeting that problems arise because of large number of stations, inundation of research and market data. See . . .

NOTHING SIMPLE ABOUT RADIO . . . 44

Governmental influence on broadcasters is center of battle over "Reuther Plan." Memorandum, submitted two years ago, recommends pressure on stations to counter spokesmen of "radical right." See . . .

FAIRNESS CAUGHT IN MIDDLE . . . 80

If the danger of smoking is officially acknowledged and the FTC doesn't act, perhaps the FCC should rule that cigarette advertising on the air is against public interest, Senator Neuberger says in book. See . . .

REACTION TO CIGARETTE PLEA . . . 46

U. S. joins television program exporters in protesting Brazilian decree which discriminates against American programs. Ban on certain programs in prime time hits mainly U. S. programs. See . . .

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The Art of Investing

Each Tuesday night at 6:30 WREC-TV presents a 30-minute live public affairs program titled "The Art of Investing." Hosting alternate weeks, Dr. Ralph C. Hon of Southwestern University and Dr. Herbert J. Markle of Memphis State University lead a discussion panel comprised of leading local investment authorities. Objective: *not* to encourage investing; but rather to provide a background of basic stock market information and procedures from which an informed public can more intelligently chart its investment course. This is another of the many public service features that continually produce enthusiastic public acceptance for WREC-TV and its advertisers.

WREC | TV
CHANNEL 3 MEMPHIS

AN OPERATION OF COWLES MAGAZINES AND BROADCASTING, INC. AFFILIATED WITH CBS. REPRESENTED BY THE KATZ AGENCY.

GF TO TEST NEW FEE SYSTEM

Two of four agencies to join in services-pay test

New system for determining agency services and compensation—with latter on overhead-plus-fees basis as alternative to traditional system built around media commissions—will be tested over two-year period by General Foods and two of its four agencies, Ogilvy, Benson & Mather and Young & Rubicam, both New York. Test starts next April 1.

Details were not disclosed Friday (Oct. 18), but authorities indicated compensation plan anticipates continuation of conventional 15% agency commission payment by media, but with this commission to be passed along to General Foods or credited against sums due from General Foods.

Client will determine what agency services it wants for each product involved and will pay for these as performed. In addition, it will make basic annual payment to cover proportionate part of each agency's overhead expenses.

New Product Problem ▪ One thorny problem at which new system seemed aimed was that of adequate pay for agency work on behalf of new products, which most agencies say are almost invariably costly to them in early stages of product development.

"General Foods feels this new approach may well solve the twin problems of tailoring the amount and kind of service to the needs and stage of development of each product, while at the same time adequately compensating the agency for the services required on new products versus established ones," GF said Friday.

General Foods, one of largest advertisers in United States, will place system into effect for several products which in aggregate bill estimated $12-13 million annually (not including new products).

Products Named ▪ General Foods said Postum, Tang, Gaines-burgers and Swans Down, among Young & Rubicam's General Foods account list, will be included in testing phase as will Maxwell House ground coffee, Open Pit barbecue sauce and new products already assigned, through Ogilvy, Benson & Mather. Two other GF agencies—Benton & Bowles and Foote, Cone & Belding, both New York—are not affected. GF predicted its test probably would cover two years "before the value of the new plan can be assessed objectively" by advertiser and agencies.

Among the top-budget General Foods brands unaffected by new plan are Birds Eye Foods, Jello line, Instant Maxwell House, all Sanka products, Post cereals, Kool-Aid, SOS, Good Seasons salad dressings and numerous other products.

Among products coming under new compensation plan, Tang, Swans Down, Maxwell House ground and Open Pit are active in television; Postum has no measurable spending in TV and Gaines-burgers, though not spending in TV last year, is in network this year. Although precise breakdowns were not available, TV estimates for 1962, based in part on Television Bureau of Advertising reporting of gross time sales, place Tang at about $1.1 million, Swans Down at $54,000, Maxwell House ground at $3-4 million and Open Pit at nearly $300,000.

Fee compensation methods are not new to advertiser-agency relationships. Ogilvy, Benson & Mather now has such system in operation with Shell Oil Co. —begun nearly four years ago—on cost-plus basis. This was initiated by Shell. OB&M also is on cost-plus basis with Sears, Roebuck; International Paper, and KLM among other accounts.

William A. Marsteller, chairman of Marsteller Inc., New York, and of American Association of Advertising Agencies board committee on media policy, in speech last week (see page 40), said, "there is no such thing as standardized agency compensation." To explain, he added, "just about 50% of our gross income comes from fees, while for some agencies it will be perhaps 80 or 85% commissions and 10 to 15% fees."

Group turns thumbs down on 'ranges' in ratings

Radio & Television Research Council, meeting in New York, has voted against use of "ranges" in reporting broadcast program ratings, officials reported Friday (Oct. 18).

It was said to be first public stand ever taken by 20-year-old council, a private discussion group of professional broadcast advertising researchers.

Vote was said to be about 4-1 against ranges. Announcement said existing ratings services do not have probability sample "which is the measure employed for computing the range." It also said ranges would create impression that any point within ranges is as likely to be correct as any other point, whereas in fact likelihood is highest at midpoint and diminishes in each direction from there.

Council said it agreed with range proponents on desirability of reminding users that ratings are imprecise but that it did not think use of ranges would accomplish this purpose.

Council limits its membership to 60 researchers representing advertisers, agencies, networks, stations, station reps and ratings services (but ratings services did not vote on range question, authorities said). It is currently headed by Harvey Spiegel of Television Bureau of Advertising.

High-income readers?

Radio and television station managers wondering what to do about getting their media advertising past Federal Trade Commission (see page 70), ought to look at what their fellow tradesmen in print media do.

This house ad appeared in current *Roll Call*, weekly newspaper published in Washington for edification and merriment of people on Capitol Hill:

"CONGRESSMEN (OUR DEVOTED READERS), charged with the responsibility of our national budget, SPEND MORE THAN $90 BILLION A YEAR. THAT'S ONE GOOD REASON WHY NATIONAL FIRMS AND INDUSTRY SHOULD ADVERTISE IN *Roll Call*."

Breck account moved to Y&R

American Cyanamid Co., Wayne, N.J.—recent buyer of John H. Breck Inc.—has appointed Young & Rubicam Inc., New York to take over all Breck hair preparations now at Reach, McClinton & Co., New York. American Cyanamid reports that between $4-5 million of $7 million account will be devoted to TV. No funds have been allocated to radio.

Reach, McClinton soon will be assigned new consumer products either from Breck or other Cyanamid divisions.

Walker buys WMRT-AM-FM

Sale of WMRT-AM-FM Lansing, Mich., by Stokes Gresham Jr. and associates to William R. Walker group for $200,000 was announced Friday (Oct. 18). Walker stations are WISM-AM-FM Madison, WBEV Beaver Dam, WOSH Oshkosh.

more AT DEADLINE page 10

WEEK'S HEADLINERS

Robert B. Choate elected chairman of board of Boston Herald-Traveler Corp., owner of WHDH-AM-FM-TV Boston. He was succeeded as president and publisher by **George E. Akerson,** assistant publisher.

Hulbert Taft Jr., president and board chairman of Taft Broadcasting Co., Cincinnati, named board chairman-chief executive officer as company amended its by-laws last week to designate board chairman as chief executive. **David Ingalls** was elected vice chairman, and **Lawrence H. Rogers II,** formerly executive VP, elected president. **John L. McClay,** who recently joined Taft after many years with Westinghouse Broadcasting Co., was elected VP in charge of operations. Taft Stations are WKRC-AM-FM-TV Cincinnati and WTVN-AM-FM-TV Columbus, both Ohio; WBRC-AM-FM-TV Birmingham, Ala., and WKYT-TV Lexington, Ky.

Robert L. Redd, for past 13 years senior VP in charge of radio-TV for Erwin Wasey, Ruthrauff & Ryan, Los Angeles, elected executive VP in charge of creative services for agency's Western division, encompassing branches in San Francisco as well as Los Angeles. New creative plans board, to be appointed immediately, will function with Mr. Redd as chairman. **Andrew C. Boyd,** senior VP-print copy director, and **Jules E. Kopp,** senior VP-executive art director, will be permanent members of new board, which will also have rotating membership designed to serve each client's creative needs in all advertising media.

For other personnel changes of the week see FATES & FORTUNES

WEAQ-AM-FM Eau Claire, all Wisconsin, and WSJM St. Joseph, Mo. Daytimer WMRT operates on 1010 kc with 500 w. WMRT-FM is on 100.7 mc and uses 92 kw. Sale is subject to FCC approval and was handled by Hamilton-Landis & Associates.

Dems' tax release called misleading

"A clumsy attempt at intimidation" is how office of Senator Albert Gore (D-Tenn.) Friday (Oct. 18) described effort of Democratic National Committee to use radio-TV stations, newspapers in campaign to push administration tax bill, which senator opposes.

William Keel, national committee research head declined to discuss situation until after his testimony today (Oct. 21) before Senate Finance Committee, unit hearing testimony on bill, of which senator is member.

Mr. Keel sent suggested news release to Tennessee Democrats that is said to contain implication average Tennessee family stood to benefit $436 from tax cut, but senator's office pointed out average family in state pays only $500 per year total now.

Nielsen 30-market study shows nets split week

ABC-TV Friday (Oct. 18) on basis of Nielsen 30-market ratings report for second week of new season claimed dominance on Monday, Tuesday and Wednesday, CBS-TV on Thursday and Friday nights, and NBC-TV on Saturday and Sunday nights. Nielsen week, ended Oct. 13, covered Monday-Sunday, 7:30-11 p.m. In top 20, CBS-TV placed nine shows, ABC-TV eight and NBC-TV three. National Nielsen ratings are due out Oct. 30.

TOP 20 PROGRAMS
Monday-Sunday 7:30 to 11:00 p.m.

Rank	Program	Rating
1	Beverly Hillbillies (CBS)	29.7
2	Bonanza (NBC)	26.5
3	Dick Van Dyke (CBS)	25.7
4	Donna Reed (ABC)	24.9
5	Lucy Show (CBS)	24.7
6	Perry Mason (CBS)	24.3
7	Patty Duke (ABC)	24.2
8	Candid Camera (CBS)	23.6
9	Ben Casey (ABC)	22.7
10	What's My Line (CBS)	22.5
11	Fugitive (ABC)	22.3
11	Joey Bishop (NBC)	22.3
13	Danny Thomas (CBS)	21.9
13	Saturday Movie (NBC)	21.9
13	Jack Benny (CBS)	21.9
16	McHale's Navy (ABC)	21.7
17	Petticoat Junction (CBS)	21.4
18	My Three Sons (ABC)	21.3
19	Breaking Point (ABC)	21.0
19	Flintstones (ABC)	21.0

'Advocate' going dark

Producers of "The Advocate," first play to open on Broadway and TV at same time, were reported Friday (Oct. 18) to be planning to close Broadway production last Saturday night (Oct. 19) after one-week run (story page 76).

Westinghouse Broadcasting Co., which put up 60% of Broadway costs and got TV rights for its five TV stations, had no immediate comment beyond observation of spokesmen that play had been resounding TV success. TV presentation got generally good notices, but Broadway reviewers were not enthusiastic about stage production.

Equal time, ratings spotlighted by NAB

How stations should use ratings information and their legal rights with respect to "equal time" demands in programing of controversial issues were among topics highlighting Friday (Oct. 18) National Association of Broadcasters meeting in Minneapolis (see story page 62). NAB staff advised that Federal Trade Commission now is most concerned over station practice of "hypoing" ratings by special program promotions during rating week. Use of standard disclaimers in rating data and expansion of agency presentations to include factors other than ratings were advised.

Strict equal time provision of law comes into play only when political candidates are on air, NAB's general counsel Douglas Anello, told broadcasters. He explained that unless person or organization is personally attacked in program there is no legal basis for equal time, assuming that station has otherwise given both views.

He felt "reasonable time" rather than "equal time" might be better definition to clear up public confusion. Mr. Anello warned "custom has a habit of creeping into law" when wrong term is used improperly too often.

More UHF assignments are due out soon

FCC's long-awaited proposal to add some 400 new assignments to UHF table is expected to be put out for industry comments this week. Proposal, which would increase number of UHF assignments to 1,975, is primarily designed to aid ETV. Effect on commercial TV would be minimal.

Commission is also expected to ask comments on proposed rulemaking requested by Midwest Program on Airborne Television Instruction Inc. Organization, which operates airborne ETV project over six Midwest states, wants six UHF channels allocated for airborne instruction.

Absorbine Jr. moves again

Ted Gotthelf Associates, New York, will resign W. F. Young's Absorbine Jr. account, on Dec. 31. Absorbine Jr., which bills about $1 million ($900,000 in broadcast), moved from J. Walter Thompson to Gotthelf on March 1. Successor to Gotthelf hasn't been named.

WAKE to replace WYZE

WAKE Atlanta will join CBS Radio as primary affiliate, replacing WYZE. Date is to be announced. WAKE, owned by Basic Communications Inc., operates fulltime on 1340 kc with 1 kw day and 250 w night.

pang

Tawdry programming can be painful, but its emphasis on pap often ends not with a pang but a whimper. Loudness is not a substitute for excitement. Flippancy never made a feeble idea strong. In broadcasting, self-interest is based on interesting people. People listen. People watch. People know.

POST • NEWSWEEK STATIONS

A DIVISION OF THE WASHINGTON POST COMPANY

WTOP-TV, WASHINGTON, D.C.

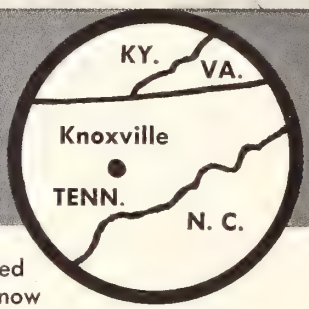
WJXT, JACKSONVILLE, FLORIDA

WTOP RADIO, WASHINGTON, D.C.

GOING ATOP THE WORLD'S TALLEST TOWER



WBIR-TV'S NEW HELICAL ANTENNA



This new Helical antenna is shown being hoisted to the top of the World's Tallest Tower. It is now in place and will soon begin broadcasting the powerful Channel 10 signal from a height of 3049 feet above sea level. This antenna has a gain of 8.6 — it is about 70 feet in length and weighs approximately 7500 pounds. It is designed to extend the angle of radiation in such a way as to *fill in* the valleys with a maximum signal.

Your First Buy for the Knoxville Market

WBIR-TV

CBS CHANNEL 10
KNOXVILLE, TENN.

For maximum coverage in the Knoxville area, place your advertising on WBIR-TV, Channel 10, represented nationally by Avery-Knodel.

Affiliated Stations

SOUTHEASTERN BROADCASTING CORPORATION

WFBC-TV
Greenville, S. C.

WMAZ-TV
Macon, Georgia

Represented by Avery-Knodel, Inc.

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing

OCTOBER

Oct. 20-21—**Texas Association of Broadcasters** convention, with Representative Walter Rogers (D-Tex.), chairman of House Communications Subcommittee, as featured speaker. Cabana hotel, Dallas.

Oct. 21 — **Hollywood Advertising Club,** luncheon, 12 noon at the Hollywood Roosevelt. Walter Guild, president of Guild, Bascom & Bonfigli, San Francisco, will speak on "Via La Revolucion! (Marketing and Machetes)." George Allen, of GB&B's Hollywood office, will be program chairman.

Oct. 21—**ASCAP symposium** for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Country, Western music, folk songs and teen-age music discussed by Richard Costing.

Oct. 22—Fourth annual **Journalism Achievement Awards Dinner,** 7 p.m., Hollywood Palladium. This year's recipients are Theodore White, Eric Sevareid and Bernard Kilgore.

•Oct. 22—**Los Angeles Advertising Club,** "wine day" luncheon at the Statler-Hilton. Roy Petersen, vice president, Foote, Cone & Belding, San Francisco, will speak on "How To Play the Wine Game . . . And Win."

Oct. 22-23—**Midwest Educational Broadcast Music Directors** conference, Indiana University, Bloomington.

Oct. 22-23—**Tennessee Broadcast Station License Renewal Conference. Robert J.** Rawson, chief, renewal and traffic division, FCC Broadcast Bureau; R. Russell Eagan, broadcast attorney; Thomas Cline, chief, Atlanta FCC office, and Robert Evans, manager, Mid-South Network will participate. Robert E. Cooper, general manager, WSM Nashville, moderator, University of Tennessee, Knoxville.

Oct. 23—Second radio programing seminar under auspices of **Mark Century Corp.,** New York. Panel members include John Thayer, WHK Cleveland; Joe Somerset, Capital Cities Broadcasting Co.; Frank Gay, D'Arcy Advertising; Robert Eastman, Robert Eastman Co., and Mitch Leigh, Music Makers Inc., Hampshire House, New York.

Oct. 24—Fourth **Armed Forces Television Conference,** sponsored by U. S. Air Force, Lowry Air Force Base, Denver. The conference will deal primarily with educational and technical uses of television by the military services. A trip to the Air Force Academy's closed-circuit television installation is also planned.

•Oct. 24—**Radio and Television News Association of Southern California,** 14th annual awards banquet, Biltmore hotel, Los Angeles, 6:30 p.m.

•Oct. 24—**Broadcast Pioneers'** New York chapter membership-luncheon meeting. Clair McCollough, Broadcasters Foundation Inc. president, will award testimonial

NAB CONFERENCE DATES

National Association of Broadcasters fall conference dates:

Oct. 21-22, Pittsburgh Hilton hotel, Pittsburgh.

Oct. 24-25, Americana hotel, Miami Beach.

Nov. 14-15, Dinkler-Andrew Jackson hotel, Nashville.

Nov. 18-19, Texas hotel, Fort Worth.

Nov. 21-22, Cosmopolitan hotel, Denver.

Nov. 25-26, Fairmont hotel, San Francisco.



New, exciting lipstick colors:
That's what the audio says!
But where are they? These lipsticks
look like all the others.
WHAT IS THE DIFFERENCE?



A phone's a phone.
That's the problem. How to make
phones look different—
stir the interest of the subscriber.
WHAT WILL DO IT?



What can multiply the effectiveness
of this trademark—*add* to its memory-
impact, its point-of-purchase recall,
do it instantly. You don't see it here.
WHAT IS IT?

What one thing
did the advertisers
do to give the
3 TV commercials
shown here
positive sales appeal?

TURN THE PAGE AND SEE





COLOR'S THE ANSWER.
It tells the customer that lipsticks are available in colors to match her every whim and costume.



COLOR ANSWERS THE QUESTION, "How will it look in my house?" . . . presents still another reason to buy, brings the order nearer to signing.



COLOR ADDS DIMENSION
to the trademark . . . makes it stand out, makes it memorable, gives it significant product identification.

YES, COLOR IS THE ANSWER

Just give it a trial and you'll see how it provides: **1.** Stronger trade-name identification; **2.** Stronger linkage between advertising and point-of-sale; **3.** Better selling personality (your product always looks its best); **4.** Less premium to be paid for color than in print media; **5.** Better black-and-white TV pictures for viewers.

What's more, when you use color, you're gaining experience, building a backlog of material as more and more TV sets **GO COLOR.**

For more about COLOR—why you should use Eastman film, why you should film all your commercials in color, even for black-and-white transmission (that in itself is a tremendous story) get in touch with Motion Picture Film Dept., **EASTMAN KODAK COMPANY,** Rochester 4, N.Y.

OR—for the purchase of film: W.J. German, Inc., Agents for the sale and distribution of EASTMAN Professional Film for Motion Pictures and Television, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

Cosmetics: Advertiser, Coty Inc.; Producer, TeleVideo Productions Incorporated; Advertising Agency, Ellington & Company. **Extension Telephones:** Advertiser, Bell Telephone System; Producer, Audio Productions, Inc.; Advertising Agency, N. W. Ayer & Son, Inc. **Trademark:** Advertiser, Radio Corporation of America; Producer, WCD, Inc.; Advertising Agency, J. Walter Thompson Company.

FOR COLOR . . . EASTMAN FILM

plaque to Mrs. Arthur Simon, widow of the foundation's founder. Hotel Roosevelt, Terrace Suite.

Oct. 24-26—Meeting of the **Mutual Advertising Agency Network**, Palmer House, Chicago.

Oct. 25—**Massachusetts AP Broadcasters Association** meeting, Statler-Hilton hotel, Boston. Speaker will be Louis J. Kramp, AP's assistant general manager.

Oct. 25-27—**American Women in Radio and Television** board of directors meeting, Mayo hotel, Tulsa, Okla.

Oct. 26—Fall meeting of **West Virginia AP Broadcast News Directors.** Clarksburg.

Oct. 28—Chicago chapter of **National Academy of Television Arts and Sciences**, special luncheon in tribute to *Hallmark Hall of Fame* TV series, Knickerbocker hotel, grand ballroom at noon.

Oct. 28-30—**National Electronics Conference**, McCormick Place, Chicago.

Oct. 28—**ASCAP** symposium for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Irving Townsend will speak on recording of movie and TV music; Larry Shayne on the publisher's function.

Oct. 28-30—Third annual meeting, **Institute of Broadcasting Financial Management**, New York Hilton at Rockefeller Center. Speakers include Pete Cash, president of the Television Bureau of Advertising, "Television Today and Tomorrow;" Edmund Bunker, president of the Radio Advertising Bureau, "Radio Today and Tomorrow;" Robert Kingston, partner in Ernst and Ernst, New York, "Internal Control;" Warde Ogden, partner in Price Waterhouse & Co., New York, "Broadcasting Accounting — New Theory and Practices," and FCC Commissioner Robert E. Lee.

Oct. 28-31—Public hearing on S-1666, freedom of information bill, **Senate Subcommittee on Administrative Practice and Procedure**, room 2228, New House Office building, Washington, 10 a.m. each day.

Oct. 28-31—**Senate Special Subcommittee on the Arts**, public hearing on S. 1316 and S. 165, bills to provide federal assistance to the arts.

Oct. 29—**Time Buying and Selling Seminar**, sponsored bi-annually by International Radio and Television Society, CBS Radio, 49 East 52nd Street, New York.

Oct. 30—Newsmaker luncheon, **International Radio & Television Society**, Grand Ballroom of Waldorf Astoria, New York. John Crichton, president, American Association of Advertising Agencies, is speaker.

Oct. 31-Nov. 1—Fall convention of the **Ohio Association of Broadcasters**, The Christopher Inn, Columbus. Speakers include Governor James A. Rhodes and Maurie Webster, vice president and general manager of CBS Radio Spot Sales.

Oct. 31-Nov. 1—**Electron Devices Meeting** of the Institute of Electrical and Electronics Engineers, Sheraton Park hotel, Washington. Speakers include John Hornbeck, formerly of Bell Telephone Labs and now president of Bellcom Inc., "Electron Devices for Space Applications"; Victor H. Grinich, Fairchild Semiconductors, "Why Field Effect Transistors?" Program chairman for the meeting is Mason A. Clark, Hewlett-Packard Associates, Palo Alto, Calif.

Oct. 31-Nov. 3—**WSM's Grand Ole Opry** 38th anniversary celebration, Nashville. Programing and sales discussion, Friday, Nov. 1, with Dan Scully, Leo Burnett; Cohen Williams, Martha White Mills; Joseph H. Epstein Jr., Walker Saussy Advertising, and James Faszholz, Gardner Advertising, participating.

NOVEMBER

*Nov. 1-2—**Oregon Association of Broadcasters** convention, Hilton hotel, Portland. Speakers include FCC Commissioner Lee

AT 11:20 P.M. TUESDAY, SEPT. 17th THE "BIG 6" WAS LAUNCHED IN NEW YORK CITY ON WABC-TV

This is what happened for the next hour and forty minutes . . .

FROM ARBITRON RATING Sept. 15-21

STATION	PROGRAM	11:15	11:30	11:45	12:00	12:15	12:30	12:45
WCBS	NEWS/LATE SHOW	9.6	7.4	7.3	7.2	6.0	5.5	5.1
WNBC	NEWS/TONIGHT	13.7	11.7	10.1	8.7	8.1	6.6	5.3
WNEW	H'WOOD'S FINEST/JFK	3.0	3.3	2.2	2.5	2.1	2.0	2.3
WABC	**NIGHT OF THE QUARTER MOON**	**11.6**	**10.7**	**10.8**	**10.7**	**10.9**	**11.0**	**11.2**
WOR	MILLION $ MOVIE/VARIOUS	2.2	2.0	2.6	1.7	1.9	2.0	0.9
WPIX	STEVE ALLEN/VARIOUS	1.7	1.7	1.3	0.4	0.6	0.4	0.8

the "BIG 6"

6 MAJOR STUDIO FEATURE FILMS NOW AVAILABLE FOR FIRST TV RUN

Here are the stars: Mickey Rooney • Julie London • Dan Duryea
Mamie Van Doren • Steve Cochran • Jan Sterling
Dean Jones • Gigi Perreau • Paul Anka • Yvette Mimieux
Agnes Moorhead • Russ Tamblyn • Terry Moore
John Drew Barrymore • Jim Backus • Diane Jergens
Fay Spain • Cathy Crosby • Mel Torme • Ray Danton

Here are the pictures: Night of the Quarter Moon (1959) 96 min.
The Big Operator (1959) 92 min.
High School Confidential (1958) 85 min.
The Beat Generation (1959) 94 min.
Girls Town (1959) 90 min.
Platinum High School (1960) 94 min.

NTA

NATIONAL TELEFILM ASSOCIATES, INC.
8530 WILSHIRE BOULEVARD, BEVERLY HILLS, CALIF.
TELEPHONE: OLEANDER 5-7701

444 MADISON AVENUE, NEW YORK 22, NEW YORK
TELEPHONE: PLAZA 3-6106

NEGROES

respond more aggressively to Negro voices. It's good business to include the Negro station in your general market buy. (They're usually low CPM in general market surveys.)

Our salesmen visit our stations.

Station Reps

BOB DORE

ASSOCIATES

11 WEST 42nd STREET, NEW YORK 36, N. Y.
CHICAGO LOS ANGELES SAN FRANCISCO



WHY SALES CLIMB ALONG THE SKYLINE

You rope a tightly-bound "one buy" TV market with population as large as the 25th metro area —but with Lumber-Building Material-Hardware sales that rank 6th!



SKYLINE TV NETWORK

P.O. BOX 2191 • IDAHO FALLS, IDAHO
CALL MEL WRIGHT, AREA CODE 208-523-4567
Call your Hollingbery office or Art Moore in the Northwest or John L. McGuire in Denver.
KOOK Billings / KFBB Great Falls / KXLF Butte
KID Idaho Falls / KMVT Twin Falls

Loevinger; Victor Diehm, RAB board chairman; Edward Argow, McGavren-Guild; Thomas Swafford, KDEF Albuquerque, N. M.; Edmund Bunker, RAB president; Larry Cervone, Gates Radio Co.; Howard Bell, NAB; Ray Johnson, KMED-TV Medford, Ore., and Paul McKee, Pacific Power & Light Co., Portland.

*Nov. 4—**Hollywood Advertising Club,** luncheon meeting, Hollywood-Roosevelt, 12 noon. John Guedel, radio-TV producer and vice president of the Hollywood museum, will speak on "The Most Unusual Museum In The World."

Nov. 4-5—**Central Canadian Broadcasters Association** management and engineering convention, Royal York hotel, Toronto.

*Nov. 6-8—**American Association of Advertising Agencies** (AAAA) eastern annual conference, Waldorf-Astoria, New York. "Going public" by agencies, changes in the consumer society, untapped reservoirs of research, "creative youth," new product advertising and "the expanding Negro market and its importance" are among subjects on agenda.

Nov. 6-9—National convention of **Sigma Delta Chi,** professional journalistic society, Golden Triangle Motel, Norfolk, Va. Keynote speaker will be Barry Bingham, editor and publisher of the *Louisville Courier-Journal & Times.* Other speakers include Dr. Glenn Seaborg, chairman of the Atomic Energy Commission; Turner Catledge, managing editor of the *New York Times;* Blair Clark, vice president and general manager of CBS News; Palmer Hoyt, publisher of the *Denver Post;* Walter Cronkite, CBS news correspondent; Gardner Cowles, publisher of the *Des Moines Register & Tribune* and *Look* Magazine; and Charles Ferguson, senior editor of *Reader's Digest.*

*Nov. 7-8—Sixth annual **Freedom of Information Conference,** sponsored by University of Missouri School of Journalism, Jay H. Neff auditorium, Columbia, Mo.

Nov. 7-8—**College Majors Conference,** series of seminars for college seniors majoring in broadcasting and advertising, sponsored by International Radio and Television Society, Hotel Roosevelt, New York.

Nov. 7-9—Annual fall meeting of the **Washington State Association of Broadcasters,** Ridpath hotel, Spokane.

Nov. 8-10—**California Exposition of American Progress** (acknowledging the Negro consumer) 12 noon to 10 p.m., Long Beach Sports Arena, Long Beach, Calif.

*Nov. 10—Sixth annual **National Press Photographers Association** cross country seminars in photojournalism, Norfolk, Va.

Nov. 10-12—ACRTF Convention, Quebec City, Canada.

Nov. 10-13—Annual meeting of the **Association of National Advertisers, The Homestead, Hot Springs, Va.**

*Nov. 11-13—Fall radio meeting, sponsored by **Electronic Industries Association Engineering Department.** Among speakers will be Charles F. Horne, EIA president, and Rear Admiral B. F. Roeder, assistant chief of naval operations in charge of communications. Manager hotel, Rochester, N. Y.

*Nov. 12—Sixth annual **National Press Photographers Association** cross country seminars in photojournalism, Omaha, Neb.

*Nov. 12—**Group W** (Westinghouse Broadcasting Co.) public service conference, Cleveland. FCC Chairman E. William Henry will be luncheon speaker.

*Nov. 14—Sixth annual **National Press Photographers Association** cross country seminars in photojournalism, Memphis, Tenn.

*Nov. 16—**Advertising Career Conference,** sponsored by the Advertising Women of New York Foundation Inc., Commodore hotel. Speakers include Chet Posey, senior vice president at McCann-Erickson, and Jean Rindlaub, vice president of BBDO.

*Nov. 16—Sixth annual **National Press Photographers Association** cross country seminars in photojournalism, Hartford, Conn.

Nov. 16—Annual meeting of **UPI Broadcasters of Pennsylvania,** Governor's Room, Penn-Harris hotel, Harrisburg.

Nov. 16—Second annual **Wyoming Associated Press Broadcast News Clinic,** Gladstone hotel, Casper, Wyo.

Nov. 17-20—National Association of Educational Broadcasters national convention, Hotel Schroeder, Milwaukee, Wis. Banquet speaker is FCC Chairman E. William Henry.

Nov. 17-20—Broadcasters Promotion Association annual convention, Jack Tar hotel, San Francisco. Joseph P. Constantino, KTVU(TV) Oakland-San Francisco, is convention general chairman.

Nov. 19-21—**Television Bureau of Advertising** holds its annual membership meeting, Sheraton-Blackstone hotel, Chicago.

Nov. 20—American Association of Advertising Agencies (AAAA) east-central region meeting, Statler Hilton, Cleveland.

Nov. 22—National Academy of Television Arts and Sciences, New York chapter, holds "Close-Up" dinner and show lampooning comedian Jackie Gleason. Hilton hotel, New York.

Nov. 22-23—Combined meeting of **Wisconsin Associated Press** newspaper and broadcasting members, Milwaukee.

Nov. 29-Dec. 1—Annual convention of the **National Association of Radio and TV Farm Directors,** Chicago.

DECEMBER

Dec. 3-5—Winter conference of **Electronic Industries Association,** Statler-Hilton hotel, Los Angeles.

Dec. 5-6—Fourteenth conference of the **Professional Technical Group on Vehicular Communications,** Adolphus hotel, Dallas.

Dec. 6—**Association of National Advertisers'** workshop on planning and evaluation, Plaza hotel, New York.

JANUARY 1964

Jan. 8—Newsmaker luncheon, **International Radio & Television Society,** Grand Ballroom of Waldorf Astoria, New York. News analysis and forecast by a panel of Chet Huntley, Walter Cronkite and Ron Cochran.

Jan. 21-23—**National Religious Broadcasters convention, Mayflower hotel, Washington.**

Jan. 21-23—Nineteenth annual **Georgia Radio-TV Institute,** co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens.

Jan. 24-26—Mid-winter convention of the **Advertising Association of the West,** Bakersfield, Calif.

Jan. 24-26—**American Women in Radio and Television** board of directors meeting, Hilton hotel, New York.

FEBRUARY

Feb. 3-5—Second annual **Electronic Marketing Conference** of the Electronic Sales-Marketing Association (ESMA), Barbizon Plaza hotel, New York.

Feb. 5—Newsmaker luncheon, **International Radio & Television Society,** Grand Ballroom of Waldorf Astoria, New York. National Association of Broadcasters President LeRoy Collins is speaker.

Feb. 5-7—National Winter Convention on Military Electronics, Ambassador hotel, Los Angeles. C. D. Perrine, executive vice president of General Dynamics/Pomona, is convention chairman.

Feb. 8-16—**International TV and Equipment Market,** Lyons, France.

Feb. 25—**International Broadcasting Awards** banquet, 8 p.m., Hollywood Palladium. Presentation of trophies for best commercials on radio and television in any part of the world for 1963.



When the news is hot, audiences in five major U. S. markets tune to their CBS Owned television station for the most expert and most comprehensive coverage, including regular full-hour and half-hour news reports. Thanks to newly-expanded schedules, the stations are now broadcasting more world and national news by top-notch CBS News correspondents. And locally, there's vastly expanded coverage of news close to home, resulting from increased local news staffs, augmented coverage of state capitals, and a fully-staffed news bureau in Washington with full-time sound-on-film facilities, designed to bring local audiences detailed reports of Washington news pertaining specifically to their communities. Obviously, the news is better than ever on the five CBS Owned stations. Signal your CTS National Sales representative for a complete rundown.

Good news makes the difference!



◉ CBS TELEVISION STATIONS NATIONAL SALES

REPRESENTING CBS OWNED WCBS-TV NEW YORK, KNXT LOS ANGELES,
WBBM-TV CHICAGO, WCAU-TV PHILADELPHIA, KMOX-TV ST. LOUIS


DEPT



is the one-station network

Getting to the bottom of the day's news has always been a prime project of WPIX-11, New York's Prestige Independent. Truth is, WPIX-11 is the only New York independent with a record and reputation for television news.

An impressive array of major news awards attests that WPIX-11 does more than just report the news—we dig it up, dig into it.

Outstanding veteran news personalities like John Tillman, Kevin Kennedy and John K. M. McCaffery bring New Yorkers a depth and scope in television news that's tough to beat.

This is the kind of recommendation that ought to count heavily in your appraisal of the New York independent stations.

WPIX TV/11
THE ONE STATION NETWORK
NEW YORK

Left to Right:
Kevin Kennedy, early National and World News/
Gloria Okon, the early Weather/
John Tillman, the New York News and the
Mid-evening One-Minute News Reports/
John K. M. McCaffery, the late World and Local News/
Lynda Lee Mead, Miss America 1960, the late Weather.



represented by
Peters, Griffin, Woodward, Inc.

© 1963, WPIX-11

Ever take the PULSE of your HOOPER?

WILS did. We found our PULSE to be remarkably like our HOOPER. Both show how well Lansing likes Radio WILS . . . like this:

PULSE: May 1-21, 1963

6 AM-12 Noon WILS 12 Noon-7 PM

63% 58%

AUDIENCE ESTIMATE

HOOPER: Jan.-Mar. 1963

7 AM-12 Noon WILS 12 Noon-6 PM

62.3% 68.8%

SHARE OF RADIO AUDIENCE

Our PULSE audience composition showed WILS having from two to three times the adult listeners in each measured time period from 6 AM to 7 PM.

What earns this audience for WILS?



We broadcast 24 Hrs.-A-Day.

48 NEWSCASTS

We have news 48 times a day . . . plus editorials

6 GREAT D.J.'s

We feature our D.J. Personalities. They are liked.



We go where the action is. We did 125 trailer remotes last year.

Why Lansing is your market

SALES MANAGEMENT Ranks us:

21st in Retail Sales per Household (3rd in Metro Cities over 200,000)

94th in Population and Households (always in the top 100)

Lansing is the state capital and the home of Oldsmobile and Michigan State University (more than 25,000 students).

For more information contact our rep (Venard, Torbet & McConnell, Inc.) or, write to:

RADIO 1320 37

WILS LANSING

5,000 WATTS / 24 HOURS A DAY

OPEN MIKE ®

Overcommercialization

EDITOR: On the pretense of protecting the public from "excessive broadcast commercialization," the New Frontiersmen of the FCC are proposing rigid new controls of the free enterprise radio industry that may leave many listeners without local radio service.

Most stations are able to serve their listeners throughout the day only because of revenues derived during a few choice hours of broadcasting. To impose upon them the same time restriction on commercials every time interval of the day, every day, the year-around, ignores the financial facts of life. The added burden of keeping account of every second according to formulas that give different minute values to different kinds of programs will break many of the daylight stations that are so important in serving local communities. What's nice in New York might be disaster in Dover, Ohio, but the FCC doesn't seem to see the difference.

This is just another example of a New Frontier program to extend federal regulatory powers beyond the intent of Congress and into actual control of everyday business. It must be resisted. —*Representative Frank T. Bow (R-Ohio), Washington.*

EDITOR: FCC Chairman E. William Henry's latest blast at commercialization spurs me into writing this letter. Why doesn't BROADCASTING develop and execute a one month campaign to have radio and TV stations elicit letters from the public to the FCC and Congress detailing what is *right* about programing? If every station made such an appeal, I'll wager the commission would receive 5 million letters.—*Cecil Lynch, radio engineering consultant, Modesto, Calif.*

'Wild Kingdom'

EDITOR: I would point out the ommission of Mutual of Omaha's *Wild Kingdom* from the NBC-TV schedule in your fall "show-sheets" (BROADCASTING, Oct. 7). *Wild Kingdom,* the informative family wildlife series starring Marlin Perkins started Oct. 20 (yesterday) from 5-5:30 p.m. on NBC-TV.—*Patrick Collins, associate producer,* Wild Kingdom, *Don Meier Productions, Chicago.*

A stamp for ratings

EDITOR: After studying the many schemes proposed by the various rating services in determining ranges vs. single figure ratings, we have come up with a rubber stamp to be used on all surveys in order to direct timebuyers, agency personnel and clients to perhaps better use of the single figures we have always used. It reads:

"Before using these single figures on rating, share of audience, or listeners in any category, we urge your careful study of page . . . showing the statistical error possible in these single figures within various percentiles. Management. WHO-AM-FM-TV."

Obviously a flyer could also carry the same information.—*Paul A. Loyet, vice president and general manager,* WHO-AM-FM-TV *Des Moines, Iowa.*

The advertising hootenanny

EDITOR: Censorship in any form is tantamount to an underrating of public intelligence and censorship is exactly what we are faced with in broadcasting.

Most certainly there is an awful lot of "junk" coming out over the air, disguised as entertainment. As with President Kennedy, I can either read the *New York Herald Tribune* or I can ignore it. Likewise, if I don't like the excess of advertising in an otherwise good program I can either turn the set off or I can look elsewhere for something more to my taste. I have plenty of choice, even in this little town of Fort Myers, Fla. Neither the FCC nor any other federal agency has any legal or moral right to set itself up in a position where it can attempt to control my mental or physical appetite—unless I commit a crime as defined by orderly society.

The politicians cannot effectively control newspapers or magazines as they do the broadcast industry which is not free enterprise. It is shackled because its very existence depends upon political and not business practices.

A license, regardless to whom issued, should be in perpetuity except for a cause properly defined. But broadcasting provides a happy hunting ground for the politicians so minded, and Congress has done nothing to alleviate the fears of censorship. The advertising hootenanny is just a smokescreen to cover the real intent.

The FCC, backed by the administration, is trying to stifle business by restricting its informative messages and thus throttle buying of the products which must be sold to keep the gross national product at its highest.

Advertising is the life blood of business. Some people like a big dose of it —others don't. But the size of the dose can still be *individually* controlled with that knob on each radio and TV set.

The individual response to a merchant's appeal can only be measured by the quality of the appeal and the quailty of the product. If the appeal is offensive let the purchaser be the judge, not the FCC.

If LeRoy Collins [president of the National Association of Broadcasters] cannot understand the fundamentals of

FROM AMERICA'S LEADING PRODUCER OF
QUALITY JINGLES AND PRODUCTION AIDS

COMMERCIAL RECORDING CORPORATION

CRC

Smashing

"MONEY MAKER"

QUALITY

COMMERCIAL SERVICE

AND

PRODUCTION LIBRARY

BRINGING TO RADIO, FOR THE FIRST TIME, A DRAMATIC, ALL-IN-ONE PRODUCTION SERVICE WHICH PROVIDES ALL OF THE ELEMENTS NEEDED TO

INCREASE SPOT SALES
ATTRACT NEW BUSINESS



CRC

"MONEY-MAKER" BRINGS YOU

APPLICABLE TO ALL TYPES OF ACCOUNTS AND HIGHLIGHTING EVERY IMPORTANT CONSUMER SELLING SLANT!

FRESH NEW SOUNDS THAT RING OUT THE NAMES OF THE PRODUCTS AND SERVICES IN YOUR TRADING AREA!

PRODUCED AND RECORDED AS YOU WANTED THEM — 15-SEC. OPENINGS, 5-SEC. TAGS AND NO MUSICAL PADS IN BETWEEN!

350 BRAND NEW LYRICS!

350 DIFFERENT PIECES OF MUSIC!

And this outstanding Extra

CRC WILL CUSTOMIZE FOR YOUR ACCOUNTS ANY JINGLE IN THE "MONEY-MAKER" LIBRARY—AT COST!

(No limit! You can have 1 or 350 jingles customized)

350 All New QUALITY COMMERCIAL JINGLES...

SPONSOR-IDENTIFIED AND OPEN-END PLUS

CRC FAMOUS **SINGING CALENDAR**
THE DAY AND DATE IN SONG AND SOUND, EVERY DAY FOR 3 YEARS—1964, 1965, 1966

CRC SENSATIONAL **HOLIDAY AND PUBLIC SERVICE JINGLE PACKAGE**
SALES-COMPELLING JINGLES IN THE SOUND OF THE '60s

CRC DISTINCTIVE **WEEK-END JINGLE SERIES**
MULTI-SPONSOR POTENTIAL

45 NEW CUTS PER MONTH FOR 3 YEARS!

WITH A MINIMUM OF 180 COMMERCIAL JINGLES, INCLUDING YOUR OWN SUGGESTIONS, TO KEEP YOU ALWAYS A STEP AHEAD WITH THE LATEST SOUNDS AND IDEAS

The "MONEY-MAKER" Commercial Library



Radio Tested-Sales Proved

Created and produced by radio-minded management to meet the need for an all-new, complete, high-quality commercial library for attracting new business and enhancing station image

IN ADDITION TO THE FEATURE ITEMS LISTED HEREIN, THE "MONEY-MAKER" LIBRARY ALSO GIVES YOU THE FOLLOWING ALL-NEW PRODUCTION AIDS:

- **COMMERCIAL INSERTS**
- **COMMERCIAL PUNCTUATORS**
  Stingers, Playons, Playoffs, Flares, Fanfares, etc.
- **INSTRUMENTAL BACKGROUNDS FOR SOFT ANNOUNCEMENTS . . .**
  — in six basic tempos and keys.
- **CHRISTMAS ANNOUNCEMENT AIDS**
  — including jingles announcing the days to Christmas, beginning with 30.
- **MUSICAL BRIDGES**
  of various "colors."
- **MUSICAL MOOD INSTRUMENTALS**
- **SOUND EFFECTS**
- **ELECTRONIC SOUND EFFECTS**
  All on L.P. disks except the Singing Calendar.

And for your production department A NEW, PRACTICAL, EASY-TO-USE PRODUCTION CATALOG FOR INSTANTLY LOCATING ANY CUT IN THE LIBRARY. WILL SAVE HOURS AND HOURS OF PRODUCTION TIME IN PUTTING TOGETHER STATION-MADE SPOT ANNOUNCEMENTS.

Commercial Recording Corporation ■ 3104 Maple Avenue ■ Dallas 19, Texas

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office
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the business he is in and help to improve where improvements are needed, then he ought to quit and go back to politics. The industry, sensibly and properly guided can correct its own shortcomings without any help or hindrance from the FCC and/or Mr. Collins's windmill tactics.—*Al Josephson, 2544 First Street, Fort Myers, Fla.*

(Mr. Josephson was a salesman of broadcast equipment from 1925 to 1960. He is now living in retirement in Florida.)

On ratings

EDITOR: Congratulations on your editorial "Not by ratings alone" (BROADCASTING, Oct. 14). This is exactly what I've been telling them for the past two years or more.—*Robert H. Pauley, president, ABC Radio Network, New York.*

BOOK NOTES

"The People Look at Educational Television," by Wilbur Schramm, Jack Lyle and Ithiel de Sola Pool. Stanford University Press, Stanford, Calif. 209 pp. $5.50.

Audience surveys of commercial television are routine affairs; for educational television they occur only when some angel, in this case the United States Office of Education, comes through with the money to pay the interviewers and analysts. This survey, made in the spring of 1962, nine years after the first ETV station went on the air, found 63 such stations whose programs reach 12.5 million viewers occasionally and 4.5 million regularly, plus teaching 2 million to 3 million children in school.

The ETV home audience is small but "remarkable, . . . strongly representing the best educated people in the community, the people with the professional and managerial jobs, the people who are most active in civic and cultural affairs, the people who are the most serious and purposeful users of the mass media." They are not the undereducated, turning to ETV for what they did not get in school. Like other viewers, they spend most of their viewing hours with commercial TV and turn to ETV only when it offers something they especially want. They find commercial television more fun, but apt to be more boring, educational TV more stimulating, but apt to be more amateurish.

This is a book which should be read with care and can be read with profit by program executives and top management of commercial TV stations and networks as well as by their counterparts in ETV.



you get both on WLIB

You get the buying power of the nation's largest Negro Community whose last year's spendable income was in excess of $2.25-billion . . . and getting bigger every year.

You get the selling power of WLIB, which has been the Number One station in this Community from sign-on to sign-off in every survey taken since 1955.*

The combination is unbeatable. Small wonder WLIB has more national advertisers than all other Negro radio stations in Greater New York combined.

* PULSE

WLIB Harlem Radio Center
310 LENOX AVE. AT 125th ST. NEW YORK 27, NEW YORK

MONDAY MEMO from PHILIP H. SCHAFF JR., Leo Burnett Co.

Key financial problems in the advertiser-agency relationship

Let's start with some basic economic facts about advertising agencies. These facts underlie the relationship between an advertiser and his agency on many financial matters. And, an understanding of these facts by *both* parties will promote mutual understanding and a close working relationship.

Payroll takes 68.5% of the advertising agency's income dollar. Employe benefits cost 2%. These include profit sharing, employe insurance and pension plans where they exist. (There are notable exceptions, but agencies in general appear to be low on employe benefits compared to those paid by manufacturers.)

Thus payroll and employe benefits account for 70.5 cents out of the agency's income dollar while all other expenses total 23.7 cents. These include rent, light, heat, depreciation, travel, entertainment, telephone, insurance other than for employe benefits, legal fees, accounting fees, donations and all other expenses that are needed to run the business. U. S. income taxes take 1.8 cents and net profit is 4 cents.

This information comes from the annual study of agency costs and profits made by the American Association of Advertising Agencies. The percentages relate to an agency's gross income—that is, commissions from media and fees for various services. They do not relate to total billing, most of which is paid out to media for outside services of many kinds.

'Ticking Meter' ▪ Obviously the big item of expense is people. This is the key cost. Also, all other expenses relate to people. When you add one person you add other costs such as: a desk and chair, space for the desk and chair, a telephone and telephone calls, plane tickets, hotel rooms and meals, plus the cost of vacations with pay and employe benefits.

What does all this mean? It means that when someone asks an advertising agency to do some work, people start spending time—the meter starts ticking.

Another fundamental economic fact about the advertising agency business today is that operating expenses are trending up. The 4A's study data also show that in 1950 operating expenses were 91.6%—or 91.6 cents out of every dollar of gross income. Last year they were a little over 94 cents out of every dollar.

A third basic financial fact is that agency net profit is trending down. This is the natural result of rising expenses.

Net Profit Dip ▪ Looking at net profit as a percent of gross income, we learn that in 1950 agencies were bringing down to net profit 6.39 cents out of every dollar of gross income. In 1962 the comparable figure is 3.97 cents.

Another way to look at net income is as a percent of an agency's billing. Here the trend is the same. In 1950 agencies earned a net profit of 1.16% of billing. In 1962 the comparable figure is 0.71%.

In other words, advertising agency expenses have risen 2.9% since 1950, and net profits are down more than 37%. This illustrates the dramatic downward effect on profits of a slight increase in expenses.

How can we make agencies more efficient? People are the biggest expense. So we must begin with people and their work—the work that keeps the meter ticking.

Is all the work necessary? Are we wasting the time of people? Are we using finished advertising work to prove out planning concepts that can be sharpened up in some far less expensive way?

Are we taking a half-thought-through plan and asking people to make comprehensive TV storyboards, comprehensive layouts and a comprehensive media plan just so we can find the holes in the plan? Then, when we find the holes, do we rework the plan and go through the process all over again?

Cost Snowball ▪ One of the most expensive things in the advertising agency business is brilliant execution of the wrong idea. As an idea moves from the planning stages to the execution stages it picks up ever widening circles of people. The further an idea gets away from the people responsible for planning, the more the idea gets into the hands and minds of people whose responsibility is to do or die, not to reason why.

Beware of the false start orchestrated to the nth degree. It can cost your agency thousands of dollars in people's time. It can cost the advertiser thousands of dollars in people's time. Not to speak of the much greater cost to the advertiser in lack of selling effectiveness when this false start is circulated to millions of potential customers.

It is far less expensive (and less frustrating) but often harder work to try to sharpen up a plan in other ways. For example, maybe we need more facts. Maybe we need more hard thinking. Maybe we need a few pieces of rough execution to tell us whether we are on the right track.

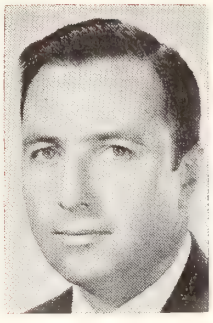
Maybe we need some straight talk between advertiser and agency, among agency people or among client people. How often has work been started without full knowledge of what the sales department is really thinking or what the boss knows deep inside his head?

Do we ask for research more or less because it is good to have research? Or do we ask for research that has a job to do—that will really help us do better work? Do we ask for an extra advertising campaign just because it's nice to have something on ice—or because it serves a good purpose?

An advertising agency is one of the greatest tools an advertiser has to help him sell goods and earn money. In many cases an advertising agency can give a manufacturer as much leverage on sales and profits as his research and development department.

Potent Tool ▪ Sophisticated advertisers know this. They use their advertising agency as they would an expensive but potentially highly profitable machine.

There are no financial problems in this relationship that cannot be solved by men of good will who are working toward the same goal—namely, selling the advertiser's product or service at a profit.



Philip H. Schaff Jr. is chairman of the executive committee and finance committee of Leo Burnett Co., Chicago. He has been with the agency 16 years. He served in several areas including copy, research and public relations until 1950 when he was named account executive. He became brand supervisor in 1955 and was made vice president in 1957. In 1959 Mr. Schaff became executive vice president for administration and finance and he was named to his present post in 1961.

You can't cover Indianapolis with Indianapolis TV!

**The Indianapolis Market, we mean!*

WTHI-TV in combination with Indianapolis stations offers more additional unduplicated TV homes than even the most extensive use of Indianapolis alone.

More than 25% of consumer sales credited to Indianapolis comes from the area served by WTHI-TV, Terre Haute.

More than 25% of the TV homes in the combined Indianapolis-Terre Haute television area are served by WTHI-TV.

This unique situation revealed here definitely suggests the importance of re-evaluating your basic Indiana TV effort . . . The supporting facts and figures (yours for the asking) will show how you gain, at no increase in cost . . .

1. *Greatly expanded Indiana reach*
2. *Effective and complete coverage of Indiana's two top TV markets*
3. *Greatly improved overall cost efficiency*

So, let an Edward Petry man document the foregoing with authoritative distribution and TV audience data.

WTHI-TV*

CHANNEL 10
TERRE HAUTE,
INDIANA

**An affiliate of WTHI AM & FM*

CBS TELEVISION

Edward Petry & Co., Inc.

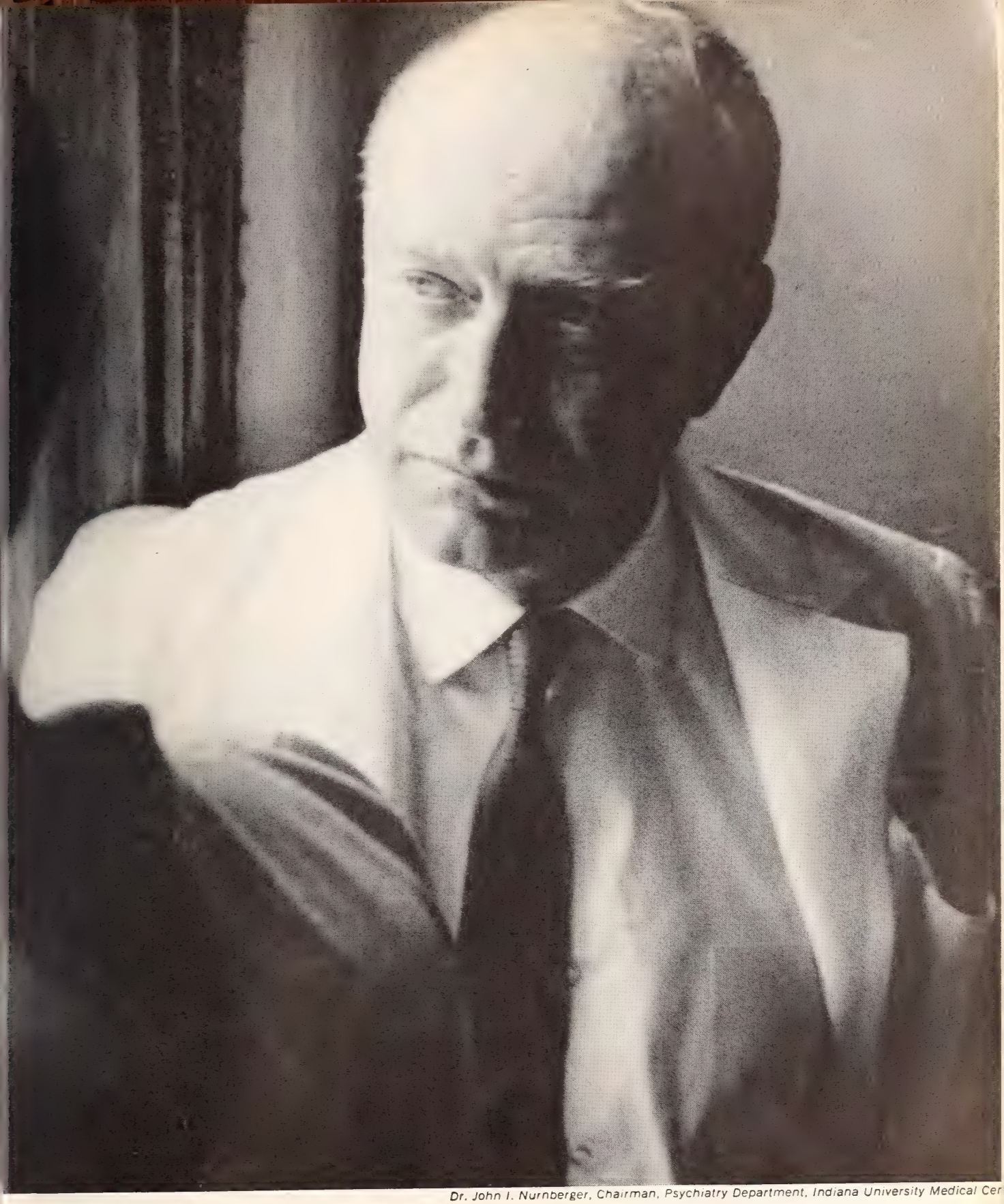
WTHI-TV delivers more homes per average quarter hour than any Indiana station* (March 1963 ARB)

*except Indianapolis



ILLARS OF THE COMMUNITY

"My brother's keeper"



Dr. John I. Nurnberger, Chairman, Psychiatry Department, Indiana University Medical Cer

A community's concern for its troubled few is reflected in the face of this Indianapolis psychiatrist. The skill and dedication of this man and his colleagues shorten the long road back to mental health.

The struggle of a young schizophrenic to find himself is the subject of a WISH-TV documentary "Tomorrow Is A Journey." His breakdown, treatment, rejection by his wife, and re-establishment as a productive and useful citizen are vividly and movingly portrayed in dramatic form.

Shown at mental health clinics in the U. S. and Canada, the program is typical of the prime time, public affairs documentaries produced by Corinthian stations.

Programs like these, strengthen the ties between community and station.

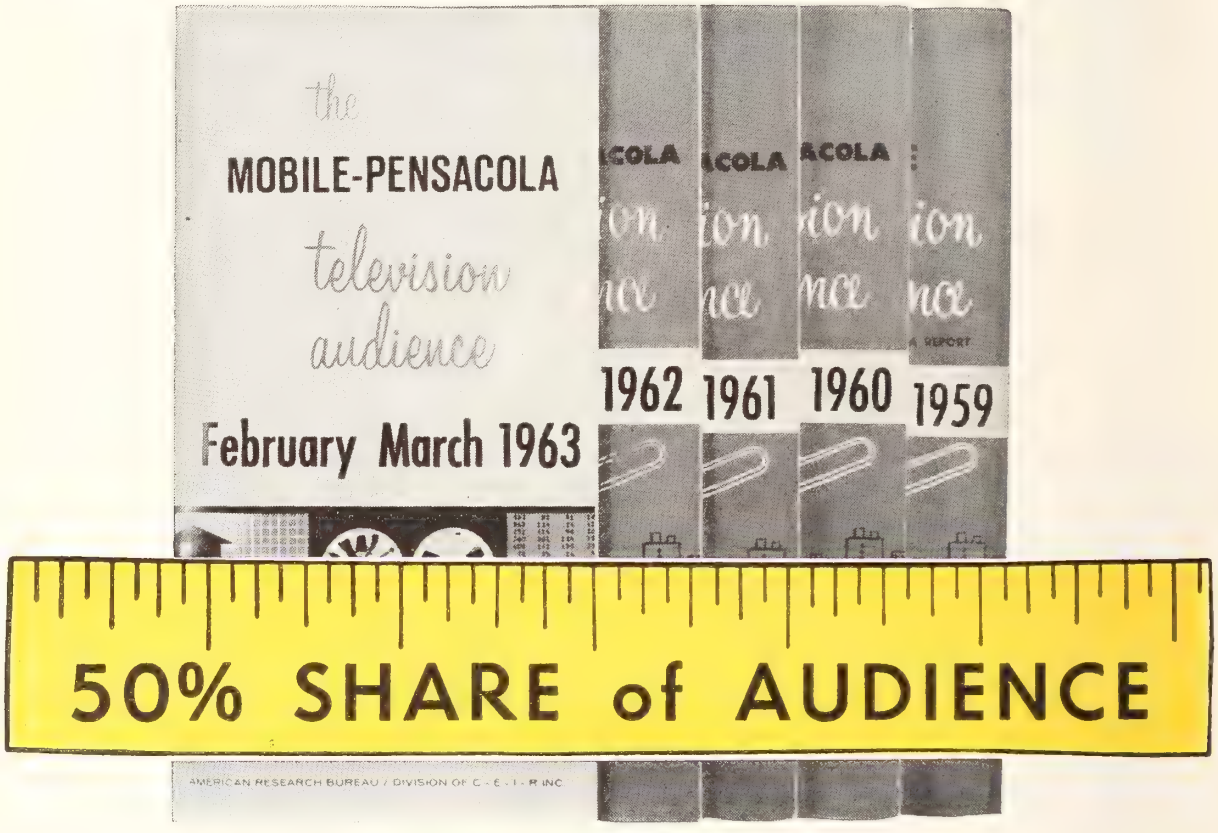


KHOU-TV HOUSTON
KOTV TULSA
KXTV SACRAMENTO
WANE-TV FORT WAYNE
WISH-TV INDIANAPOLIS
WANE-AM FORT WAYNE

THE CORINTHIAN STATIO
RESPONSIBILITY IN BROADCA

NO OTHER STATION CAN MAKE THIS STATEMENT

5 CONSECUTIVE YEARS



Exception To The Rule

WKRG-TV—Mobile—Pensacola

has averaged 50% or more share of audience in every March ARB measurement since 1959, from 9 a.m. to midnight.*

Audience measurement data are estimates only—subject to defects and limitations of source material and methods. Hence, they may not be accurate measures of the true audience.

Represented by H-R Television, Inc.
or call

C. P. PERSONS, Jr., General Manager

*3 station VHF market.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
October 21, 1963, Vol. 65, No. 17

AFTRA-SAG CONCESSIONS DEMANDED

■ Management countercharges payments are 'more than adequate'

■ Industry wants changes in 'wild spot' commercial provisions

■ Unions quote industry profits as proof charges should be raised

Fireworks are expected to explode today (Oct. 21) when the first formal meeting between the industry team and representatives of the Screen Actors Guild and the American Federation of Television & Radio Artists is held in New York to discuss the union's proposals and the industry's counter-offer in the ultra-sensitive spot TV and local program commercials areas.

The unions' demands, which were made public several weeks ago (BROADCASTING, Sept. 30), seek substantial increases in performers' fees over the 1960 codes. Though management officials declined to divulge the terms of their counter-proposals, it has been learned authoritatively by BROADCASTING that they will press for provisions that, in effect, will result in decreases in performers' fees in the crucial "wild spot" TV and local program portions of the codes.

Executives at AFTRA and SAG, which are negotiating jointly in the spot TV and local program commercial portions of the talks, reported last week they had not received the industry's counter-proposals which will be discussed today. They had an inkling of management's general attitude earlier in the week when they received counter-demands in the spot radio area, which union executives felt were "regressive," compared with the 1960 code.

The counter-demands in the spot TV and local program commercial field are calculated to bring even sharper concessions from the union than the spot radio proposals. Management's offer seeks to eliminate certain provisions of the present code and add others in a move aimed at reducing its costs, which have been a bone of contention among agencies and advertisers for three years.

Proposals ■ The counter-offer suggests at the outset that a study made by the joint committee of the Association of National Advertisers and the American Association of Advertising Agencies indicates that the current rates of payment are more than adequate. It adds that the current scale is fair compensation for performers of star status and is excessive for performers of lesser ability. It recommends that the 1960 code remain in effect except for certain changes that are tantamount to a reduction.

Several key changes in the "wild spot" TV commercial area have been porposed by industry. At present, performers are paid for 13 weeks use of a commercial in which they appear. Management suggested that scales be established for two, four, eight, or 13 weeks' use of a commercial, under which a performer would receive 15.5%, 31%, 62% and 100%, respectively, of the payment due him. This provision ostensibly gives management the prerogative of scheduling a shorter flight, rather than binding him to 13 weeks of payment.

Another vital change proposed by agencies and advertisers would eliminate such cities as Baltimore, Boston, Cleveland, Detroit, Philadelphia, Pittsburgh, St. Louis, San Francisco, and Washington from carrying more than a single weight unit. Under the 1960 code, all cities count as one unit except the nine and New York, Los Angeles and Chicago, which are covered under a separate formula.

Real Result ■ The practical effect of treating these nine cities as one unit each, rather than two, three or four under the present code, gives a smaller cumulative weight unit when these cities are scheduled on a spot campaign. For example, under the present code (and disregarding the SAG-AFTRA proposals for raises), the use of payment for an on-camera performer whose commercials are used in the nine cities would have a cumulative unit of 24, entitling him to $197. Under management's new proposal, the cumulative unit would be reduced to nine, entitling him to $127.

Management's offer in "wild spot" undoubtedly will be treated as "a regression" by union officials. But the industry position is that talent costs have "gotten out of hand" and equitable adjustments must be made.

In the wild spot area, AFTRA and SAG are demanding increases that range from 20% to 30%, varying with performer functions and commercial use. For example, the unions suggested that the present session fee for on-camera performer be raised to $120 and for off-camera work to $90, representing a 26% and a 30% rise over present scales.

They also are seeking to raise the



Guy Farmer, consultant to ANA, AAAA joint committee, wasn't hired "for nothing" in the opinion of the negotiators for the unions.



Harold J. Saz, vice president for media relations of Ted Bates, is head of the management team arguing with AFTRA-SAG.

applicable rates for units under which, for example, an off-camera performer would receive $120 instead of the present $95 if the commercial is carried in cities with a cumulative weight of one to five units. Another example: An on-camera performer's fee would be raised from the present $200 to $260 if the commercial is carried in one of the three leading cities—New York, Chicago, or Los Angeles.

Local Program Area ▪ The other crucial phase of negotiations is expected to be in the local program commercial area. In their counter-proposals, advertisers and agencies suggest that rates remain the same, but they are seeking concessions if they guarantee the commercial will attain a certain number of usages.

Under the present code, for example, an on-camera actor entitled to "class A" payment for a commercial telecast in more than 20 cities receives $825 if the spot is used 15 times. The industry's proposal would entail a guarantee of 15 uses for 70% of the present fee, or $577.50. This provision presumably is intended to obtain a reduction for management in return for a pledge of continuity of usage.

There is little doubt that the unions will attack management's proposals. An axiom of labor is that "you never go back," particularly in an industry considered to be growing. In background talks last week, several union officials noted that TV is a business that has grown "tremendously" over the past decade. They are ready for the meeting at AFTRA's headquarters in New York today with statistics to buttress their point.

"It's interesting to point out," one union official observed, "that the TV industry as a whole showed a profit of $52 million in 1952 and by 1962 profits had leaped to $671 million. Of course talent costs have gone up. But proportionately time costs on stations have gone up even more and no one is suggesting that stations reduce their rates."



Donald Conaway, American Federation of Radio and Television Artists, is experienced in arguments with management.

The unions will acknowledge privately that they are "in for a fight." One official commented: "they haven't hired Guy Farmer for nothing. They must be paying him a fantastic retainer, perhaps as high as $100,000."

Mr. Farmer is a Washington attorney who has been retained as a consultant and advisor to the joint committee of the ANA and AAAA and is participating in the talks.

First For Agencies ▪ These negotiations erect a milestone marking the first time that advertisers and agencies—through the negotiating committee appointed by the joint committee of ANA and the AAAA—will take an active role in the live and filmed commercial codes talks. This change resulted from dissatisfaction by the sponsors and agencies with the role played by the networks, which were the prime negotiators in 1960.

Agencies and advertisers are primarily concerned with holding down talent costs, which are estimated to have risen to approximately $27.5 million annually for the past three years. Producers are concerned that a preoccupation with talent costs may induce advertiser-agency negotiators to "give something away" in the area of working conditions to gain a concession in costs.

Management Team ▪ In the film and taped commercial area the management team is headed by Harold J. (Harry) Saz, vice president in charge of media relations for Ted Bates & Co., and includes Mr. Farmer and William Unger, partner of Elliot, Unger & Elliot. Harold Klein, executive director of the Film Producers Association of New York, is expected to attend most of the sessions in place of Mr. Unger. The networks will be represented by observers.

The chief negotiators for the unions are Donald Conaway, executive director of AFTRA, and John Dales, executive secretary of SAG. A minor contract that is being negotiated is with the Screen Extras Guild for extras appearing in commercials and programs. Its chief representative at the talks is O'Neil Shanks, SEG executive secretary.

Though the film and tape negotiations loom as the most contentious, a number of other codes are being negotiated. These include the transcribed spot announcements and radio-TV network program and owned local station contracts, in which the networks and transcription companies will negotiate with AFTRA. The joint committee will have an observer in these talks.

An interesting feature of the radio transcription code is that AFTRA for the first time is seeking to drop the present wild spot fees calling for flat payments and impose one based on the spot TV formula, tied to city population units. A union spokesman indicated that management has not rejected the concept of the new approach but sought in its counter-demands to expand the number of cities that would be entitled to carry the spot for a specific fee.



John Dales, of the Screen Actors Guild, will represent his union in the negotiations which start today.

Cuts For Radio ▪ In the radio network program commercial area, AFTRA proposed fee reductions. For example, four weeks' use of group singers would be cut from $320 per person per spot announcement to $240, and 13 weeks use from $640 per person per spot to $480.

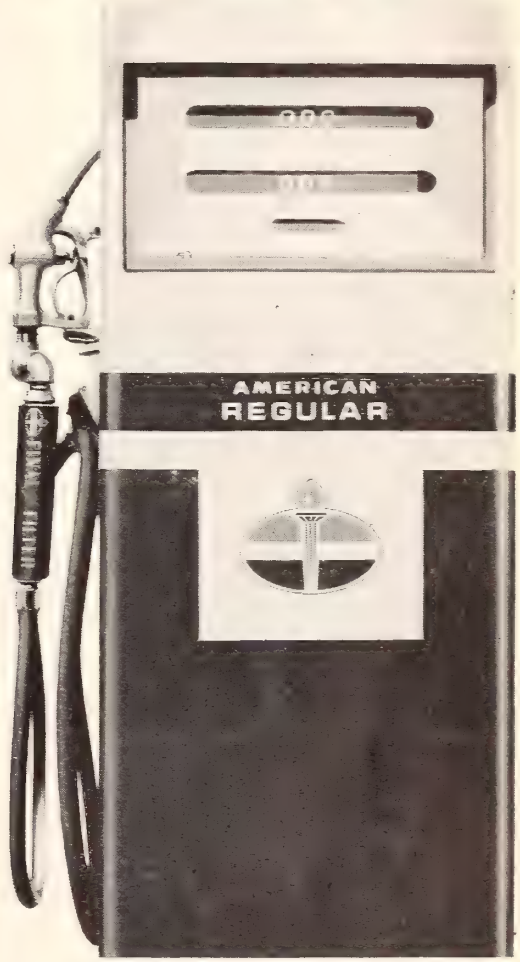
Increases are being sought by AFTRA in TV network program fees. These appear to range from 10% to 20%. For announcers on camera five times per week in a 15-minute to 30-minute show, AFTRA asked for a fee of $465 from the present $397.

There was a general feeling last week among union and management officials that codes in the areas of transcribed commercials, network TV programs, network radio commercials and local station performers would pose no problem. These were reported to be "easily negotiable."

The codes in "wild spot" commercials and local TV program commercials, however, are spots of another color, so to speak. These are the areas in which management is determined to "hold the line" and labor is prepared to combat vigorously attempts to "push back" and intends to make progress.

The present contracts expire on Nov. 15. The union asked that new contracts be for another three-year period. Management is proposing that they run for five years, expiring in 1968.

AMERICAN GETS MORE ON WSB



* NSI Mar-Apr '63; NCS 1961. **SRDS 1/62—1/63

MORE: American Oil expects more mileage and gets it from WSB's domination (35.3% tune-in share*) of Metro Atlanta, where $115,879,000** is spent at service stations.

MORE: And American Oil gets additional mileage in the 132 counties* WSB reaches, where motorists pump $620,480,000** into service station tills.

Buy the one that gives you two . . .

WSB RADIO



Georgia's 50,000 watt clear channel station

Represented by Edward Petry & Co., Inc.

NBC affiliate. Associated with WSOC-AM-FM-TV, Charlotte; WHIO-AM-FM-TV, Dayton; WIOD-AM-FM, Miami.

Metro areas: major moves decreed

FOUR NEW ONES CREATED, 58 OTHERS SUBSTANTIALLY REVISED

Federal statisticians last week created four new metropolitan areas and revised their definitions of 58 others that were already in existence.

There are now 216 standard metropolitan statistical areas in the United States and three others in the territory of Puerto Rico.

These metropolitan areas are used by most radio and television audience measurement services as the base for surveying tune-in. Coverage surveys, however, often extend beyond the limits of the metropolitan areas.

Several significant changes in rank order among the major metropolitan areas resulted from last week's action.

- One of the new areas, Anaheim-Santa Ana-Garden Grove, Calif., became the 38th in order of total population.
- Los Angeles declined from second to third as the result of its loss of Orange county to the new Anaheim area.
- Cincinnati moved up from 21st to 16th position.
- Columbus, Ohio, which was 36th became 33d.
- Indianapolis, formerly 33d, advanced to 27th.
- Rochester, N. Y., formerly 43d, advanced to 34th.
- Sacramento, Calif., formerly 52d, advanced to 45th.
- Toledo, formerly 57th, advanced to 44th.

Among the 58 areas that were redefined all but two, Los Angeles and San Francisco, were expanded by the addition of population units (counties or towns). Los Angeles's loss of Orange county to the Anaheim area cost it 703,925 people. San Francisco lost Solano county and its 134,597 population to another new metropolitan area, Vallejo-Napa, Calif., which became the nation's 126th area with a total population of 200,647. San Francisco's ranking of number six among the metropolitan areas was undisturbed.

More May Come ▪ Last week's revision in the standard metropolitan statistical areas may be followed soon by additions to the list of standard consolidated areas. At present only two areas are accorded that distinction: New York-Northeastern New Jersey and Chicago-Northwestern Indiana.

Proposals for the creation of new consolidations are under study by the Federal Committee on Standard Metropolitan Statistical Areas which is composed of representatives of the major statistical agencies of the government. The Bureau of the Budget is the ultimate authority in the definition of statistical areas.

Standard area definitions were first developed some 13 years ago for use by all federal agencies in compiling data on such subjects as population, housing, industry, trade and employment. They are widely followed by state and local governments and by private statisticians.

In defining the areas, the Budget Bureau takes into account such criteria as economic integration between the central county and outlying areas and the general metropolitan character of the communities.

The 58 Revisions ▪ The capsules below show, in alphabetical order, the standard metropolitan statistical areas that were revised by last week's order of the Budget Bureau. For each are given the old and new rank order, the added (or deleted) counties and their population, and the new total population for the metro area. All the population figures are based on the 1960 census.

(For information on the newly created areas see box on this page.)

Akron, Ohio, from 49th to 47th. Added: Portage county, Ohio (91,798). New total: 605,367.

Binghamton, N. Y.-Pa., from 118th to 89th. Added: Tioga county, N. Y. (37,802) and Susquehanna county, Pa. (33,137). New total: 283,600.

Boston, 7th no change. Added: Sherborn town, Middlesex county, Mass. (1,806), and Millis town, Norfolk county, Mass. (4,374). New total: 2,595,481.

Bridgeport, Conn., from 72d to 74th. Added: Easton town, Fairfield county, Conn. (3,407). New total: 337,983.

Charleston, S. C. from 117th to 105th. Added: Berkeley county, S. C. (38,196), New total: 254,578.

Charlotte, N. C., from 92d to 82d. Added: Union county, N. C. (44,670). New total: 316,781.

Cincinnati, from 21st to 16th. Added: Clermont county, Ohio (80,530), Warren county, Ohio (65,711), Boone county, Ky. (21,940), Dearborn county, Ind. (28,674). New total: 1,268,479.

Cleveland, 11th no change. Added: Geauga county, Ohio (47,573) and Medina county, Ohio (65,315). New total: 1,909,483.

Columbus, Ohio, from 36th to 33rd. Added: Delaware county, Ohio (36,107) and Pickaway county, Ohio (35,855). New total: 754,924.

Davenport-Rock Island-Moline, Iowa-Ill., from 93d to 82d. Added: Henry county, Ill. (49,317). New total: 319,-375.

Dayton, Ohio, from 34th to 35th. Added: Preble county, Ohio (32,498). New total: 727,121.

Evansville, Ind.-Ky., from 123d to 117th. Added: Warrick county, Ind. (23,577). New total: 222,890.

Fitchburg-Leominster, Mass, from 201st to 202d. Added: Townsend town, Middlesex county, Mass. (3,650) and Westminster town, Worcester county, Mass. (4,022). New total: 90,158.

Flint, Mich., from 63d to 65th. Added: Lapeer county, Mich. (41,926). New total: 416,239.

Fort Smith, Ark.-Okla., from 209th to 167th. Added: Crawford county, Ark. (21,318), LeFlore county, Okla. (29,106) and Sequoyah county, Okla. (18,001). New total: 135,110.

Four new standard metropolitan areas

Two of the four new standard metropolitan statistical areas were established by deleting counties from existing metros. These are Anaheim-Santa Ana-Garden Grove, Calif., using Orange county's 703,925 population previously credited to Los Angeles, and Vallejo-Napa, Calif., using Solano county's 134,757 previously credited to San Francisco plus Napa county's 65,890.

The other two new areas were never listed among the SMSAs; Boise, Idaho and Lafayette, La. Boise includes Ada county with its 94,360 people, and Lafayette, the parish of the same name with 84,-656 population.

Thus, the new areas are:

Anaheim-Santa Ana-Garden Grove, Calif., comprising Orange, county, Calif. (703,925), 38th.

Boise, Idaho, comprising Ada county, Idaho (94,360), 197th.

Lafayette, La., comprising Lafayette parish (84,656), 206th.

Vallejo-Napa, Calif., comprising Solano and Napa counties (134,757 and 65,890 respectively), totaling 200,647, 126th.

Grand Rapids, Mich., from 67th to 59th. Added: Ottawa county, Mich. (98,719). New total: 461,906.

Greenville, S. C., from 120th to 103d. Added: Pickens county, S. C. (46,030). New total: 255,805.

Harrisburg, Pa., from 69th to 68th. Added: Perry county (26,582). New total: 371,653.

Hartford, Conn., from 48th to 52d. Added: Granby town, Hartford county, Conn. (4,968), East Granby town, Hartford county, Conn. (2,434), Andover town, Tolland county, Conn. (1,771), Bolton town, Tolland county, Conn. (2,933), Ellington town, Tolland county, Conn. (5,580), Coventry town, Tolland county, Conn. (6,356). New total: 549,249.

Huntsville, Ala., from 177th to 150th. Added: Limestone county, Ala. (36,-513). New total: 153,861.

Indianapolis, from 33d to 27th. Added: Hamilton county, Ind. (40,-132), Hancock county, Ind. (26,665), Hendricks county, Ind. (40,896), Johnson county, Ind. (43,704), Morgan county, Inl. (33,875), Shelby county, Ind. (34,093). New total: 916,932.

Jackson, Miss., from 130th to 169th. Added: Rankin county, Miss. (34,-322). New total: 221,367.

Kansas City, Mo.-Kan., from 22d to 21st. Added: Cass county, Mo. (29,-702) and Platte county, Mo. (23,-350). New total: 1,092,545.

Lawrence-Haverhill, Mass.-N. H., 129th no change. Added: Georgetown town, Essex county, Mass. (3,-775), Merrimac town, Essex county, Mass. (3,261), West Newbury town, Essex county, Mass. (1,844) and Newton town, Rockingham county, N. H. (1,419). New total: 197,900.

Los Angeles, from 2d to 3d. Deleted: Orange county, Calif. (703,925). New total: 6,038,771.

Lowell, Mass., from 143d to 144th. Added: Westford town, Middlesex, county, Mass. (6,261), New Total: 164,-243.

Manchester, N. H., from 193d to 192d. Added: Bedford town, Hillsborough county, N.H. (3,636) and Hooksett town, Merrimack county, N.H. (3,713). New total: 102,861.

Memphis, from 41st to 39th. Added: Crittenden county, Ark. (47,564). New total: 674,583.

Milwaukee, from 17th to 18th. Added: Ozaukee county, Wis. (38,441). New total: 1,232,731.

Mobile, Ala., from 78th to 71st Added: Baldwin county, Ala. (49,088). New total: 363,389.

Montgomery, Ala., from 136th to 127th. Added: Elmore county, Ala. (30,524). New total: 199,734.

Nasville, from 61st to 58th. Added: Sumner county, Tenn. (36,217) and Wilson county, Tenn. (27,668). New total: 463,628.

New Haven, Conn., 80th no change Added Bethany town, New Haven county, Conn. (2,384) and North Branford town, New Haven county, Conn. (6,771). New total: 320,836.

New London-Groton-Norwich, Conn., from 144th to 139th. Added: Griswold town, New London county, Conn. (6,-472), Lisbon town, New London county, Conn. (2,019), Old Lyme town, New London county, Conn. (3,068), Sprague town, New London county, Conn. (2,509). New total: 170,981.

New Orleans, from 27th to 28th. Added: St. Tammany parish, La. (38,-643). New total: 907,123.

Peoria, Ill., 84th no change. Added: Woodford county, Ill. (24,579). New total: 313,412.

Pittsfield, Mass., from 205th to 209th. Added: Lanesborough town, Berkshire county, Mass. (2,933). New total: 76,772.

Portland, Me., from 173d to 163d. Added: Cumberland town, Cumberland county, Me. (2,765), Gorham town, Cumberland county, Me. (5,767), Scarborough town, Cumberland county, Me. (6,418), Yarmouth town, Cumberland county, Me. (3,517). New total: 139,122.

Providence-Pawtucket, R. I.-Mass., from 29th to 30th. Added: Rehoboth town, Bristol county, Mass. (4,953). New total: 821,101.

Richmond, Va., from 60th to 63d. Added: Hanover county, Va. (27,550). New total: 436,044.

Rochester, N. Y., from 43d to 34th. Added: Livingston county, N. Y. (44,-053), Orleans county, N. Y. (34,159). Wayne county, N. Y. (67,989). New total: 732,588.

Rockford, Ill., from 121st to 113th. Added: Boone county, Ill. (20,326). New total: 230,091.

Sacramento, Calif., from 52d to 45th. Added: Placer county, Calif. (56,998) and Yolo county, Calif. (65,727). New total: 625,503.

St. Louis, 9th no change. Added: Franklin county, Mo. (44,566). New total: 2,104,669.

Salt Lake City, 62d no change. Added: Davis county, Utah (64,760). New total: 447,795.

San Antonio, Tex., from 35th to 37th. Added: Guadalupe county, Tex. (29,017). New total: 716,168.

San Francisco-Oakland, 6th no change. Deleted: Solano county, Calif. (134,597). New total: 2,648,762.

San Juan, P.: R., to 46th. Added: Caguas municipio (32,015). New total: 621,178. (San Juan and the two other Puerto Rican metropolitan area, Mayaguez and Ponce, are not included in this ranking of U. S. metro areas. If they were, San Juan's acquisition of last week would put it in 46th place.)

Sioux City, Iowa-Neb., from 184th to 180th. Added: Dakota county, Neb. (12,168). New total: 120,017.

South Bend, Ind., from 105th to 97th. Added: Marshall county, Ind. (32,443). New total: 271,057.

Springfield-Chicopee-Holyoke, Mass.-Conn., from 55th to 56th. Added: Hampden town, Hampden county, Mass. (2,345), Granby town, Hampshire county, Mass. (4,221), Southwick town, Hampden county, Mass., (5,139) and Somers town, Tolland county, Conn. (3,702). New total: 493,999.

Terre Haute, Ind., from 183d to 138th. Added: Clay county, Ind. (24,-207), Sullivan county, Ind. (21,721), Vermillion county, Ind. (17,683). New total: 172,069.

Toledo, Ohio-Mich., from 57th to 43d. Added: Wood county, Ohio (72,-596) and Monroe county, Mich. (101,-120). New total: 630,647.

Waterbury, Conn., from 131st to 134th. Added: Woodbury town, Litchfield county, Conn. (3,910). New total: 185,548.

Wichita, Kan., from 70th to 67th. Added: Butler county, Kan. (38,395). New total: 381,626.

Wilmington, Del. - N. J. - Md., from 65th to 66th. Added: Cecil county, Md. (48,408). New total: 414,565.

Worcester, Mass., from 75th to 77th. Added: Paxton town, Worcester county, Mass. (2,399) and Sterling town, Worcester county, Mass. (3,193). New total: 328,898.

York, Pa. from 106th to 88th. Added: Adams county, Pa. (51,906). New total: 290,242.

No. one or two?

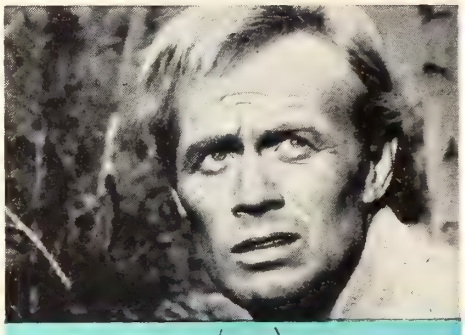
Metro Broadcast Sales is scheduled to take over the national sales representation of its second—or is it?—station, apart from those of its parent organization, Metromedia's Metropolitan Broadcasting. The station is WDRC Hartford, Conn., and although the signing has not been announced, the new representation is reportedly scheduled to become effective in November or December.

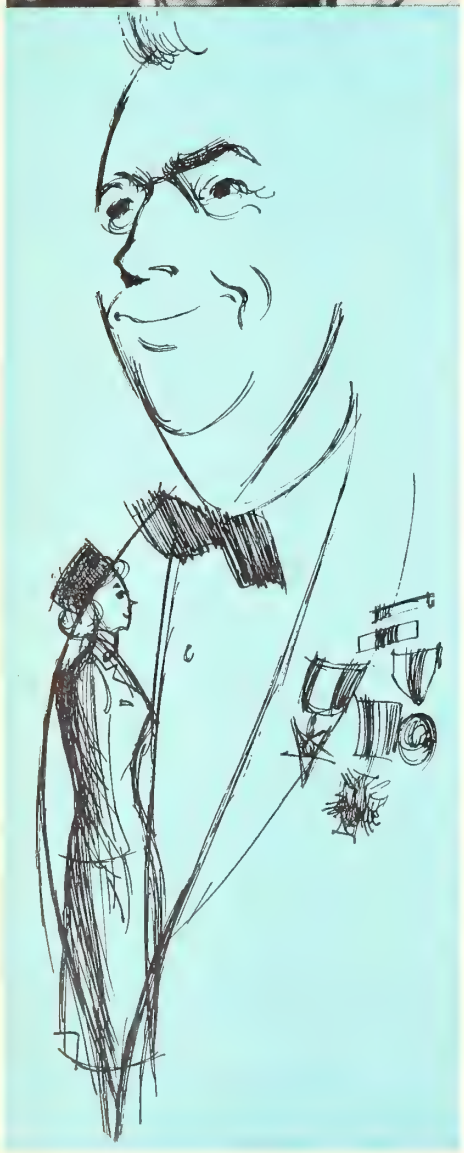
The question of whether WDRC will be the second or the only station represented by Metro Broadcast Sales outside of the Metropolitan Broadcasting family stems from the fact that the first "outside" station signed, WCBM Baltimore, has been acquired by Metropolitan, subject to FCC approval. WDRC, a Buckley-Jaeger station, is on 1360 kc with 5 kw.

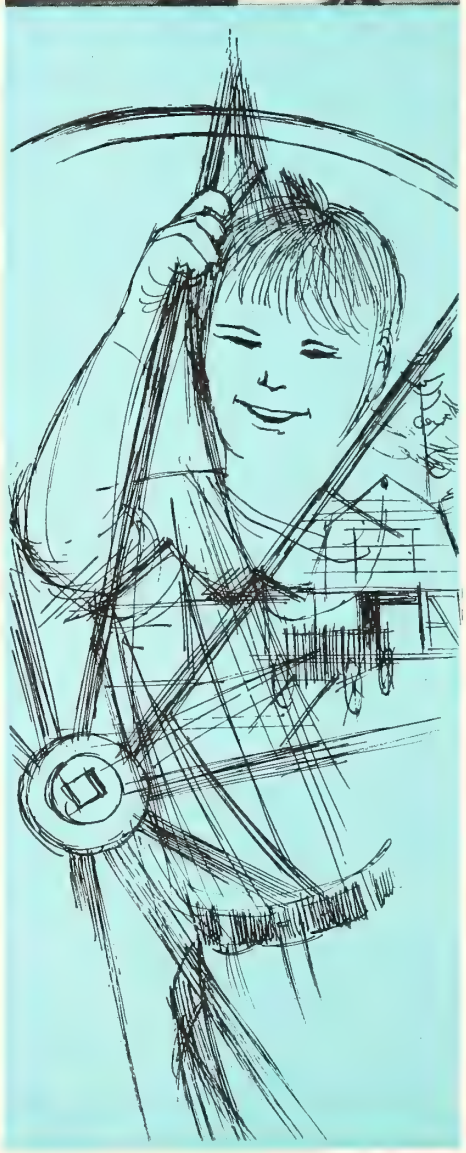
NOW FOR TV–VOLUME 8–













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"FILMS OF THE 50'S" FROM SEVEN ARTS













COMMERCIAL PREVIEW: 20's for Red Raspberry Swirl

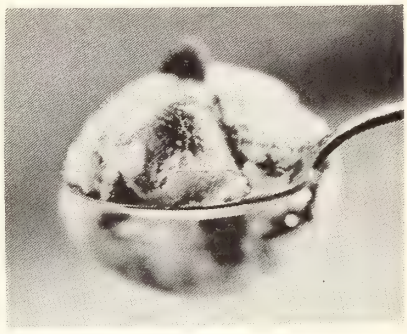
Fairmont Foods Co., Omaha, is using prime time 20-second TV spots exclusively for the third consecutive year and will introduce a new ice milk flavor in a fall flight.

Red Raspberry Swirl, new to the Fairmont line, will be seen in more than a dozen Midwest markets. Five series for fall and winter were produced for Fairmont by Fred A. Niles Communications Centers Inc., Chicago.

Agency for Fairmont is Allen & Reynolds, Omaha. Thomas J. Mack is agency producer.



A man-sized helping.



The flavor sparkles.



This is delicious.

CBS sells quarter of election coverage

The Institute of Life Insurance is investing approximately $2 million for one-quarter sponsorship of CBS's radio and TV coverage of the Republican and Democratic party conventions and presidential elections, starting next July and ending on election day in November. The agency is the J. Walter Thompson Co., New York.

The announcement of the sponsorship was made by Blake T. Newton Jr., institute president, who said CBS-TV's package will total about 62 hours of broadcast time. Depending on the length of the two conventions, the institute will be able to present its TV commercials between 75 and 90 times over the five-month period, according to Mr. Newton.

CBS-TV still has three-quarters of its coverage on TV and radio available for sponsorship.

NBC signed Gulf Oil Corp. last spring for full sponsorship of its radio-TV coverage of the conventions and election. ABC reported last week it has not signed advertisers for its political coverage.

Agency appointments...

▪ The Borg-Warner Corp. of Chicago has appointed C. J. LaRoche & Co. of New York for its $750,000 corporate advertising account. LaRoche takes over the corporate campaign Feb. 1, 1964, from Clinton E. Frank Inc., Chicago, which will continue to handle Borg-Warner's Norge division.

▪ LaMaur Inc., Minneapolis, will spend more than $1 million for products under its House of Style label in 1964. The advertising program, largest in the firm's history will include radio, spot TV and print. Style hair spray will get the bulk of the allocation. Agency: Bozell & Jacobs, Minneapolis.

▪ Pennzoil Co., Oil City, Pa., has appointed Eisaman, Johns & Laws, Los Angeles, as national agency for Pennzoil motor oil and lubricants, effective Jan. 1, 1964. EJ&L has been agency for Pennzoil Co. of California for six years and gets the account in line with the oil firm's plan to shift ad and sales promotion responsibilities to Los Angeles. National advertising for the two companies has been handled by Fuller & Smith & Ross, Cleveland for the past 28 years.

Radio's big asset: 'constant repetition'

Radio has one great advantage over other advertising media, the ability to develop new customers at low cost. Milton Beckman, Beckman-Koblitz Advertising, Los Angeles, told a luncheon meeting of the Southern California Broadcasters Association that the secret is repetition—the kind of constant repetition that is virtually impossible with TV or newspapers.

"People watch a TV program," Mr. Beckman stated. "They listen to a radio station. That's how radio develops new customers at low cost and that's why I recommend radio to our clients."

He berated the radio station executives for their failure to develop specific presentations showing how radio in general and their stations in particular can be used to produce results for particular advertisers. "We get lots of figures, ratings, cumes, and the like, but almost never do we get the kind of sales success stories from radio that we are constantly getting from newspapers and television." The Television Bureau of Advertising calls him frequently to ask if he has any TV success stories "that will help them sell other agencies, other advertisers, on using television." But there are never any such calls from radio stations, reps or promotion organizations, he said.

GE to again sponsor stereo dramas on QXR

The *General Electric Stereo Drama* series will be carried again this season by QXR Network affiliates it was announced last week. First in the series will be "The Pleasure of His Company," (Oct. 31, 9-10 p.m.) to be aired by 44 FM stations, all stereocasting the play.

For the purposes of stereo drama series, and possibly other stereo presentations, QXR has developed an all-stereo lineup of 44 stations, some of them in markets where their regular affiliates are not stereo-equipped.

Last season GE's radio and television division sponsored four stereo dramas over QXR. The number to be carried this year is undetermined.

Estimated cost to GE for the hour-length presentation on the 44 station lineup is $6,500, about $3,000 of this amount in time costs.

Hearing for FTC nominees

A Senate Commerce Committee hearing on two men nominated by President Kennedy to be members of the Federal Trade Commission will be held Nov. 5, Senator Warren G. Magnuson (D-Wash.), chairman, announced last week. The nominees are Commissioner Philip Elman, for reappointment, and John R. Reilly, head of the Executive Office for U. S. Attorneys in the Department of Justice.



Washington knows about these men

They're stars of television programs watched by most of Washington. Want your commercials scheduled in these shows and others like them? All you have to do is use our major coverage plan—and over a four week period your spots will be seen in 8 out of 10 TV homes in the Washington area.*

WTTG 5

Metropolitan Broadcasting Television
A division of Metromedia, Inc.
Represented Nationally by Metro TV Sales

*NSI, JANUARY 1963 (SPECIAL ANALYSIS)

ROBERT STACK, THE UNTOUCHABLES; EDMOND O'BRIEN, SAM BENEDICT; LESLIE NIELSEN, THE NEW BREED; PETER LAWFORD, THE THIN MAN.

Three steps to improve advertising

TATHAM OUTLINES 4A PLANS TO INCREASE PUBLIC'S UNDERSTANDING

Three new significant efforts looking toward improvements in advertising practice and public understanding of advertising were highlighted in Chicago Thursday before the 26th annual meeting of the Central Region of the American Association of Advertising Agencies by the 4A board chairman, Arthur E. Tatham, who also is chairman of the board of Tatham-Laird Inc.

Mr. Tatham reported that:

▪ The 4A committee on improving advertising has recommended and the 4A board has approved elaboration and extension of a pilot study to a national sample to probe more deeply into public awareness and attitudes about advertising. The pilot study report was given last spring during the 4A's Greenbrier meeting.

"Arrangements have been made to have the study supervised by an ad hoc committee mostly from Harvard University," Mr. Tatham said. "It is our hope that at the Greenbrier next April much new and valuable fundamental information related to the improvement of advertising will be available."

▪ The 4A officials "have become convinced that a sound descriptive study of the many economic and social effects of advertising is essential to a clear understanding on the part both of the advocates and the critics." Hence they now are "exploring various authorities to produce a sound economic study of the subject."

▪ A proposal is under consideration among members of the 4As as well as the Advertising Federation of America and the Association of National Advertisers "for a joint organization sponsored by our three associations, plus the Better Business Bureau, to establish a mechanism for ferreting out and acting upon bad advertising which would reach all the way from the broadest extensions of national advertising down to purely local advertising."

Mr. Tatham said it appears that two keys may unlock most of the doors to advertising's side of its public relations problem. The first key is that "we need to know what elements in advertising itself and what advertising practices are at the root of the critical attitudes," he said.

"We must define these in the public's terms," Mr. Tatham explained, "and it is necessary to approach this subject objectively, enabling and encouraging people to tell us what advertising elements and advertising practice they consider bad taste, annoying, etc." This would be accomplished in the expansion of the pilot study by the Harvard ad hoc group, he indicated.

With this information in hand, Mr. Tatham continued, advertisers, agencies, broadcasters and publishers would have the knowledge with which to correct or avoid troublesome practices. He doubted that they would "deliberately continue offensive practices once they have been defined in the terms of the audience we are all trying to reach."

Mr. Tatham recalled that the pilot study last spring found that the views about advertising of the intellectuals or thought leaders differed very little from the views of the general public. It also found there was relatively little advertising which aroused any definite criticism.

Critics And Attacks ▪ The second key, Mr. Tatham said, "relates to the problems of the criticisms and attacks upon advertising made by some people in government, some intellectuals outside of government and to the doubtful attitude toward advertising which is expressed by some business leaders."



Agencyman Tatham
Announces 4A's plans

He said a government official recently wrote him on this subject, suspecting that "much of the criticism of advertising from a social and economic point of view arises from a lack of understanding of the role that advertising plays in our society and our economy."

The federal official added, Mr. Tatham continued, that "the advertising industry has not done very much to clarify this subject, which leads us to wonder if you understand it very well yourselves."

Mr. Tatham admitted some merit to the charge, noting most advertising people can easily explain the part advertising plays in creating sales, but simple definition of the broad economic and social role comes harder. Hence the economic study project, he said.

Concerning the third proposal, that looking toward the three advertising association-sponsored organizations which would ferret out bad advertising, Mr. Tatham offered little additional information. He said that the 4A committee on improving advertising, however, "is giving sympathetic study to the subject and is prepared to make a recommendation" as to 4A participation "when the specifics of the proposal are completed."

Mr. Tatham said that according to all of the available information, "the number of dishonest or offensive advertisements is a minute portion of the total. Our desire to attack this problem is based not on its prevalence but on the simple principle that any bad advertising is too much."

Define The Problem ▪ The real problem in matters of bad taste is that of definition, Mr. Tatham said. He felt there is a tendency toward confusion, an assumption "that bad taste is the opposite of good taste as defined in the aesthetic sense, whereas actually the problem with which we are here concerned is bad taste in the sense of offensive behavior."

It is for this reason, he explained, that the primary effort should be to "identify and define bad taste in the public's terms."

Mr. Tatham said it is similarly important "to separate annoyance and irritation which is caused by advertising, as such, from the annoyance and irritation which is caused by advertising practices."

His illustration: it is necessary to distinguish between the irritation which may be caused by a particular commercial and the irritation which is caused by the frequent interruption of a TV show for commercials.

"Painful corns, skin blemished with acne, and hemorrhoid treatments do not make pleasant reading or viewing for people who are not the victims of such problems," Mr. Tatham pointed out.

Advertising is the "great communicator of product information in our country," Mr. Tatham asserted, "and it must be recognized that the unfortunate minority has as much right to be informed

TIME LIFE BROADCAST

BUILDER

Ahmed, star of پاکستانTV, the best station in town.

The town was Karachi, Pakistan. The station, built by Time-Life Broadcast and Philips of Eindhoven, was the only one in the country. And the star was Ahmed the *mullah*–teacher, poet, Pakistani. He used to talk to crowds in the marketplace. Then we put پاکستانTV on the Karachi air (in just 46 days) for the Pakistan International Trade Fair, and Ahmed's listeners jumped to thousands. The station broadcast for months after the Fair closed, proving that commercial television can inform, instruct and entertain a new-to-TV country. ■

Our International Division also has substantial interests in Latin America, travels 500,000 miles a year servicing them and finding new opportunities in the wave of the future: world television broadcasting.



We believe that the experience of operating television stations in the United States can be translated beneficially overseas. As a division of Time Incorporated, Time-Life Broadcast is committed to the policy of bringing news and information to our audiences, wherever they may be.

CALIFORNIA–KOGO-TV-AM-FM San Diego **COLORADO**–KLZ-TV-AM-FM Denver **INDIANA**–WFBM-TV-AM-FM Indianapolis **MICHIGAN**–WOOD-TV-AM-FM Grand Rapids **MINNESOTA**–WTCN-TV-AM Minneapolis/St. Paul

as the more fortunate majority."

Mr. Tatham offered this fundamental view concerning whatever public relations problems advertising might have: "We must first conduct our affairs in a fashion that deserves public approval, then we must make sure the public understands what we are doing."

Fees Vs. Commissions ▪ An alleged deterioration in the relationship between agency and media people was underscored at the Chicago meeting by William A. Marsteller, chairman of the Marsteller Agency, New York, and of the AAAA board's Committee on Media Policy.

It is in the media-agency relationship that "the answer to the question of whether fees can replace agency commissions is to be found," Mr. Marsteller said.

Mr. Marsteller laid blame for the apparent lack of agency-media understanding principally on agency men who, he said, do not recognize that "while we [agencies] are indeed the agency of the client, we are performing specifice services for media for which we are compensated by them."

A number of studies, he said, have pointed up media complaints about inability to reach decision-making agency people, inadequately trained buyers and "most of all, about simple rudeness and bad manners among agency people."

"There must be an element of truth in the complaints," he said, "because they are alarmingly universal."

In defense of the commission system of agency compensation, he said that a fee-only policy could result in a loss of "one of the strongest ingredients in the building of successful advertising and that is the deep involvement of the media in which it will ultimately appear." Both systems, he said, have their place in agency compensation.



William A. Marsteller
Fees vs. commissions

Mr. Marsteller asserted that "there is no such thing as standardized agency compensation," and added: "For instance, just about 50% of our gross income comes from fees, while for some agencies it will be perhaps 80 or 85% commissions and 10 to 15% fees. This is because, first of all, agencies differ in the kind of business they attract and the kind of services they provide. For instance, we are deeply involved in public relations and direct mail and collateral and similar non-commissionable activities; other agencies may choose to specialize in media advertising. Then, too, there is a difference in kind of accounts."

Substitute ▪ He pointed out that although there has been talk about fee compensation for years, the 4A's figures show no appreciable gain in the use of fees as a substitute for commissions as a basic foundation of agency compensation.

Mr. Marsteller stressed that agencies do perform a service for the media. He noted that the fee a client pays an agency does not alter the fact that media pays a commission for "doing something for them they would otherwise have to do themselves and pay for in other ways." Without the agencies, Mr. Marsteller indicated, the media would otherwise have to do it themselves and "pay for in other ways." Without the agencies, Mr. Marsteller indicated, the media would have to add a creative service department and increase their production, traffic and billing staffs.

"In fact, we say to our young people, if media commissions were eliminated entirely, it is highly unlikely that media costs would be reduced at all," Mr. Marsteller observed.

He called on advertsing agencies to "reassess" their attitude toward media and urged them to impress upon their staffers to learn "how we get paid and why," and to be sure "their acts are not weakening the very relationship on which at least a part of our compensation is based."

Radio marathon boosts auto sales

To sell cars "you have to have something new all the time."

That's the opinion of Hudy Green, owner of Green Lincoln-Mercury, Mobile, Ala., who is highly pleased with the results of a 51-day marathon sale run from July 22-Sept. 10.

Mr. Green used WABB Mobile on a 24-hour basis during the marathon and used spot schedules on WALA, WKRG, WTUF Mobile in "the finest promotion we've ever had."

The car marathon originally was scheduled for 14 days, but "outstanding" response was responsible for the 37-day extension. During the first two weeks WABB disc jockeys vied for prizes in a contest to see who could stay awake longest in a one-room abode which stood on a tower in the middle of the car lot.

Following the announcers' airborne tour of duty, six salesmen from Mr. Green's force went for prizes of their own in the tower house. All the salesmen topped the disc jockey record of 86 hours, 38 minutes and 57 seconds, set by Jack Mack. The winning salesman stayed awake and aloft 110 hours, 42 minutes and 11 seconds.

For Mr. Green, who said the marathon had produced "profit and volume," this was the forerunner of more promotions. "Another marathon with a new angle" is planned for the near future.

Mr. Green said "I used to advertise a lot and then cut back, but after this I won't cut back again."

NBC Radio has big 3d quarter sales

NBC Radio last week reported a third quarter sales volume of $5,787,000, highest for the period since 1960.

Of 27 business orders received in the three-months stretch, the network said 23 represented new business and the remaining four were renewals.

Commenting on the future business outlook, William K. McDaniel, executive vice president in charge of NBC Radio, noted that the network has already signed 24% more first quarter business for 1964 than had been contracted for that quarter at this point last year.

Bon Ami switches agencies

The Bon Ami Co., New York, a subsidiary of Lestoil Products Inc., last week named Fuller & Smith & Ross to handle advertising for its Bon Ami cleanser, Dust 'n Wax furniture polish, Jet Spray window cleaner and its line of dust cloths and mop covers effective Jan. 1, 1964. The account is now handled by Dunnan & Jeffrey, New York, and Werman & Schorr, Philadelphia.

A company spokesman said the account is expected to bill more than $1 million. Media plans are in the process of being formulated and both spot radio and television are being considered. Lestoil acquired control of Bon Ami last August.



Us Hayseeds Get Around!

Maybe you'll never believe it until you see it—but though some of our pastimes may seem rather rural, *the Red River Valley is one of the highest-living, richest-spending areas in the U.S.A.**

Since almost the very beginning of radio and/or television, WDAY and WDAY-TV have been the favorite, leadership stations in the Red River Valley. Ask PGW to show you the list of schedules we are carrying from top-notch national advertisers — and the reasons why.

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

and

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

*Fargo-Moorhead is always among the very top leaders in Standard Rate & Data's ranking of Metro Area Retail-Sales-Per-Household. Why? Well, as the Encyclopaedia Britannica says (see "Red River Valley") — this is one of the most fertile agricultural areas in the United States. Look up *both* these references, and see for yourself!

There is nothing simple about radio

MANUEL SAYS MEDIUM'S COMPLEXITIES ARE JUST AGENCY HEADACHES

"Radio gives us more trouble than any other medium," Kenneth G. Manuel, president of D. P. Brother & Co., Detroit, told the Radio Advertising Bureau meeting there Tuesday (Oct. 15).

Mr. Manuel praised radio too, but he frankly pointed out to the RAB members some of the medium's growing problems for his agency. Brother's use of radio has increased steadily over the past decade and now accounts for more than 10% of its total billing.

"Radio is a highly prized communication medium but at the same time it is the most difficult and complex of all media buys," Mr. Manuel said, "and, from the agency standpoint, one of the most expensive. Our experience has been that the particular problems radio has posed for our clients and us have become steadily worse."

Overlap Galore ▪ Taking the initial problem of station selection today, Mr. Manuel noted that there has been "a great proliferation of stations since radio hit its low point in 1955—an increase of 1,500 in the last eight years." Today's total station population of nearly 5,000 also is compounded by duplication, "stations serving identical or almost identical markets with identical or overlapping audiences," he said.

"By comparison, the selection of newspapers is child's play," the agency president said. Los Angeles has two newspapers but 30 AM and FM stations, he explained, while Atlanta has one paper and 15 stations and Detroit has two papers and eight AM and 13 FM stations.

D. P. Brother's media department gets a "torrent" of data from some 3,800 AM stations throughout the country, Mr. Manuel said, "purporting to present these stations to our buyers in their true and honest dimensions. I must say we've found a large share of this information undependable."

Everyone's Right ▪ He explained that in many cases "even a casual study of the data on stations serving the same markets reveals that they are claiming in all seriousness the very same listening audience at the same time."

In spite of the torrent, Mr. Manuel continued, the agency finds that the usable information supplied "is pretty sparse." He said the bulk of it, "data on markets, on income levels and special characteristics," comes from the top 40 or 50 markets and "we are hard pressed to get adequate information on the rest of the great radio audience."

D. P. Brother also is "too often" disappointed after listening to station representatives by the scores, Mr. Manuel said, "hoping for the information, the documentation that'll enable us to make the best selections and the best buys." Too often the representative stops by only "for a bit of small talk."

The representative too often "has

Fondren: the vise on advertising gets tighter

If not halted, the trend toward governmental restrictions on advertising could lead toward federal control of all communications media, Lee Fondren, manager of KLZ Denver and vice president of the Advertising Federation of America, warned last week.

Speaking at the fall conference of the National Association of Broadcasters in Hartford, Conn., Mr. Fondren told what it would be like to live in an economy which banned advertising. In Mr. Fondren's look at "Advertising: 1980," all broadcasting stations had been taken over by the government—"in the public interest, naturally."

He told his audience not to bet that this couldn't happen in America. "In fact, I maintain that not only can it happen but that it is happening and right now," he said. "Today the field of advertising and marketing is the whipping boy in both state and national legislatures, even in city councils. Hardly a day passes when we don't hear or read of a new proposal to 'put us in our place' and *protect* the public from advertising."

Mr. Fondren cited restrictive advertising measures against billboards, broadcasting and certain businesses and professions. "I see a threat to all of us as citizens of a democracy where we have the right to expect freedom of speech whether it's on the platform or through an ad to sell a product or an idea," he said .

Restrictive measures usually are started by a legislator who concentrates his fire on a single part of an overall business, the AFA vice president said. "That way, he seems to be trying to correct a particular wrong against the public [and] only those in that one phase of advertising pay any serious attention to what's happening. It doesn't excite the rest of us because it isn't directed at *our* paycheck."

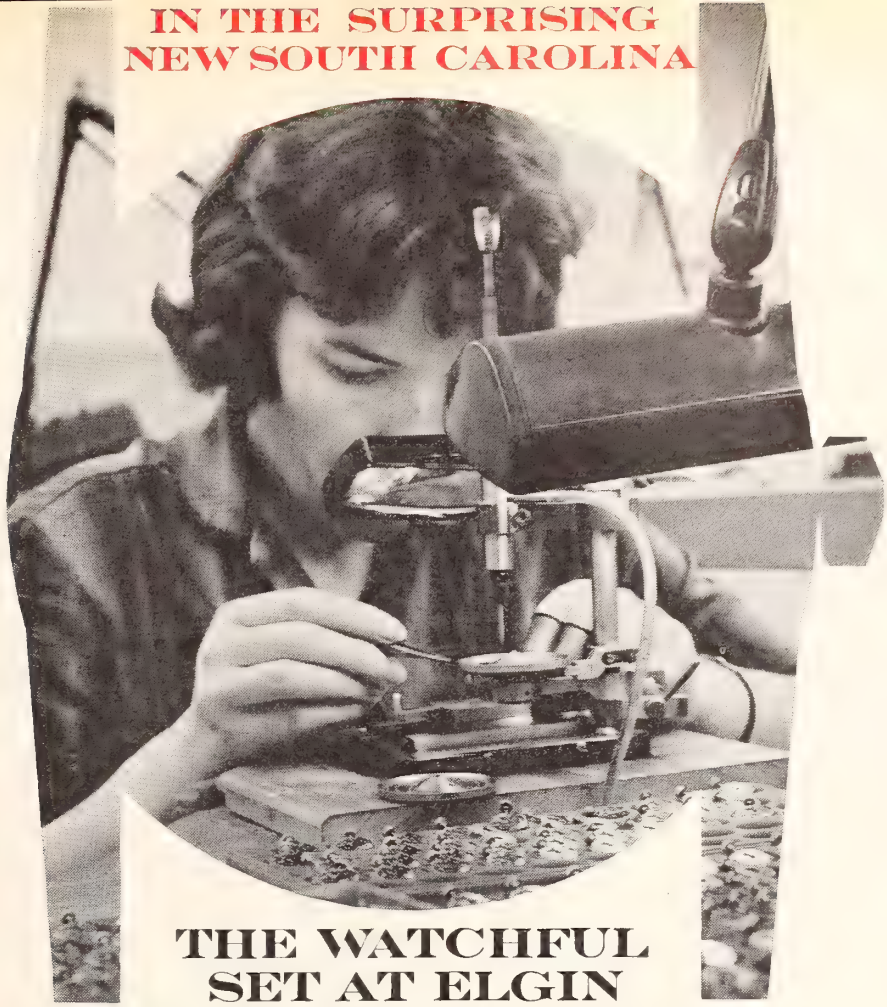


AFA's Fondren
The takeover is already happening

All communications media must realize that what hamstrings one part of the industry will eventually hurt all segments of merchandising and selling and, in the long run, the economy of the country, he said. "We should never tolerate unwarranted attacks on any part of this vital industry," he said. "Keeping quiet and failing to defend our fellow businessman's case is just about as bad as openly agreeing with the criticism."

Communicators must stop taking delight in and publicizing out of proportion the problems of their competitors," Mr. Fondren said. Also, he said, elected representatives in government at all levels must be made to know and understand the importance of keeping broadcasting free of absolute regulation. "If we give them the facts about our business, we can depend upon them to cast knowledgeable votes when legislation affecting us comes up."

IN THE SURPRISING
NEW SOUTH CAROLINA



THE WATCHFUL SET AT ELGIN

What did South Carolina do to attract Elgin? More than merely change the name of a town to Elgin. Among other things, it trained South Carolinians as technicians, without cost to Elgin, in State-operated technical schools designed to produce employees for *any* new industry's requirements—an idea attractive to many. For examples: General Electric, Argus Camera, Allied Chemical, Du Pont, Smith-Corona Marchant, Utica Drop Forge, Horsman Doll, and others. The surprising new South Carolina is soaring as an industrial economy—far outstripping the nation as a whole, nearly doubling the personal incomes of South Carolinians in the 1950's.

What does this have to do with WIS-Television? This station—which reaches the majority of South Carolina counties without peripheral buys, knows South Carolinians' preferences best, after 31 years of broadcasting from the hub-like capital city—now serves a *surprising new kind* of South Carolina—alert, aware, selective of the best in information and entertainment, and *able to buy*. It reaches the watchful set, of course, as it reaches other South Carolinians who watch the best.

WIS
TELEVISION

Charles A. Batson, Managing Director

a station of **The Broadcasting Company of the South** BCS **G. Richard Shafto, Executive Vice President**

WIS Television: Channel 10, Columbia, S.C. ■ WIS radio: 560, Columbia, S.C. ■ WSFA-TV: Channel 12, Montgomery, Ala.

All represented by Peters, Griffin, Woodward, Inc.

Reaction to cigarette plea depresses senator

Senator Maurine B. Neuberger (D-Ore.), Congress's leading advocate of federal controls as a remedy for the burning smoking-health controversy, has few words for broadcasting in her new book, *Smoke Screen, Tobacco and the Public Welfare.*

But her remarks are pointed and reflect her disappointment that broadcasters generally have failed to follow the lead of Governor LeRoy Collins, president of the National Association of Broadcasters, who has urged modifications of the NAB's voluntary commercial code to eliminate glamorization of smoking for young people (BROADCASTING, Nov. 26, 1962, et seq.).


Sen. Neuberger

"The reaction from the industry was immediate, anguished and depressing," Senator Neuberger said.

Senator Neuberger's book gives the smoking and health problem a 133-page treatment and concludes with a set of remedial proposals: education, labeling, research and control of advertising. Ad control would be pretty much up to the Federal Trade Commission, the senator noted, but she has found a role for the FCC as well:

Public Interest ▪ "Should the FTC fail to act or should FTC action be nullified by the courts, I think it would then be worthwhile to pursue the argument that a radio or television station which continues to carry today's cigarette advertising in the face of a clearly expressed governmental position that cigarette smoking is hazardous thereby fails to live up to the Federal Communications Act requirement that a station serve the 'public interest.' The FCC may then be able to step in where the FTC had unsuccessfully trod."

The senator does not say what controls might be exerted over print advertising if the FTC "trods unsuccessfully."

The author recalls some of her disappointment with her urgings of the FTC last year. "Despite the FTC's devotion to squeezing health claims, both overt and implied out of cigarette ads . . . the commission's reluctance to utilize its full authority to police cigarette advertising has been less than exemplary." Senator Neuberger glumly noted that the FTC insisted that the "last doubt" had not yet been removed from evidence that health effects are related to smoking. To avoid protracted court action, the FTC told her, it preferred to wait "until there is available the required evidence."

Report 'Evidence' ▪ That "evidence" would be the long-awaited report of the surgeon general, who has had a task force at work on the problem since October 1962. Senator Neuberger had first planned to time her book for the release of the report, but delays have prompted her to get it into publication now (officially, Nov. 8).

Senator Neuberger recalls that when NBC was moved to remark that it "does not share Governor Collins's views" [on cigarette commercials], she wrote Robert Kintner, NBC president, and informed him that "few industries have had the good fortune to attract a leader with the foresight and courage of LeRoy Collins. But surely no industry has responded so lamely to such leadership as the broadcasting industry."

Mr. Kintner's reply to a question about "child-directed" commercials on NBC was "unsatisfactory," the senator wrote. Cigarette commercials "neither appear in programs designed specifically for children, nor in our judgment do they make special appeals to children;" if they did, Mr. Kintner said, NBC would reject them.

Perceptive Review ▪ In a discussion of "significant contributions to the public dialogue about smoking," Senator Neuberger noted that a *CBS Reports* program, "A Study of Teen-Age Smoking," in September 1962, was "a remarkably perceptive and objective review of the smoking controversy . . . to the accompaniment of anguished howls from the Tobacco Institute (understandably outraged at this blow from television, its erstwhile constant ally)."

Senator Neuberger also came to the defense of Governor Collins. She said, "The Tobacco Institute went into an indignant funk at the effrontery of a *layman* [italics hers] daring to express a view on a scientific matter. Such pious condemnation of Governor Collins contrasts rather dramatically with the inevitable quick-triggered press releases from Tobacco Institute *laymen* contesting the validity of each new scientific paper implicating cigarette smoke in disease."

A broadcasting executive told a Youth Conference on Cigarette Smoking and Lung Cancer in Washington last week that radio and TV must curtail cigarette advertising for the benefit of teen-agers. Arthur W. Arundel, president of WAVA-AM-FM Arlington, Va., said that he does not accept cigarette advertising for one reason—to protect teen-agers who are not capable of realizing the risks involved in smoking.

"We are not pious or self-righteous," he said. Broadcasters are not worthy of the power they possess if they cannot put "a principle before a buck," he concluded.

nothing better to offer than his rating book and a questionable interpretation of the data," Mr. Manuel charged. "Too often he makes claims that are an affront to any self-respecting buyer."

Mr. Manuel recalled one occasion when the representative claimed his station attracted most of the professional people in the community by virtue of high level programing. "It so happened that we had made an air check," he said, and the station in question "'specialized in a rapid cycle of rock 'n' roll and bizarre sound effects."

Dirty Pool ▪ Mr. Manuel also disliked the tendency of some representatives to "knock" the competition. He said in some cases this sniping has been done "with astonishing vigor" and "we've even had them come in with air checks calculated to damn their rivals."

The agency's media staff frequently must spend extensive time and effort doing its own research on radio, Mr. Manuel said, feeling that such a "considerable expense" on the part of an agency "is an unwarranted and misplaced burden." He congratulated RAB's decision to invest in "the development of realistic and trustworthy audience research techniques."

Even after the agency has made station selections for a campaign and wants to place the orders, Mr. Manuel continued, "we sink deep into what is possibly the worst morass in all media —radio paperwork." He felt it is well established "that spot radio is the most expensive of all media for an agency to handle because of the enormous volume of paper that must be processed."

Mr. Manuel said that for a while "it looked like Broadcast Clearing House, with its standardized order-billing sys-

If you lived in San Francisco...



...you'd be sold on KRON-TV

tem, would provide the breakthrough, but the necessary support has not materialized." United action, he suggested, could possibly increase national advertising budgets for radio.

Mumbo Jumbo ▪ Aware that national radio dollars have shrunk while station income from local advertisers has grown, Mr. Manuel felt that this growth in local business may be partially responsible for other problems relating to rates, character of programing and schedule certification. Station rate cards cry out for simplification, he said, and "there are rate cards which even our sharpest-witted timebuyers have been unable to decipher."

Complexity isn't the only fault, he noted, citing other factors such as great disparity between national and local rates. "There are often inequities and discrepancies with rubber rate cards, ad-libbed prices and the practice of 'get what you can when you can,' " he said.

Mr. Manuel noted that the ideal environment for a commercial is one of "isolation, in which it is insulated from the distraction and dilution of other commercials by music or talk or news or whatever." But such a day is long gone, he said, with double and even triple spotting "on the raise."

Lack Of Taste ▪ To add insult to injury, he continued, there have been cases in which all good taste has gone out the window even in multiple spotting, "where our commercial dealing with a $5,000 product has run cheek to jowl with another touting a proprietary medicine for sluggish bile or 49 cent-a-pound turkey at the local supermarket."

"The number and frequency of radio commercials is not the only cause of negative audio reaction" on listeners today, Mr. Manuel said, pointing out that quality is just as important a factor as quantity.

"It must be admitted," he concluded, that much of the advertising on radio today is ineffective in its concept and structure." To be effective today, he said, the radio sales message must be able to cut through "a commercial noise barrier." Here is where the agency's creative skills must come into play, he said.

FCC Commissioner Robert E. Lee also addressed the assemblage of radio station owners and managers, revealing that the overwhelming majority of letters that the commission gets complaining about commercials concern TV, not radio.

He said that he had recently studied 500 protesting letters and had found that radio was the object of only a few of the attacks. And most of the complaints about TV commercials were directed at the frequency of interruption of the ads, not their taste.

Mr. Lee, who originally proposed the adoption by the FCC of the commercial time standards of the National Association of Broadcasters, said his vote on the measure is still not committed. He added that the issue will not be decided for some time.

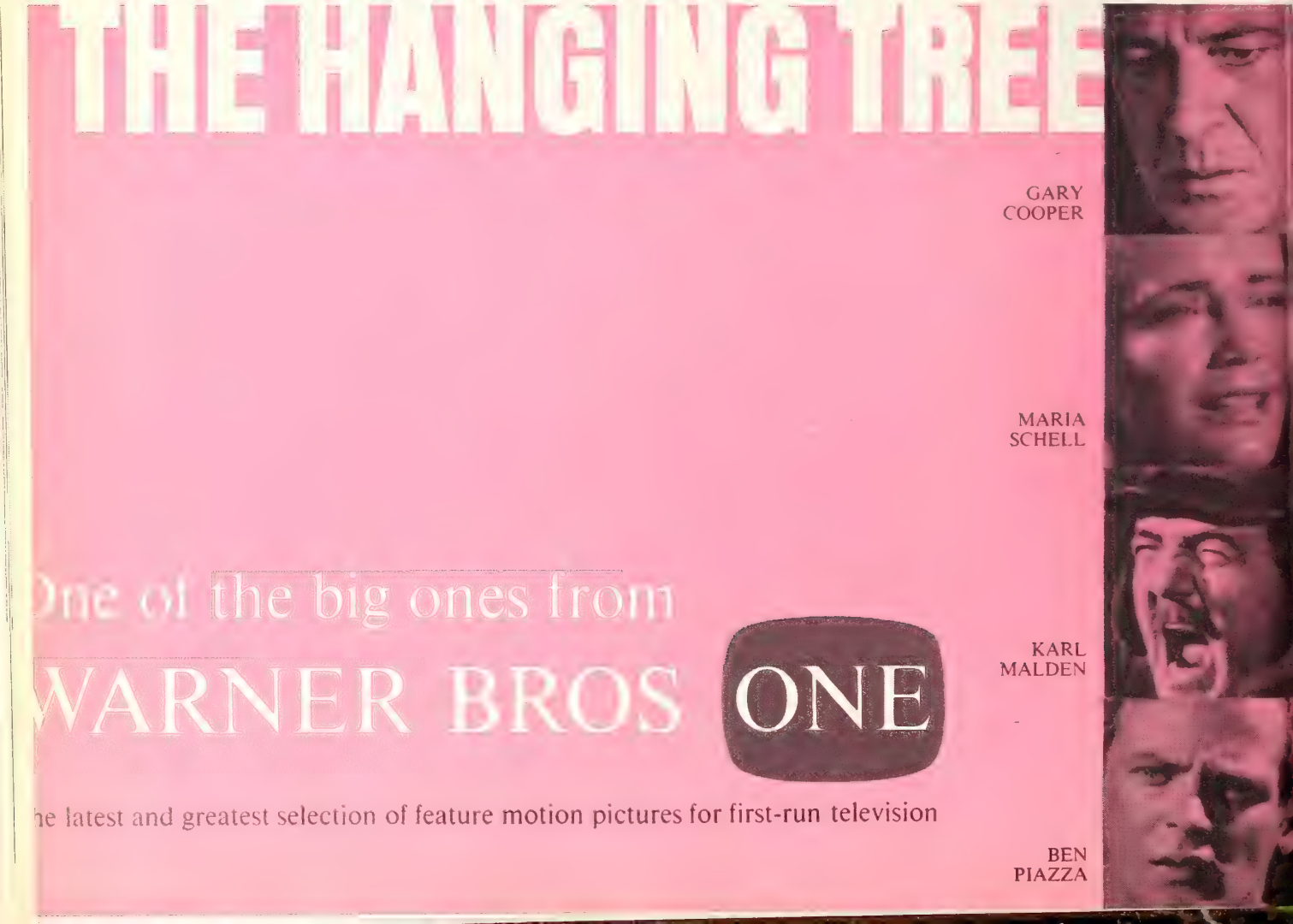
"Maybe," Mr. Lee said, noting that only 30% of radio stations subscribe to the NAB limitations, "there shouldn't be a code at all. If they can't live with the code, perhaps it's no good and the matter of commercial limits is best left to each individual station manager."

ROGERS HEARING SET

Both sides to speak on bill intended to block FCC's plan

Broadcaster and congressional efforts to prevent the FCC from regulating commercial time will focus in Washington early next month (Nov. 6-8) when the House Communications Subcommittee opens a hearing on legislation to block the FCC proposal.

Representative Walter Rogers (D-Tex.), chairman and author of HR 8316, which would limit the agency's power, said in an interview Thursday



(Oct. 17) that it would be up to the FCC to "make a case before the Congress that the [commercial] situation is so bad" that regulatory remedies are needed. "They've got a pretty big job cut out for them," Representative Rogers said.

The National Association of Broadcasters, which with Representatives Rogers and Oren Harris (D-Ark.) has been leading the attack on the FCC proposal, is expected to follow the agency to the subcommittee witness chair after the hearing opens Nov. 6. Network spokesmen and other broadcasters, many of whom have filed comments in opposition to the FCC, also would be given an opportunity to testify.

In a speech he is scheduled to deliver before the Texas Association of Broadcasters convention in Dallas today (Monday), Representative Rogers is expected to discuss the commercial time proposal, broadcast editorializing and proposed license application fees. He has been conducting a hearing on editorializing in a search for guidelines for broadcasters, and also is the author of legislation that would prevent the FCC from putting its license fee schedule into effect Jan. 1, 1964.

Regain Powers ▪ Last week the congressman said the major issue Congress faces with the FCC is a matter of "getting the legislative powers back to the Congress. . . . Are there three branches of government, or a fourth not answerable to the people that has rulemaking power to write substantive law?" he asked.



Representative Rogers
Outline hearing plans

On editorializing, Representative Rogers said that he wants to "close up" the hearing with another day session to hear "whatever the commission has to offer and whoever else may want to testify." He especially wants to get to another problem raised recently by the FCC, he said. It appeared the commission held that stations would be required to provide free time for the airing of views opposing those espoused on broadcasts which may or may not have been commercial, he said.

"That's another situation that is not justified," Representative Rogers continued. "I don't believe radio and television stations were intended to be eleemosynary institutions."

The congressman also criticized the FCC for its plan to charge stations fees for license applications. "This is a matter on which there has been no public hearings before the Congress. . . . This is a matter of substantive law, not procedure."

Business briefly . . .

The Remington Rand Division of Sperry Rand Corporation in New York has purchased additional sponsorship of the *Jerry Lewis Show*, which is seen Saturday nights on ABC-TV. The new sponsorship will be devoted to the firm's portable typewriter division. Other Remington Rand advertising on the



Jerry Lewis Show is aimed at electric shavers. Remington agency: Sullivan, Stauffer, Colwell & Bayles, New York.

Lipton Tea through Sullivan, Stauffer, Colwell and Bayles will sponsor half-hour of CBS-TV *Ed Sullivan Show* on alternate weeks through 1964-65 season. Lipton will also sponsor three Carol Burnett specials to be carried on CBS-TV next season.

The National Federation of Coffee Growers of Colombia, through Doyle Dane Bernbach, New York, has purchased multiple participations in two Monday-through-Friday NBC-TV programs, *Today* and the *Johnny Carson Show*. The participations, which will span a one-year period starting January, represent the first network TV advertising placed by the Coffee Federation.

The Christian Reformed Church, through the Griswold-Eshleman Co. of Chicago, is sponsoring the Sunday religious program, *Back to God,* which has been renewed for the 17th consecutive year on MBS. Renewal of the program is effective Nov. 17. *Back to God* is produced in Grand Rapids, Mich. and Chicago.

Eastman Chemical Products Inc., Kingsport, Tenn., last week started a six-week TV campaign featuring one-minute and 20-second spots in 35 major markets. Eastman, a subsidiary of Eastman Kodak Co., said the saturation campaign is expected to reach more than 90% of all TV homes in each of the markets involved. The drive is aimed at extending public identity for Eastman's Kodel polyester fiber. Eastman agency: Dougherty, Clifford, Steers and Shenfield, New York.

The Bristol-Myers Co. has purchased full sponsorship of a one-hour NBC-TV special broadcast Oct. 27 of the 12th annual "April in Paris Ball," which marks the opening of New York society's 1963-64 season. The event will be held Oct. 25 and taped for network broadcast two nights later. The "April in Paris Ball" special, produced by Honor Productions, will pre-empt the *Du Pont Show of the Week*. The ball itself will be sponsored by the American-French Foundation Charities. Bristol-Myers agency: Foote, Cone & Belding Inc., New York.

$6 million buy on CBS-TV

Westinghouse Electric Corp. has made purchases for 1964 on CBS-TV which represent some $6 million in estimated billing. Included are a 52-week sponsorship of *CBS Evening News with Walter Cronkite, CBS Midday News with Robert Trout* and *CBS Saturday News with Robert Trout;* minute participations in *Chronicle,* in CBS's "morning minute plan" and several in nighttime dramatic shows on the network. McCann-Erickson, New York, is Westinghouse's agency.

Next for researchers: personality traits

Media planners of the future will be looking for ways to segment audiences by personality traits, not just by the socio-economic demographic breakdowns which they are demanding today.

This view was presented by Radio Advertising Bureau's director of advanced projects Dr. Alfred Watson speaking at a closed meeting of the second advanced management advertising course of the Association of National Advertisers in Highland Park, Ill., last week.

Also addressing a closed ANA session was Dr. Thomas E. Coffin, director of research for NBC, who spoke on computerization of media selection.

Dr. Watson said that students of

TALL STORY



ANTHONY PERKINS

JANE FONDA

RAY WALSTON

MARC CONNELLY

One of the big ones from WARNER BROS. ONE

The latest and greatest selection of feature motion pictures for first-run television

market segmentation are "turning to classes of people called the innovators, the highly mobiles, the venturesome types and other typological classifications based on personality traits . . ."

He added that future media research would have to be aimed at discovering ways of reaching these segments selectively.

Dr. Watson is director of the RAB methodology study which is currently examining techniques for measuring "the total radio audience."

In another talk last week before the Eastern Regional Industrial Marketing Conference of the American Marketing Association, Dr. Watson told market research people to focus their attention on the ultimate business aim of the corporations for which they work—maximizing profits.

He explained that every sale of a particular corporation's product is not yielding the same profit, "since some consumers are more expensive to sell than others." He advised market research people to think, not "in terms of the average cost of acquiring a customer, but rather in terms of incremental costs. . . ."

The researcher, he suggested, should be determining that point where the revenue of a sale is equal to "the additional cost of 'manufacturing' that sale."

Two false ad cases resolved

One charge of false advertising was dismissed by the Federal Trade Commission last week and a second was closed with the signing of a consent order.

The FTC dismissed a complaint against Drug Research Corp. and its advertising agency, Kastor, Farrell, Chesley & Clifford Inc., both New York, charging that false claims had been made for Regimen Tablets, a weight reducing preparation. The complaint had been pending since 1958 and the FTC said the "longevity of the case" was one of the factors in its dismissal. In closing the book with Drug Research, the FTC said its action was not intended to affect the jurisdiction of any other body over Regimen Tablets.

National Home Food Service Co., Wilkes-Barre, Pa., has consented to an FTC order prohibiting it from using false claims, "bait advertising and other misrepresentations to sell freezers, food and freezer food plans," the commission said. The FTC complaint alleges that, contrary to advertising in TV, radio and other media, purchasers of National's freezer food plan do not receive the same amount of food and a freezer for the same amount of money they have been paying for food alone.

National also has outlets in Binghamton and Elmira, both New York, and Scranton, Williamsport, Pottsville, Harrisburg, Hazelton and York, all Pennsylvania. The agreement is for settlement purposes only and does not constitute an admission by National that it is guilty of the charges.

Esso 'World Theater' to be spotted in TV

The Standard Oil Co. (New Jersey) last week announced plans to present the *Esso World Theater,* a series of TV programs from and about eight different countries. Each of the eight full-hour programs, to be produced in the country concerned by Newmark International Inc., will feature stars and directors native to that country. Production has already been scheduled in Greece, England, Nigeria and Japan.

The *Esso World Theater* will have its premiere early next year, and it will be telecast on a spot basis in New York and six other cities in the East. The show will be presented monthly during prime time from January through May and from September through November. Esso's agency for the series is Needham, Louis & Brorby, Chicago.



Tailored spots satisfy FM audience

Advertising revenues sometimes play the apple to programing's Eve, and a "good music" FM station can be confronted with the thorny choice of turning down money or offending the taste of listeners with certain commercials. Faced with these mutually exclusive alternatives, WRFY-FM Reading, Pa., evolved a synthesis that allows the station both its cake and the pleasure of eating it.

Earlier this year, WRFY-FM accepted Pepsi Cola's Debbie Drake jingle for Patio Diet Cola and ran the spot 15 times a day for three weeks. The station, unhappy with the commercial, surveyed its listeners and found a similar disaffection. When the same jingle was offered for a second promotional push, the station asked to produce its own version, tailored for the tastes of its audience.

The local distributor agreed, and WRFY-FM produced two tapes, incorporating the music of the original commercial, but with spoken copy. One of the tapes used a female voice, the other a male. The sponsor approved both, and they were alternated three times a day for 13 weeks. Advertiser, station and—most important—listeners were all pleased.

WRFY-FM took the same pains with a public service announcement, although no money was involved. The spot was by Ethel Merman promoting the Post Office Department's new ZIP Code system, and the station again produced its own version. The Post Office liked the spot so well that it may offer WRFY-FM's version to other FM stations in the East.

Pulse has high hope for radio diary

A one-day diary of potentially "great promise" for in-depth research on radio audiences is being tested by The Pulse Inc., Dr. Sydney Roslow, director of the research organization, announced last week.

He said the diary, to show audience characteristics as well as estimates of audience size, is similar to one developed by the Pulse for TV, which was personally placed and personally collected. The radio diary, he reported, is personally placed but returned by mail.

Dr. Roslow said the rate of return on the TV diary was 75%, "even accounting for refusals." If that rate can be maintained on the radio diary, as Pulse hopes, then "we have a method of great promise for radio audience research in depth," Dr. Roslow said.

He announced the experiment at his firm's 22d anniversary luncheon, which honored John W. Kluge of Metromedia Inc. as Pulse's 1963 "Man of the Year" (see page 65).

Dr. Roslow, recalling Washington investigations of the ratings services, characterized 1963 as "a year in which the most desperate and urgent efforts have been made to prove that ratings are the *only* basis for the purchase of time—that nothing else counts."

He called it "a discredit to the men and women who buy radio and television, who sell radio and television, to accuse them of exclusive and idolatrous devotion to ratings only, to the exclusion of . . . creativity, programing, image, costs, flexibility, availability, etc."

He suggested that buyers and sellers may be "shortchanging" themselves, however, "by not taking advantage of the fuller, deeper meaning and potential of audience research." He said that "a lot of good research capability, not just in our shop but throughout the research business, is going begging because lip service to 'people research' has still not given way to commitment."

Although he had "reservations about what has been accomplished by the past year's preoccupation [with] quantitative standards," he thought there had been "a contribution of value in regard to the overall picture."

He reviewed steps taken by Pulse to tighten its performance standards, including additional validation processes and a 10% increase in the size of its sample clusters.

Broadcasters may speak at next co-op session

The Senate Select Committee on Small Business will continue its examination of cooperative advertising practices. It plans to conduct further public hearings later this fall or early next year.

The committee, which held a hearing session last month (BROADCASTING, Sept. 16), may include broadcasters among witnesses at the next hearing.

The committee has been told so far that Congress should clarify the antitrust laws to allow retailers to engage in joint advertising without running the risk of prosecution. The committee planned to call on the Department of Justice and the Small Business Administration earlier this month, and probably will hear those government witnesses when the hearing resumes.

Radio gets biggest audience since TV

Radio's average daily audience in August was the biggest since the advent of television, Sindlinger & Co. reported last week. The report showed 98,204,000 persons aged 12 or over, or 71.4% of the total continental U. S. population in this age group, tuned in during the average day.

August has been one of the traditionally high months for radio listening in the six-and-a-half years covered by the report. In terms of average daily listeners, each August since 1957 has exceeded the August that preceded it, and in population percentages the same has been true of each August but one—August 1962, when the average listener total was 71.1% as against 71.3% in August 1961.

The 98,204,000 or 71.4% who tuned in during the average day in August 1963 may be compared with 71,572,000 or 58.1% in August 1957, first year of the report. The July 1963 average was 97,071,000 or 70.5%, as against 71,170,000 or 57.9% in July 1957 and 93,998,000 or 69.6% in July a year ago.

Each month this year has exceeded the corresponding month of last year in both numbers and percentages.

"The August figure," according to A. E. Sindlinger, president of the market analysis firm, "represents peak listening to radio since the advent of television and it has been occasioned by the growth of out-of-home listening, particularly noticeable during the summer months."

Rep appointments . . .

- WALA-TV Mobile, Ala.: The Katz Agency, New York, as national sales representative.
- WALA Mobile, Ala.: Stone Representatives, New York, appointed national representative.
- KDOV Medford, Ore., and KCNO Alturas, Calif.: J. A. Lucas Co., San Francisco, named West Coast representative.
- WIVY Jacksonville, Fla. and WNOH Raleigh, N. C.: The Robert L. Williams Co. division of McGavren-Guild Co., New York, as national representative.

Coleman opens 5 new offices

Roger Coleman Inc., FM consultant and national representative firm, has opened new offices in five major cities: 21 West 58th Street, New York; 188 West Randolph Tower, Chicago; 2201 Woodward Heights Boulevard, Detroit; 4500 Excelsior Boulevard, Minneapolis; and 681 Market Street, San Francisco. The firm now represents more than 20 stations in major FM markets.





Now we can put the third jewel in place.

Effective October 1, KREM Radio-and KREM-TV, Spokane, Washington, the third of the Crown stations, have appointed Blair Radio and Blair Television, BTA Division as their exclusive national representatives. Now we can add the selling power of these stations — and the effective buying income of the Spokane area (which is plenty!) — to the power of Blair Radio Group Plan and Blair Television. That's a jewel in any advertiser's crown.

THE BLAIR GROUP PLAN

BLAIR TELEVISION
BTA DIVISION

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

B

HOW TO FIGHT THE BATTLE?

Hartford conference becomes pro and con session on whys and wherefores of NAB's role in federal encroachment plans

The problem of coping with toughening government controls dominated the opening round of the annual fall conferences of the National Association of Broadcasters last week.

In candid give-and-take discussions during the first conference at Hartford, Conn., last Monday and Tuesday (Oct. 14-15) there were disparate views on the NAB's program of countering encroachments by the government. The central figure in all the discussions and a participant in some was LeRoy Collins, NAB president.

Governor Collins both attacked and defended the FCC and its regulatory activities. At his news conference on the opening day and again during the closing session, he took the position that the intensification of FCC surveillance over television programing is a response by the agency to the "will and desire of the public." The commission is not trying to put an end to free enterprise in broadcasting, he said.

Governor Collins said that he knew of no instance where the FCC has taken any punitive action against a licensee because of programing and that the broadcaster must take into account that he has an obligation to present local live programs in prime time. This does not mean, he said, that a rule should be adopted to require broadcasters to devote specified numbers of hours to this category, as the FCC is advocating.

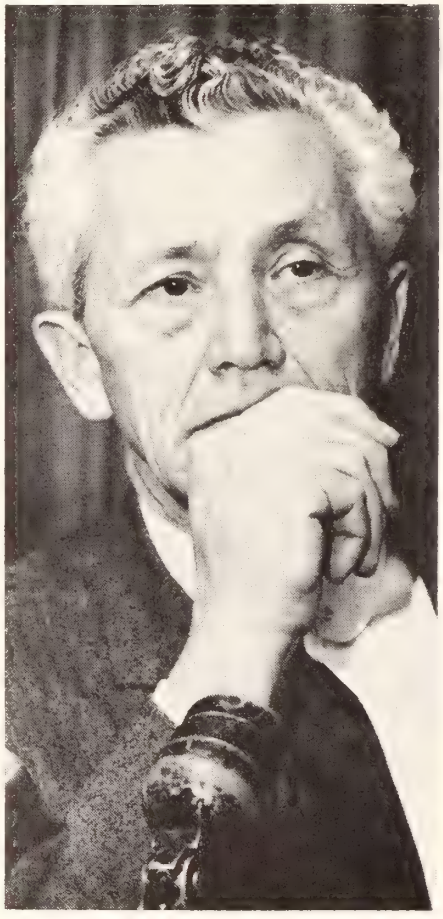
The FCC has prodded broadcasters and has proposed restrictive rules because the agency believes it is replying to demands from the public, the governor noted. "Much that the FCC does should be taken as suggestions and prodding but not as law," he said.

After the Hartford sessions, the NAB convened in Minneapolis Thursday and Friday (Oct. 17-18) for the second conference on the current tour. This week conferences will be held in Pittsburgh (Oct. 21-22) and Miami Beach (Oct. 24-25).

TV Commercials ▪ Governor Collins defended his advocacy of reform in television commercial practices as a necessary step to keep the government from moving into the area. "I get a lot of criticism about advocating reform in public," he said. "The public is broadcasting's greatest ally, and I want the people to understand that they do not have to look to government to regulate and manipulate the industry. The public must look to the industry as the leader."

He denied that his request for improvement in commercial quality and fewer interruptions of programing for advertising will "open a Pandora's box of government and public criticism."

Any guides that would be developed through a study of TV advertising would be voluntary, Governor Collins said, in pointing out that advertisers and agencies are constantly telling television of the need for improvement. "The industry should try to fulfill this need and not wait for the government," he said. "It isn't really a matter of reform of anything."



NAB President LeRoy Collins ponders a question during a news conference last week in Hartford as the NAB began its annual fall meetings.

Two Sides ▪ At the very close of the Hartford conference Tuesday there was a brief floor exchange between a Collins supporter and an anti-Collins broadcaster. The first broadcaster said that he was happy the FCC is proposing so many restrictive measures because it just points up the importance and vitality of radio-TV. "As long as we have leaders like Collins and [Douglas] Anello [NAB general counsel] we don't have to worry," he said.

To which the anti-NABer countered: the same thing was being said about railroads before the government moved in.

Governor Collins followed with the observation that it was healthy to have such an open exchange of opinions. "In sum, we are happy about this meeting and the broad support of the NAB which it has reflected," he said. "I am sure that all of us of the NAB staff will benefit from the free expression and broad exchange of viewpoints which developed."

An informal sampling of opinion of the 224 registrants at Hartford indicated general satisfaction with the conference.

The NAB president told newsmen in Hartford that the association's relationship with the government is good. He said federal officials respect the industry, and congressional and FCC doors always are open to the NAB.

Cigarette Ads ▪ "I have not changed whatever my own feelings. . ." on cigarette advertising directed toward minors, Governor Collins said in answer to a question. He said the NAB board still is awaiting the surgeon general's report on cigarette smoking and health before taking action on his recommendation that tobacco commercials with special appeal for teen-agers be curtailed. Governor Collins said he checked with the surgeon general on the report's progress and was told it has been delayed because of the "strong position of objectivity" of the individual committee members compiling the report and the vast amount of research necessary.

He said the mounting evidence linking smoking and lung cancer is so great that "we should take steps to eliminate from any source appeals to children."

Governor Collins tied in his plea for TV commercial improvements to the industry's opposition to pay TV. It must be considered, he said, that excessive interruptions and poor quality in

advertising on the commercial system may encourage the public to support pay TV. If pay TV were successful, he predicted, its promoters would realize "lush profits" at the expense of the public and commercial broadcasting, which would lose the World Series and other great sporting events now offered free.

Broadcasters must do such a good job that the American people will insist on keeping the present advertiser-supported system, the NAB president said in Hartford, which is the location of channel 18 WHCT(TV), only operating pay TV station in the country.

Self-Improvement ▪ In opening the conference, Governor Collins exhorted broadcasters to renew their efforts toward self-improvement as the best deterrent against government intervention.

"I want to see broadcasters proud of being broadcasters," he said in stressing the need for improved support and strengthening of the television and radio codes. He said he was "tremendously heartened" by the response of newspapers in the radio-TV fight against government imposed time standards (BROADCASTING, Oct. 14).

During the opening panel on government and community relations, the NAB was criticized for (1) not fighting all FCC encroachments in programing but choosing a "weak point"—overcommercialization and (2) for always being on the defensive in government relations. Governor Collins countered that in many instances the NAB takes "great steps of a positive and constructive nature."

Governor Collins, the executive vice president, Vincent Wasilewski, and the vice president for government relations, Paul Comstock, all maintained that the NAB can deal better with the FCC at this stage in the time standards controversy than by turning to Congress. "The FCC must be made to realize that no compelling reason exists for adopting commercial time standards," Mr. Wasilewski said.

A constant theme throughout the sessions was that broadcasters must do a better job in telling their stories to the public and to elected officials from the court house to Congress.

Ratings Cleanup ▪ There are three reasons why the NAB must succeed in its efforts to restore order to the chaos in ratings, Donald H. McGannon, chairman of the NAB's Research Committee, told the delegates in a comprehensive report on rating activities since the congressional hearings. Mr. McGannon, president of Westinghouse Broadcasting Co., said that only success by the industry will keep the government from moving into this area of free enterprise. Also, the industry has an obligation to put its own house in order and an obligation to the public to find better audience measurements, he said. This will enable radio and TV to get more business and will remove any possibility of "hanky-panky," the NAB research chairman said.

He told the NAB delegates that he had met three times with Representative Oren Harris (D-Ark.) since the latter presided over congressional hearings on ratings. In addition, Mr. McGannon said there has been much correspondence between the NAB research committee and the congressional subcommittee.

Active participation by advertisers and agencies still is being sought by the NAB for its planned policing of the ratings firms. To date, they have been identified only as observers but this is a "distinction without a difference," Mr. McGannon said, because the advertiser representatives have participated freely.

However, Mr. McGannon said, the advertising fraternity is being sought as official members of the NAB Rating Council because the government will ask the industry if advertising supports its efforts. He planned to meet last Friday (Oct. 18) with the Association of National Advertisers to renew his appeal to that organization to join.

RAB-NAB Talks ▪ Mr. McGannon said there has been a "major breakthrough" in the NAB's discussions with the Radio Advertising Bureau on a jointly sponsored methodology study. He said RAB has invited NAB to participate in studies to be conducted by steps or stages and that it now will not be necessary for NAB to pledge $75,000 all at once for the study. He predicted the NAB, whose research committee meets in New York today (Monday) on the matter, will contribute to the first phase of the RAB research and delay until later decisions on further participation.

RAB estimates the project will cost $200,000 and has asked NAB to supply $75,000—which RAB would match. NAB has been asked for an immediate contribution of $25,000.

[In New York, Thursday, RAB President Edmund C. Bunker said that "we still expect a $75,000 commitment from NAB with RAB raising the rest of the money. There definitely has been no change recently in RAB's position. . . . The study plan calls for a series of careful pretests so that, in a sense, both organizations will be paying for the work on an 'installment plan' basis."]

Industry-devised criteria and stand-



Carleton Brown (l), WTVL Waterville, Me., and Jack Lee (c), WPRO Providence, R. I., host directors for the NAB conference in Hartford last Monday and Tuesday, check the program with John Meagher, NAB vice president for radio. Messrs. Brown and Lee are on the NAB radio board.

ards for ratings services will be ready at an early date, Mr. McGannon said, and audits of the services will begin early next year. Several companies already have submitted bids to the NAB seeking contracts to perform the actual auditing, he said. All major ratings services have indicated a desire to participate in the NAB program, he said.

Other Research ▪ The NAB research committee is active in several areas other than ratings, the chairman said. He pointed out that these additional projects are underway:

1. A preliminary study on entertainment and its function by Denver University.

2. A study of "children and television" by the U. S. Department of Health, Education and Welfare with the NAB and networks participating.

3. A study by Columbia University of the public's attitude toward TV commercials in a continuation of the findings of Dr. Gary Steiner's book, *The People Look at Television.*

Wide Range ▪ Few subjects of interest to broadcasters were left untouched by panelists and NAB staff executives during formal sessions of the Hartford conference. Drawing a lion's share of attention were government matters such as commercial time standards, editorializing, controversial issues, fairness, political broadcasting and a request for a congressional investigation of the FCC.



Donald McGannon, chairman of the NAB Research Committee, reports to delegates at the Hartford conference on chaos in audience measurements and efforts to restore order.

Highlighting the report on government were film clips of members of the House and Senate Commerce Committees on industry matters. The films were prepared especially for the NAB fall conferences.

"I have been quite preoccupied recently with some of the actions of the FCC," Representative Harris said in the film. "The industry has been somewhat concerned and I think appropriately."

Representative James T. Broyhill (R-N.C.) said the increasing trend toward government control is "undeniable." He said it is time "we began to ask if the phrase 'public interest' is beginning to be a watchword to justify actions and theories by those who wish to decide the public tastes."

It is essential to retain Section 315, the equal-time law for political broadcasting, because of the great power broadcasting holds in the political arena, Representative J. Arthur Younger (R-Calif.) said. "I am one of those individuals who believes sincerely that there is a vast difference between the freedom to editorialize or endorse candidates by a broadcaster as opposed to the freedom enjoyed by an editor of a newspaper or magazine," he said.

Senator John Pastore (D-R.I.) took the position that the whole question of editorials "boils down to competence on the part of the broadcasting industry. Now I think it [editorializing] should be watched very closely."

If guidelines for editorializing are necessary, then Congress should fix them and not the FCC, Representative Walter Rogers (D-Tex.), said. "Now, let me make it perfectly clear in the first instance that I do not think anyone should have the right to set guidelines as to the content of an editorial," he said.

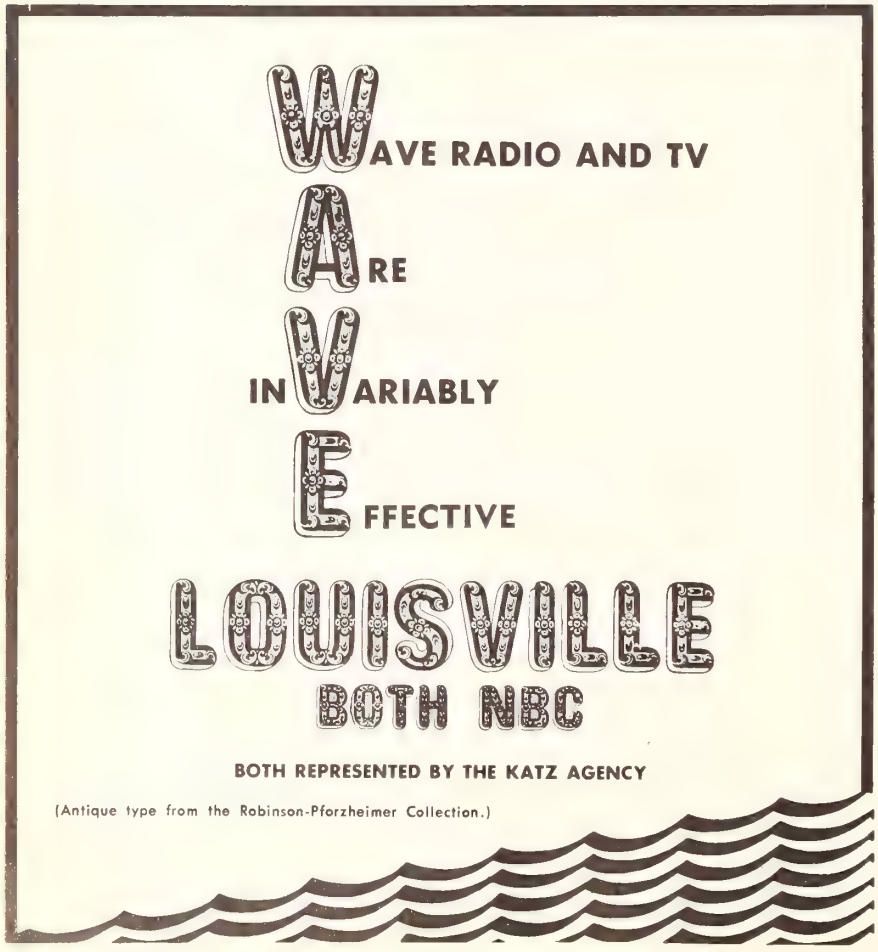
A Broadcaster Speaks ▪ Sydney E. Byrnes, president of WSOR Windsor, Conn., called for a congressional investigation of the FCC and its interpretations of the Communications Act. "I'm afraid," he said. "All of a sudden I find myself wondering whether I am violating some commissioner's interpretation of the law." He disputed the position of Governor Collins and the NAB that the fairness doctrine dispute should be negotiated with the FCC rather than with Congress.

"I don't want to make myself sick worrying whether my healthy controversial programs are going to sit right with this year's commission," he said.

Mr. Byrnes and the NAB general counsel, Mr. Anello, did most of the talking during a spirited panel discussion on controversial issues. Mr. Anello said the FCC's July 26 statement on controversial issues and the fairness doctrine has drawn "top priority" at the FCC. He has been engaged in correspondence with FCC Chairman E. William Henry in an attempt to get the commission to withdraw the statement. A meeting on the subject between NAB and FCC is planned later this month, Mr. Anello said.

He advised broadcasters to continue to editorialize and program on controversial subjects and to follow their own conscience as to fairness. The NAB asked stations to submit case histories of difficulties they have had in compliance with the fairness doctrine.

"You must show up the stupidity of



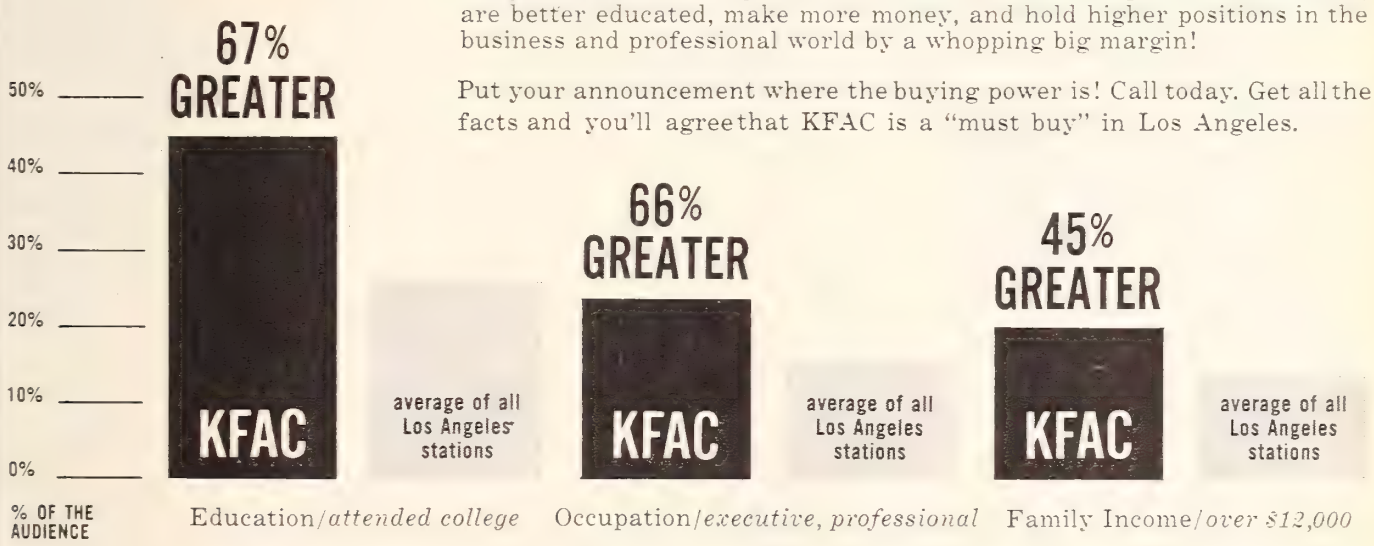
Here's proof!

L.A. BUYING POWER LISTENS TO KFAC

survey conducted by SRDS Data Incorporated*

KFAC's "consumer audience profile" shows that KFAC's listeners, as compared to the average of *all* listeners to *all* Los Angeles radio stations, are better educated, make more money, and hold higher positions in the business and professional world by a whopping big margin!

Put your announcement where the buying power is! Call today. Get all the facts and you'll agree that KFAC is a "must buy" in Los Angeles.



*This survey has just been released by SRDS Data Incorporated, a subsidiary of Standard Rate and Data Service, Inc.

KFAC radio 1330 / fm 92.3

5773 WILSHIRE BOULEVARD. LOS ANGELES 36. CALIFORNIA • WEBSTER 8-0161

Represented nationally by G.P. Hollingbery Co.

those people who wrote this document [FCC statement]," Leonard Patricelli, general manager of WTIC-TV Hartford, told Mr. Anello. "They are not broadcasters."

Unwanted ▪ In an earlier panel on TV public service programing, Mr. Patricelli urged television to remove the phrase "prime time" from its vocabulary. "We knife ourselves everytime we use it," he said in maintaining that all time is prime time. He urged that the words be deleted from the NAB code.

Roy Danish, director of the Television Information Office, said that public service shows are doing much better in attracting sponsors. The panel agreed that local stations do not have to try to compete with networks in producing good public service programs.

John Couric, NAB public relations director, and Carleton Brown, WTVL Waterville, Me., and NAB radio board member, reported on the association's public relations activities. Three new NAB booklets are being distributed to members at the conferences. They include (1) a pamphlet telling broadcasters how to arrange and conduct special promotions, (2) a study guide on broadcasting prepared in conjunction with the nationwide awards program sponsored by the General Federation of Women's Clubs, and (3) a special report to members on major 1963 issues and projects of the NAB.

John Blair of the representative firm bearing his name told a radio selling panel that computers will not have as big an effect on the buying of radio schedules as they will on TV. "The human element will always prevail in effective buying," he said.

Robert Palmer of Cunningham & Walsh, New York, said that radio is too much on the defensive in its efforts to attract clients. He said that most advertisers placing national schedules seek print and TV first.

'Highest integrity'

"Frank Beatty was a man of the highest integrity and competency," President LeRoy Collins of the National Association of Broadcasters told the 224 delegates to the NAB fall conference in Hartford, Conn.

Governor Collins received word shortly before the conference closed last Tuesday morning of the death of Mr. Beatty, veteran senior editor of BROADCASTING Magazine and immediately made the announcement. Mr. Beatty had covered the NAB for many years and had attended hundreds of broadcaster meetings in all parts of the country.

The NAB president said he considered it an honor and a privilege to have been able to know and work with Mr. Beatty for the nearly three years he has been at the head of the association. "I feel his death very deeply," Governor Collins said.

Y'all come to Georgia and talk hours away

This could come from only one source—the Georgia Association of Broadcasters.

Last week, the GAB invited all seven members of the FCC to come to Georgia early next year for a one-day debate with broadcasters. The Georgia association, whose past meetings and seminars have caused the National Association of Broadcasters to take affront because of an alleged challenge to its leadership (BROADCASTING, Sept. 2, Aug. 26), proposed the debate in connection with the 19th annual Georgia Radio-TV Institute.

GAB said there would be no agenda for the debate, just "hours of rewarding conversation." Such a session would "be valuable to the FCC and to the industry," the association said in "challenging" the commissioners. "It is our belief that the FCC can make a far-reaching and positive contribution to broadcasting by coming into the field to debate with small broadcasters who have the real problems in the industry today."

The institute is co-sponsored annually by the GAB and the Henry Grady School of Journalism at the University of Georgia. It will be held on the university campus in Athens, with delegates from several states attending. GAB has proposed that the debate be held Jan. 22, 1963.

More time for comments on AM allocations

The deadline for reply comments on the FCC's rulemaking to redefine the agency's AM allocations policy and provide a future integrated AM-FM service has been extended from Oct. 16. to Nov. 6.

The extension was requested by the Association on Broadcasting Standards, which is joined by the three networks and the National Association of FM Broadcasters in desiring more time to study comments filed last month (BROADCASTING, Sept. 23).

There was only one filing last week. This was from A. Earl Cullum Jr. and Associates, a consulting engineer firm, which again suggested that the commission drop FM problems from the rulemaking and abandon the proposed inflexible "go-no-go" system of making AM allocations. The firm also suggested that particular emphasis be given to defining maximum power for the various broadcast service classes.

Oral argument set on WGMA

An oral argument has been scheduled Dec. 16 in the renewal case of WGMA Hollywood, Fla., jointly owned by former quiz show producers Jack Barry and Daniel Enright.

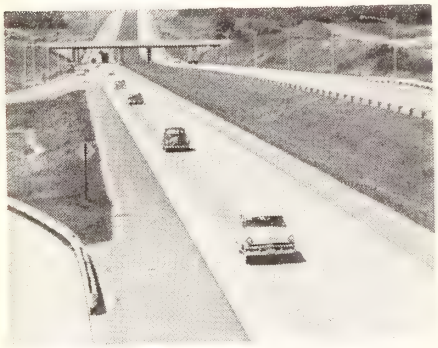
The argument was requested by the FCC's Broadcast Bureau, which has steadily attacked renewal of the WGMA license on grounds that Messrs. Barry and Enright lack the character qualifications to be licensees (BROADCASTING, June 10). Hearing Examiner Elizabeth C. Smith had recommended renewal (BROADCASTING, May 6), and had complimented the manner in which Messrs. Barry and Enright had operated the Hollywood station.

Wometco adds Coke franchise

Wometco Enterprises Inc., group owner of broadcast stations headquartered in Miami, Fla., announced last week an agreement to acquire its second Coca-Cola franchise; the Plattsburgh, N. Y., Coca-Cola Bottling Corp. which handles bottling for that city and surrounding Lake Placid resort area.

The stock of the Plattsburgh com-

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Paul H. Raymer • National Representative



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...The kind of sales-producing air provided by the CBS Radio Network.

V-8 was, and is, one of the fastest selling canned juices in grocery stores today.

But research confirmed that V-8 wasn't always foremost in the minds of shoppers faced with hundreds of other kinds of appetizing foods.

Campbell Soup concluded that the way to greatest growth was to keep reminding its many fans about V-8. And the oftener the better.

A creative approach was developed which seemed most effective when projected via radio.

And so Campbell turned to radio for this campaign—radio exclusively.

The effects were dramatic. In one key test market, advertising awareness of V-8 jumped from 36% to 55% in just four weeks. Sales increases followed immediately.

Happily, this pattern repeated itself across the nation. And, happily, CBS Radio and V-8 have been on this beam for two years.

Because it runs better on air, V-8 is continuing on CBS Radio in 1964. Perhaps air is just what your product needs, too. The sales-producing air on

The CBS Radio Network

pany is being sold to Wometco Enterprises by Lindsey Hopkins and associates. The price involves the exchange of 6,000 shares of Wometco Class A common stock. As of Oct. 17, Wometco was quoted on the over-the-counter exchanges as 34½ bid, 35½ asked. Last month, Wometco acquired, in a multimillion dollar cash transaction, the capital stock of the Coca-Cola Bottling Works of Nashville, Tenn. (BROADCASTING, Sept. 30).

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KTOK Oklahoma City: Sold by Wendell Mayes to William D. Schueler, James M. Stewart, Paul E. Taft and the estate of F. Kirk Johnson for $625,000. Buyers own KJEM Oklahoma City and are selling it (see below). Mr. Taft has an interest in KODA-AM-FM Houston. Mr. Mayes is retaining real estate consisting of studio and office building and the transmitter site comprising about 80 acres. Mr. Mayes owns KBWB Brownwood, KXOL Fort Worth, KCRS Midland, and 50% of KSNY Snyder and of WACO Waco, all Texas. KTOK operates fulltime on 1000 kc with 5 kw and is affiliated with ABC.

▪ KJEM Oklahoma City: Sold by William D. Schueler, James M. Stewart, Paul E. Taft and the estate of F. Kirk Johnson to a group of local businessmen, including Eddie Coontz, KJEM personality, for $315,000. KJEM operates on 800 kc daytime only with 250 w. (see KTOK Oklahoma City above).

▪ KTW-AM-FM Seattle: Sold by First Presbyterian Church of Seattle to David M. Segal for $250,000. The church has owned the station since 1920. The purchase marks Mr. Segal's re-entry into broadcasting after an absence of four years, having formerly owned KOBY (now KKHI) San Francisco, KOSI Denver and KUDL Kansas City, Mo. KTW is on 1250 kc with 5 kw day and 1 kw night, and the construction permit for the FM specifies operation on 102.5 mc with 16.5 kw. Broker: Edwin Tornberg & Co.

▪ KEVE and KADM(FM) Golden Valley (Minneapolis): 50% interest sold by James A. McKenna Jr. to John H. Poole for $200,000. Mr. Poole has interests in KGLM and KBIG(FM) Avalon (Los Angeles). Mr. McKenna, a Washington radio attorney, has interests in WCMB Harrisburg and WHUM Reading, both Pennsylvania; WAWA West Allis and WNAM Neenah-Menasha, both Wisconsin. KEVE operates fulltime on 1440 kc with 5 kw day and 500 w night. KADM(FM) operates on 92.5 mc with 2.8 kw.

▪ WHIH Portsmouth (Norfolk), Va.: Sold by John Abbitt and Luther M. White, trustees for creditors, to Speidel Broadcasting Inc., whose president is Joe Speidel III, for $190,000. Speidel interests include WOIC Columbia, WYNN Florence and WPAL Charleston, all South Carolina; WSON Savannah, Ga., and WKET(FM) Oak Wood-Kettering (Dayton), Ohio. WHIH is on 1400 kc, 1 kw day, 250 w night. Broker: Blackburn & Co.

▪ KNDY Marysville, Kan.: Sold by W. N. Schnepp to Robert S. Morrow and associates, Carroll, Iowa, for $60,000. Mr. Morrow is a certified public accountant. After the sale of KNDY, a daytimer on 1570 kc with a power of 250 w, Mr. Schnepp will still own KABI Abilene, Kan. Broker: Blackburn & Co.

▪ WTAG-FM Worcester, Mass.: Sold by WTAG Inc., which retains WTAG and the *Worcester Telegram & Gazette,* to Knight Quality Stations, of which Norman Knight is president, for $50,000. Mr. Knight has interests in WHEB Portsmouth, WTSV-AM-FM Claremont, WTSL Hanover and WGIR-AM-FM Manchester, all New Hampshire, and WEIM Fitchburg, Mass. WTAG-FM is on 96.1 mc with 10 kw and is programed separately from the AM. Broker: Blackburn & Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 93).

▪ KTVU(TV) Oakland-San Francisco: Sold by William D. Pabst, Ward D. Ingrim, Edwin O. Pauley, et al, to the James M. Cox group for $12,360,000 (see page 61).

▪ WGIG Brunswick, Ga.: Sold by Hugh K. Tollison and associates to Golden Isles Broadcasting Corp. for $250,000. Golden Isles is owned by Charles Thornquest and Central Assurance Co. of Ohio, each one-third, and four other stockholders. WGIG is a fulltimer on 1440 kc with 5 kw day and 1 kw night.

▪ WLAK Lakeland, Fla.: Sold by Howard W. Cann and Frank W. Nesbitt to Roland B. and Doris B. Potter for $200,000 plus $25,000 for covenant not to compete. The Potters own WATA Boone, WKBC North Wilkesboro and WDSL Mocksville, all North Carolina. WLAK operates on 1430 kc, 5 kw day and 1 kw night.

NGC to open 6th CATV

National General Corp., which owns five community antenna systems in four states with 30,000 subscribers is preparing to open a sixth system in Biloxi, Miss., early next month. The Biloxi system will serve between 6,000 and

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7,000 subscribers. The monthly service fee will be $4.75. Other NGC CATV cable systems are in Hattiesburg, Miss.; Bluefield and Logan, both West Virginia; Alpena, Mich., and Williamport, Pa.

$150 million in time to Ad Council spots

An estimated $150 million worth of radio and television time was contributed to the Advertising Council's campaigns in 1962-63, according to the council's annual report.

The council does not report dollar figures, but industry sources estimated that the impressions from advertisers, stations and networks, approached the $150 million mark.

Radio stations, networks and advertisers contributed time and talent to 16 council campaigns and gave additional support to 67 other national causes, the report said. "ABC, CBS, MBS and NBC carried campaign messages daily and built programs contributing in all a billion radio home impressions" (according to a free A. C. Nielsen Co. estimate).

In television, "networks and sponsors contributed a circulation of over 12 billion TV home impressions to 18 council campaigns" (according to Nielsen) and three campaigns received more than a billion home impressions each.

The report noted formation of a New York Television Committee with Samuel Thurm, Lever Brothers, as chairman. "It helped bring about new systems of cooperation by network shows which are being improved constantly by ABC, CBS and NBC."

Also cited was TV aid in getting out the vote last November. On Nov. 1, 1962, filmed vote appeals from President Kennedy and General Eisenhower were made and prints sent to 350 TV stations and the networks. "The total vote was 7% greater than expected," the report noted.

Sale of KGLC to newspaper dropped

The proposed sale of the only radio station in Miami, Okla., to the town's sole newspaper, which had caused concern in the FCC, was dropped last week with the dismissal of the application.

Miami Broadcasting Co., licensee of KGLC, and Miami Newspapers Inc., *Miami News Record,* petitioned the FCC for dismissal of the application on the ground that prosecution of the application would adversely affect financial insolvency of KGLC's licensee. The commission had ordered a hearing on the sale to determine if it would result in a concentration of media. Agency officials believed the hearing would have been the first ordered on a concentration issue (BROADCASTING, Aug. 5).

FCC Chief Hearing Examiner James D. Cunningham granted the dismissal with prejudice.

Miami businessmen had opposed the sale because it would cause a monopoly of advertising media in that city. It was also charged that C. C. Woodson, publisher of the *News Record,* would raise KGLC rates by 50%. The commission, however, dismissed requests for denial of the sale, calling instead for testimony at a hearing to be held in Miami.

KTVU(TV) sale to Cox gets FCC approval

The sale of KTVU(TV) Oakland-San Francisco, to the James M. Cox group was approved by the FCC last week, but not without a sober letter from the commission to San Francisco-Oakland Television Inc., seller of the station, regarding KTVU's promise vs. performance in its programing. The sale, for $12,360,000, had been pending since last July (BROADCASTING, July 29).

KTVU (ch. 2) has been operating on a short-term license, its renewal application being granted for only a year because the FCC said the station had not lived up to its programing promises. The commission had questioned whether the sale could be consummated when the station had a short-term license, which is "in many respects a probationary grant. . . ." The programing logs since submitted by KTVU, however, convinced the FCC, the letter said, that the station had eliminated the gap between promise and performance, and hence the commission granted the sale.

San Francisco-Oakland was owned by William D. Pabst, Ward D. Ingrim and Edwin O. Pauley, each with 25.005%; Willet H. Brown, 19.79%; Stoddard P. Johnston, 4.94%, and Harry R. Lubcke, 0.25%. Miami Valley Broadcasting Corp., the buyer, is licensee of WHIO-AM-FM-TV Dayton, Ohio; WIOD-AM-FM Miami, and WSOC-AM-FM-TV Charlotte, N. C. The Cox group also owns WSB-AM-FM-TV Atlanta and community television systems in Washington and Pennsylvania. Mr. Cox's interests also control the *Atlanta Journal* and *Constitution, Dayton News* and *Journal-Herald, Miami News* and *Springfield* (Ohio) *News* and *Sun.*

Commissioner Rosel H. Hyde concurred to the grant of the sale but dissented to the letter, while Commissioner Robert T. Bartley dissented to the grant and voted for a hearing.

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COMPETITION EQUALS IMPROVEMENTS

Broadcasters take care of their own, Collins says

Improvements in broadcast programing have come from within the industry and not because of outside pressures, NAB President LeRoy Collins maintained last Thursday (Oct. 17).

He told a news conference that improvements are a "natural result of competition" as the National Association of Broadcasters opened its second fall conference of the week in Minneapolis.

Much of the Minneapolis agenda was identical to that presented Monday and Tuesday (Oct. 14-15) at the first conference in Hartford, Conn. (see page 54), including a ratings situation report by Donald McGannon, president of Westinghouse Broadcasting Co. and chairman of the NAB Research Committee. His statement was presented live in Hartford and filmed for the Minneapolis conference.

Governor Collins denied that the increase in TV news and public affairs shows has taken place because of the growing specter of government threats. In addition to competition, improvements have been motivated by the sincere desire of the individual broadcaster to develop his fullest potential to serve the public, he said. FCC proposals and speeches by commissioners have had "some effect," Governor Collins said, but not to the extent of forcing improvement.

People's Choice ▪ Broadcast Music Inc. President Carl Haverlin told Thursday's luncheon meeting that "after the most serious consideration of people I know personally in government, in education and in letters, and of others I know about," he could not draft a slate that should be entrusted with responsibility as a supreme tribunal or council to decide broadcast programing.

Mr. Haverlin said he must decide "for things as they are, with broadcasters operating under the old program authority—the American people." Relating the multiple patriotic, sensitive and courageous qualities which are expressed by "the vast, sprawling, unorganized and patient public," Mr. Haverlin pointed out that these are "the same people that are regularly entrusted with the awesome responsibility of selecting their government but are not thought by some to be capable of selecting their programs or of making their wishes known to you."

If broadcasters are guilty of anything, Mr. Haverlin said, "it is that you have failed in making known to your audiences your sensitivity to their opinions —failed to emphasize the action and reaction between you."

Mr. Haverlin said it appears that "both audience and broadcaster alike have come to take one another too much for granted."

Mr. Haverlin urged broadcasters "to start explaining yourselves, your aims and your objectives to the people you serve." Continue this day after day, he said, until the people understand "that they have an even greater stake in the matter than you have."

Panel Agrees ▪ The Thursday morning panel discussion on mending fences and building bridges to improve government and community leader public relations showed broad agreement that greater individual broadcaster action is necessary at the grass roots level, especially respecting relationships with senators and congressmen. The panelists included Bob Dillon, KRNT-TV Des Moines; A. James Ebel, KOLN-TV Lincoln, Neb.; Robert Enoch, WXLW Indianapolis; Robert T. Mason, WMRN Marion, Ohio; Ralph McElroy, KWWL-TV Waterloo, Iowa; Gordon Ritzan, WTCN Minneapolis, and Arthur Swift, WTCN-TV Minneapolis.

Mr. McElroy pointed out that the broadcaster's letter to his congressman will get as much attention and support as the broadcaster gave to the congressman when he was on the local scene.

Mr. Enoch, recalling the years of effort invested by broadcasters to attempt to solve their problems, protested "the young upstarts who have come to Washington" and used the industry as a whipping boy to gain personal publicity and bigger positions. He singled out former FCC Chairman Newton Minow, now with Encyclopaedia Britannica, as one who "got his name in the paper" and very soon another "good job." Mr. Enoch charged that he "then walks off" from the industry "and leaves it with a froth that we'll have to live with for another 25 years."

Mr. Dillon reported that KRNT-TV has had considerable success in community relations through its concerted use of personal letters sent regularly on a "neighborly" basis to thought leaders. Mr. Swift felt that the meeting of criticism from local officials is the job of owners and management, not that of the public affairs department alone. He cited WTCN-TV's success with airing of strong editorials and follow-up letters to key people as to why such positions were taken.

NAB radio board director John Lemme, KLTF Little Falls, Minn., opened the morning session with praise for NAB's behind-the-scenes activity and "quiet approach" instead of shouts of "righteous indignation." He said the increase of public acceptance and understanding of broadcasting is "largely due to the NAB staff and its leadership."

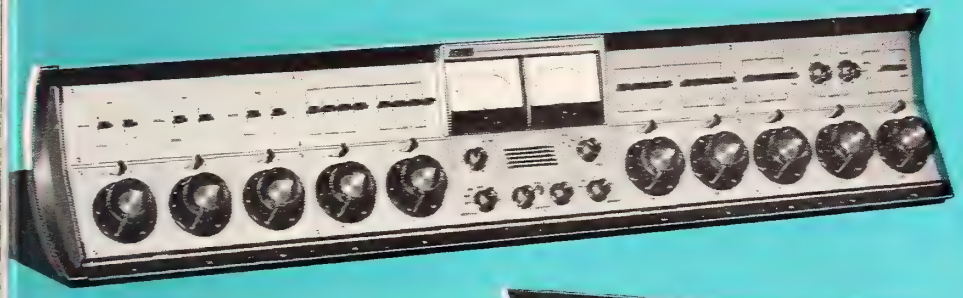
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Summit Meeting

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FCC not unhappy about budget cut

TELLS SENATE GROUP IT WILL GLADLY ACCEPT $15.8 MILLION

The FCC is so pleased that the House of Representatives cut only $700,000 out of its fiscal 1964 budget request that it told the Senate Independent Offices Appropriations Subcommittee last week that it would be happy to settle for the House figure, $15.8 million.

The Senate subcommittee seemed in a mind to go along with the House during the course of an hour hearing Monday (Oct. 14), although several members took an economy tack at the end of the session. Some of the discussion also turned to the FCC's attitude on commercials, fairness and other policy issues.

Senator Warren G. Magnuson (D-Wash.), chairman of the subcommittee and also chairman of the Senate Commerce Committee, said the FCC has "too many people."

The subcommittee doesn't mind providing more money for good people each year, Senator Magnuson said, but "the trouble is you put more people into an agency, they have nothing to do, so they make up something and that's where the trouble starts. . . . This just can't keep up. Some day you're going to reach a plateau."

Acting FCC Chairman Rosel H. Hyde said that while the agency no longer has a great number of contested television channel cases to process, it faces new problems, especially in rapidly growing areas of nonbroadcast and space communications.

At this point Senator Magnuson turned to Commissioner Kenneth A. Cox, formerly a specialist on communications matters for the commerce committee, and said, "Don't you think, Ken, you've got yourself in a spider web of too much paper work down there."

Then the senator said, "I'm not taking this out particularly on the FCC." It's true with all agencies, Senator Magnuson added. But, he pointed out, his committee has functioned with the same size staff and its workload has "quadrupled" in the same period that agency staffs have increased 117% in the last 15 years.

Chairman Hyde said that the FCC is converting some of its paper work load to electronic machine.

(One commissioner told Senator Magnuson privately after the hearing that, "We could get along with fewer people, but it would take two man-years each to get rid of them.")

About Those Commercials ▪ Senator Gordon Allott (R-Colo.) asked about the commission's announced plan to regulate commercials along the lines of the now-voluntary code of the National Association of Broadcasters. Senator Allott, who has filed his own comments in opposition (BROADCASTING, Oct. 7), said that some broadcasters say the FCC plans to eliminate all commercials.

"We're a long way from holding that view," replied Commissioner Cox.

Senator Allott said a Denver broadcaster wrote him that a competitor in that city is entirely sold out and still has the area's largest audience. How is that compatible with the contention that the public dials away from overly commercial stations, Senator Allott wanted to know.

Maybe they're good commercials, Senator Magnuson suggested. Commissioner Cox said that the commission believes that a good station can stay within the limits of the NAB code and still make a good profit and hold its audience.

Senator Allott also was interested in "how free publicity is being abused by the government" on radio and television.

He was advised by Commissioner Hyde that the FCC does not provide broadcasters with lists of material they should accept except in broad general terms. The FCC "tries to emphasize to the licensees that we rely on their good judgment to make these decisions," Commissioner Hyde said.

Senator Allott explained that his concern grew first from attempts by the Department of Agriculture to pressure broadcasters into supporting a wheat referendum (BROADCASTING, June 24 et seq), but now it appeared many agencies are trying to get free time.

With so many of them bidding for time, Senator Allott said, it wouldn't take long for several agencies to complain to the FCC and build up a backlog of complaints against stations.

"I always advise [stations] to be doubly cautious about using anything sent in by the government," Commissioner Hyde answered.

The senator said a Colorado broadcaster has told him entertainers were trying to get publicity for themselves under the guise of helping the Army's recruiting program (see page 70).

Commissioner Hyde also gave the subcommittee a fill-in on the fairness doctrine, saying that the agency has a study underway that is intended to help spell out some guidelines. There would not be any change in the meaning of fairness, he added.

Asked about loudness of commercials, the commissioner said that a study was also underway on this.

The subcommittee wanted to know why the FCC needed $150,000 for emergency broadcasting, an item approved by the House.

Commissioner Hyde said the money was for the FCC's Office of Emergency Communications, which needs funds for staff. "Special rooms and actions" are required, he said. "We try to anticipate what we have to do."

Senator Magnuson said the FCC had

Permanent FCC home still in the future

Senator Warren G. Magnuson (D-Wash.) last week pursued his quest for a new federal office building to house the FCC and other regulatory agencies.

During a session of the Senate Independent Offices Appropriations Subcommittee, of which he is chairman, Senator Magnuson asked Bernard L. Boutin, administrator of the General Services Administration, how things stand on the project. Mr. Boutin said a building to house the FCC, Federal Power Commission, Securities and Exchange Commission, Civil Aviation Board and National Labor Relations Board could be constructed for about $59 million. However, he pointed out, "a new building would totally amortize itself in 15.9 years as against what it costs to house them [the agencies] in their leased state."

Senator Magnuson said such a building "has all kinds of good points in it except that it would be a tremendous cost, but it could amortize itself."

Senator Magnuson said after the hearing that it appeared to him that GSA "could have sites and planning in the budget next year [which will be presented to Congress January 1964], or by the following year at least." The senator said the GSA administrator had told him that a "little [$32 million] Pentagon" building, a new FBI building, and a structure for the Department of Labor seem to have GSA priority, but after those are on their way, "I would think our project would be right in there."

Earlier this year Senator Magnuson, who also is chairman of the Senate Commerce Committee, met with representatives of an all-industry committee and said he would continue his efforts to get the FCC properly housed, in its own building if possible (BROADCASTING, Jan. 21).



The Senate Independent Offices Appropriations Subcommittee gave the FCC's fiscal 1964 budget a careful scanning during last week's public hearing. Looking over the budget was this panel of senators seated (l. to r.) on the left side of the table: A. S. (Mike) Monroney (D-Okla.), Allen J. Ellender (D-La.), Chairman Warren G. Magnuson (D-Wash.), Gordon Allott (R-Colo.) and Milton R. Young (R-N.D.). Appearing for the FCC on the right side of the table were (l. to r.) Acting Chairman Rosel H. Hyde, Commissioner Kenneth A. Cox and (extreme right) Richard F. Sloan, chief of the Budget and Fiscal Division. The commission said it was satisfied with House cuts of its budget.

been on top of the entire emergency broadcast situation from the start and should be able to absorb any additional work within its $15.8 million budget.

The emergency office was established by an executive order of the President this summer (BROADCASTING, Aug. 5). It is run by Kenneth W. Miller, who now heads a small staff expected to expand to 15 if the $150,000 is appropriated.

KIIX(TV) hopes to refinance

KIIX(TV) (ch. 22) Los Angeles hopes to reinstate full programing in the near future, H. Calvin Young, president, said last week. KIIX went on the air last April as a Negro station with all live programing except for a few filmed cartoons during the children's program time. In August it canceled its live shows and reduced its broadcast schedule to 2½ hours of films each weekday evening.

Mr. Young, reached by phone in Nashville, Tenn., where he owns WENO, Negro-oriented radio station, said he is attempting to refinance KIIX and hopes to restore it to full scale broadcasting in the next month or two. At that time, he said, the station's appeal will be broadened to include programs in Italian and Chinese and perhaps others aimed at other ethnic minorities among the Los Angeles population.

Kluge lashes out at pay television

TELLS PULSE LUNCHEON HE FAVORS AM-FM DUPLICATION

A sharp attack on pay television was made last week by John W. Kluge, president and chairman of the board of Metromedia Inc., in a speech accepting The Pulse Inc.'s annual "Man of the Year" award.

He also supported the duplication of AM and FM services, said "jukebox" radio should be eliminated and opposed government restrictions on commercials.

"If pay TV were a reality on the one hand and free television were limited in the number of commercials on the other, this would be a conscious or unconscious way for a government agency to destroy the world's greatest medium," he told some 400 leading advertising and broadcasting executives at The Pulse's 22d anniversary luncheon in New York's Plaza hotel last Wednesday.

Mr. Kluge said TV and radio deliver "a good service, despite criticism." He said he welcomed the addition of UHF channels "to allow diversification and counter-programing" in TV. But, he added:

"If the FCC were to allow pay TV in the United States, and if it were highly successful, the public would end up, you and I, doing exactly what it implies—paying for television—and in historical perspective that decision would go down in communications history as a lack of statesmanship-judgment in administrative law."

He said that free television has "moved mountains of goods and services" and "helped the standard of living in the United States as no other medium has," and that "we would be dilettantes to tamper with it."

Public Choice ▪ "I, for one," he continued, "believe that AM and FM should be duplicated. But set down tough, hard standards for broadcasters to perform an outstanding service, eliminate the jukebox operators of the air with their flossy FCC licenses and allow the public to eventually make the choice of what band they prefer. A good broadcaster who delivers to the public a fine service can only give a lesser service by separating FM from AM."

Mr. Kluge noted that economists anticipate annual advertising expenditures exceeding $17 billion by 1970. This, he said, means that broadcasters will have to understand "good media research," be willing to pay for it and then use it creatively in programing and selling. They also "must seek new areas of research, make improvements, pay the cost of multiple research services and make sure not to fall into the area of



Dr. Allen B. DuMont (r), president of Allen B. DuMont Labs, and original licensee of New York's channel 5 TV station was at the head table when John Kluge (l), president of Metromedia Inc. was given The Pulse Inc.'s 'Man of the Year' award, by Dr. Sydney Roslow (c), Pulse president. WNEW-TV, on channel 5, is owned by Metropolitan Television, a subsidiary of Metromedia. It was formerly known as WABD(TV).

calcifying the media research structure," he asserted.

Broadcasters, he said, "must be dedicated to leave the medium better than we found it." He expressed confidence that "the broadcaster who programs imaginatively and who is a vital force in his community, responding to listeners' and viewers' needs and desires, will be the bulwark of the 21st century when communications will make the world even larger and the need for information and education greater."

In presenting The Pulse's 1963 Man-of-the-Year silver tray to Mr. Kluge, Dr. Sydney Roslow, director of The Pulse, hailed the Metromedia head as a man of "practically unlimited vision" who is helping to recreate the communications industry.

He praised Mr. Kluge's demonstrated desire to upgrade facilities and operations, his early faith in the profitability of independent TV, his "rare genius" in selecting executives and giving them "full responsibility with authority and money to match," his "flair for innovation" and "bold concepts for service on the local level."

Mr. Kluge, he said, "is not in radio but in broadcasting, not in broadcasting but in mass media, not in mass media but in communications, not in communications but wherever his vision extends."

Through Metropolitan Broadcasting, Metromedia owns and operates seven TV and six radio stations. It also owns Foster & Kleiser outdoor ad firm.

Somewhere a guideline is shining

LICENSE RENEWAL BACKLOG IS DEVELOPING INTO LOG JAM

The FCC's continuing backlog problem, at least in the area of pending license-renewal applications, has reached the point at which some commissioners are, in effect, ready to cry "Enough!" They are urging that changes be made to enable commission processes to move more swiftly.

And the principal area of concern, reportedly, involves the controversial one of station programing policy.

It's understood that some commissioners, notably Lee Loevinger, feel that the commission should provide the staff with more flexible—and liberal—guidelines for determining questions on programing that are delaying decisions on renewal applications.

There were signs last week that unless some changes are made, the renewal process—at least where questions on programing are concerned—will come almost to a standstill.

The staff, reportedly, is uncertain as to the extent of its authority to raise questions about programing. One reason given is the realization that inquiries inevitably lead to delays on renewal applications—which, in turn, add to the backlog which the commission wants to reduce.

Waiting for Henry ▪ The commission discussed the matter at its meeting last week, but didn't attempt to reach any conclusions because of the absence of Chairman E. William Henry. The chairman, who is attending the international conference on space frequency allocations in Geneva, is due back this week.

However, some officials reported that most commissioners last week appeared to feel that changes are necessary. And the view was expressed that some action might be taken within two weeks.

But at the same time, some commissioners acknowledged that such action could provide only a stop-gap solution, at best. What is really needed, they say, is revised program reporting forms. The commission has been trying for three years to draft a revised form for television to implement the 1960 program policy statement. But the conflicting views of the commissioners on what form the revision should take are yet to be reconciled.

Work on a revised form for radio has not begun in earnest, but most officials feel this will be an easier project.

The backlog of renewal cases is imposing. According to the commission's most recent report to Congress on the subject, 586 renewal applications were pending more than three months as of Aug. 31.

Reasons Vary ▪ The applications are deferred for a variety of reasons. A principal one is the failure of stations themselves to provide requested information. There were 143 outlets in this category. But the programing issue, involved in the deferral of 92 applications, is a major one also.

The pressure for changes began building up rapidly this month as a result of the dissatisfaction of some commissioners with the manner the staff has handled the renewal applications of stations in West Virginia, Virginia, Maryland and Washington, D. C.

The renewal date for these stations was Oct. 1. The staff acting under its delegated authority renewed some 75. But it hasn't acted on about 80 others.

In a majority of cases, questions about programing are among the reasons the staff has given for not granting renewal. These include questions about promise-versus-performance as well as about local live programing—or the lack of it—in prime time.

No Programing Letters ▪ However, although the staff has sent letters to stations whose applications raise questions about engineering and other technical matters, it hasn't sent any about programing. This is a sharp departure from past practice—and is indicative of the staff's uncertainty regarding commission policy in this area.

Some officials say the staff has been

What do all these famous faces have in common?



They're all alumni of radio's oldest discussion series— Northwestern Reviewing Stand—30th year on WGN!

WGN Radio is proud to salute one of the most respected community service programs of all time—Northwestern Reviewing Stand—as it begins its 30th consecutive year.

Reviewing Stand is produced by Northwestern University in cooperation with the WGN Public Affairs Department at the WGN Mid-America Broadcast Center. The award-winning series is widely acclaimed as the outstanding University radio production in the U.S. As it begins its 30th year, Reviewing Stand will be heard again on WGN Radio, 125 Mutual affiliates and a number of non-network stations.

We at WGN have the feeling Reviewing Stand still will be going strong thirty Octobers from now!

WGN IS CHICAGO

the most respected call letters in broadcasting



Ask Ampex how Air Express keeps them ahead.

AIR EXPRESS DIVISION OF REA®

"We make sure Ampex machines all over the country are up-to-date with Air Express."

—Robert L. Bary, Traffic Manager
Ampex Corporation, Redwood City, Calif.

Ampex, leader in the highly competitive field of magnetic recording equipment, is continually improving its products. To pass on these improvements to users of its equipment, Ampex relies heavily on Air Express. Regular, daily Air Express pick-ups speed modifications to customers as soon as the changes are perfected.

Ampex also uses Air Express to hold down its inventory of 21,000 different and expensive parts. Air Express' overnight delivery service makes it possible to keep inventory to a minimum—and still get vital parts in time to meet production schedules.

Fast-moving companies like Ampex make Air Express a regular part of their operations. Try it and see how it adds to your success.



put "in the middle." On the one hand, they say, the staff feels it doesn't have the authority, under the guidelines previously provided by the commission, to grant renewal without obtaining further information from the stations.

On the other hand, they add, the staff wasn't sure the commission wanted even an initial letter of inquiry sent.

As a result of this uncertainty, the staff submitted the programing questions to the commission and asked for guidance on which should be disposed of and which warranted a letter of inquiry.

The commission last week, however, reportedly indicated more interest in providing new and "more flexible guidelines" for the staff than in deciding on the seriousness of individual questions.

The guidelines now followed by the staff in determining programing questions have never been made public. But they involve the variations between promised and delivered performance that the commission feels is reasonable. Presumably, any change would be in the direction of giving the staff greater authority in approving renewal applications without requiring additional information.

But until the issue is resolved, the applications of stations with unresolved programing questions will remain in a pending status. And on Dec. 1, the commission will get a fresh batch of problems. That's the date stations in South Carolina and North Carolina are up for renewal.

Metromedia gives $100,000 to D.C. ETV

Educational television forces in Washington received $100,000 last week from John W. Kluge, chairman and president of Metromedia Inc., group broadcast station owner.

In making the presentation to ETV officers, Mr. Kluge stressed that educational television must be helped because it is one of the greatest potentials for the medium. Metromedia owns WTTG (TV) Washington.

In accepting the donation, Max Kampelman, chairman of the Greater Washington Educational Television Association, said that the gift will be used to expand and intensify the programing of WETA-TV Washington (ch 26).

Last week's award brought to $665,000 the donations Metromedia has made to ETV groups, Mr. Kluge noted. The company has given $250,000 each to educational television in Los Angeles (where Metromedia owns KTTV[TV] and KLAC-AM-FM) and in New York (where Metromedia owns WNEW-AM-FM-TV), and $65,000 to ETV in Sacramento (where Metromedia owns KOVR[TV] Stockton-Sacramento, which it is selling to McClatchy Broadcasting [BROADCASTING, Oct. 7]).

Theater owners fight California pay TV

A war chest of $500,000 to fight pay TV has been pledged by the Theater Owners of California. Subscription Television Inc. has announced its intention to start closed circuit pay TV operations next spring, initially in the Los Angeles and San Francisco areas, with big league baseball as its main attraction (BROADCASTING, Aug. 26).

Meeting at the Beverly Wilshire hotel last Wednesday (Oct. 16), some 250 exhibitors representing over 800 California motion picture theaters approved a plan to circulate petitions to collect enough signatures to make the entrance of pay TV into the state a matter of public referendum. Fred Stein, Southern California chairman of the California Crusade for Free TV, who had called the luncheon meeting sponsored by the Theater Owners Association of Southern California, welcomed a delegation from the northern part of the state headed by Arnold Childhouse, vice president of United California Theaters and crusade chairman. That group promised full financial and other support.

"This marks the first time in California theater history that all theaters are unified in a common cause," Mr. Stein said. He stated that "a broad, organized front of similarly-affected businesses, industries, clubs and organizations—joined by the general public—swiftly is organizing to join the theaters in this all-out fight to preserve free home TV by way of the ballot."

The crusade has opened offices in San Francisco at 988 Market Street and in Los Angeles at 8255 Beverly Boulevard and has filed articles of incorporation in Sacramento, California's capital, as a nonprofit organization formed to warn Californians against the "danger of pay TV."

Comparative hearing on WABC 'inevitable'

The FCC believes a comparative hearing between Hubbard Broadcasting Co.'s application for a new station on 770 kc in New York and WABC's renewal application for the facility is inevitable and has asked the court's approval to get the proceeding under way.

The commission last week asked the District of Columbia Court of Appeals to approve the agency's decision to vacate the 30-day stay placed on the commission's requirement that ABC file a renewal application for WABC which would propose nighttime protection for KOB Albuquerque, N. M. KOB, an NBC affiliate, is owned by Hubard Broadcasting, and also is on 770 kc.

ABC has appealed the commission's denial of a renewal of the network's

FACTS PROVE
CONCLUSIVELY!
K-NUZ
IS HOUSTON'S
No. 1 ADULT
AUDIENCE
BUY!

Here are the latest facts and figures on cost per thousand—

TOTAL ADULT MEN IN MORNING TRAFFIC TIME

delivered by Houston radio stations. K-NUZ again is conclusively Houston's NO. 1 BUY!

MON.-FRI. — 6-9 AM

STATION	COST PER THOUSAND
K-NUZ	$2.38
Ind. "A"	$2.63
Net. "A"	$3.92
Ind. "B"	$3.86
Ind. "C"	$6.05

SOURCE:
First Houston LQR-100 Metro Area Pulse, Oct., 1962. Based on schedule of 12 one-minute announcements per week for 13 weeks, from rates published in SRDS, Feb., 1963.

AIME
THE KATZ AGENCY INC.
NATIONAL REPRESENTATIVE
IN HOUSTON call
DAVE MORRIS JA 3-2581
K-NUZ

nondirectional license for WABC and had requested the 30-day stay pending a court decision. ABC, when it went to court, said that it wished to assure itself "treatment comparable to that accorded to other networks." A 1961 court decision established that the FCC should take take care that the KOB-WABC case did not damage ABC's competitive standing.

Determination Plus ▪ The controversy began in 1941, when the commission gave KOB a special service authorization to operate on 770 kc with 50 kw daytime and 25 kw nighttime. ABC has been trying to force KOB off its class 1-A channel ever since with protests to the commission and court appeals. The FCC appears determined to make WABC directional at night.

The FCC told the court that "whether or not ABC is finally determined to be correct in its asserted right to operate nondirectionally, the Hubbard New York application is entitled to a comparative hearing, having been filed when WABC's license was up for renewal." The commission noted that the hearing would involve "substantial comparative issues" beyond the directional antenna proposal. Hubbard's application proposes protective nighttime operation.

The commission also pointed out that vacating the 30-day stay will not affect ABC's appeal or its claim to a nondirectional antenna.

Winfield, Kan., grant supported by court

Upholding the FCC, a federal court in Washington affirmed a grant for a standard broadcasting station in Winfield, Kan., to Courtney Broadcasting Co.

The daytime station (KNIC, on 1550 kc with 250 w) was granted by the FCC which endorsed an examiner's proposed decision. The appeal to the U. S. Court of Appeals for the District of Columbia Circuit was taken by Lloyd Clinton McKenney, the unsuccessful applicant for the same facility in Winfield.

The unanimous three-judge decision was written by Circuit Judge Walter M. Bastian, for himself and Judges Wilbur K. Miller and Charles Fahy. He held the commission acted reasonably and within its discretion in finding Courtney to be qualified.

QXR live network begins

QXR Network is scheduled to begin its 24-station live cable hookup tonight with broadcast of *The Casper Citron Show,* described as a "news magazine of the air," (11:15 p.m.-12:15 a.m. EDT).

Formation of the live network was announced last month by QXR (BROADCASTING, Sept. 30).

FANFARE

Free publicity for army or for 'stars'?

A Colorado broadcaster asked his senator last week why he should give free time to "show people fighting the battle for free publicity" who sneak in under the guise of helping Army recruiting.

Senator Gordon Allott (R-Colo.), who heads up the Republican minority on the Senate Independent Offices Appropriations Subcommittee, reported his anonymous constituent's comments from a letter he read at a hearing on the FCC budget Monday (Oct. 14).

The broadcaster referred to the Army's new series, *Young Americans in Action,* and said that instead of "robust young men fighting for their country . . . they [the personalities on the spots] are almost 100% show people, fighting the battle of free publicity. . . . This is public service?"

The Army, on the other hand, said last week that the 13-week series has received "terrific" response from broadcasters. In fact, said Lieutenant Colonel Guy Groff, chief of the publicity branch for Army Recruiting, about 1,000 stations are carrying the series, and all of them requested the program. He explained that about 2,000 stations were asked if they would be interested in the series early this fall, and half requested it.

The first three offerings do include interviews recorded mostly with young people in television, radio, theatre, movies and music, Colonel Groff said, but interviews later in the series include "outstanding" young Americans in science, sports and other areas of achievement.

Young Americans in Action with Hugh Downs as interviewer is being produced for Army Recruiting by its agency, Ketchum, MacLeod & Grove, New York, the colonel said. The series runs about $2,100 for each of the 13 weekly segments, consisting of 10 to 15 two-minute spots each.

FTC checking stations on ratings used in ads

Radio and TV stations across the country have been asked by the Federal Trade Commission to furnish the agency with copies of all their advertising and promotions over the past six months.

An FTC official confirmed last week that the inquiries have been sent to stations as a part of the Trade Commission's investigation of use of rating claims by stations. He said each station which had been asked to supply the

Two new unique services to broadcasters: The first provides assistance in the demanding and difficult area of "Good Music" programming. The other, a pioneering public service plan that provides customized programming and/or production for every area that you choose and in the manner that you determine. Though of INTEREST to all stations, of NECESSITY we can CONVENIENCE but a very limited number of licensees.

Morton J. Wagner

YOU ARE INVITED TO PREVIEW

ALUMNI RADIO

AN EDUCATED
PROGRAMING AND PRODUCTION SERVICE
FOR STATIONS AND LISTENERS
WITH GRADUATING TASTES

THE PETER FRANK ORGANIZATION
IN CO-OPERATION WITH
THE McLENDON CORPORATION
PROUDLY PRESENTS

ALUMNI RADIO

TO SELECTED STATIONS THROUGH
RICHARD H. ULLMAN, INC.

YOU ARE INVITED TO PREVIEW

Radio, I N C.,

. . . IN THE PUBLIC
INTEREST NECESSITY AND CONVENIENCE . . . "
A NEW PROGRAMING AND PRODUCTION SERVICE
CREATED SO THAT PROFESSIONAL BROADCASTERS
MIGHT BETTER ACHIEVE
WELL-ROUNDED COMMUNITY INVOLVEMENT

Radio, I N C.,

CAN BE OFFERED ONLY TO
A LIMITED NUMBER OF LICENSEES BECAUSE
OF ITS DEPTH, SCOPE AND COMPLETE CUSTOMIZATION

THE PETER FRANK ORGANIZATION
IN CO-OPERATION WITH
THE CROWELL-COLLIER
BROADCASTING CORPORATION
PROUDLY PRESENTS

Radio, I N C.,

TO THE INDUSTRY THROUGH
RICHARD H. ULLMAN, INC.

Call collect HOllywood 2-6027,
or write now
RICHARD H. ULLMAN, INC.
5420 Melrose Avenue
Hollywood 28, Cal.

See current issue of Sponsor (Oct. 21) page 41.

FTC with its ads already was suspect because of information in the agency's files containing rating claims which appeared to be unjustified. "This is usual procedure and does not mean that the ads are false or that the stations have done anything illegal," it was stated.

Close to 50 stations have received the inquiries from the FTC and none of this group is as yet under field investigation. Field investigations of another group of stations are underway in connection with the use of ratings, however. To date, no case involving a broadcaster's use of ratings has been presented to the full commission for disposition.

Drumbeats . . .

And a-one, a-two ▪ WNAX Yankton, S. D., gave away more than $700 in prizes to listeners who came closest in guessing how many Lawrence Welk records the station had played between Jan. 1, 1958 and Jan. 1, 1963. The winning guess of 6,151 was only two short of the correct total.

Stars on 4 ▪ WRC-TV Washington is conducting a "Channel 4 Lucky Star Time" contest through Nov. 16. Viewers whose cards are chosen on the daily contests will receive the prize listed on the back of their favorite star's photograph.

Fund day ▪ Twenty-four civic and business leaders will participate as co-hosts on WNAC Boston shows Tuesday, Oct. 22 for the United Fund. The action is designed to acquaint the public with the different phases of the fund.

Voices from above ▪ A new sidewalk superintendent twist in Chicago at the construction site of new Equitable Life Assurance Society building opposite Wrigley building is running loud speaker commentary by sportscaster Jack Brickhouse of WGN there. Other WGN talent later will also tell folks what's going on before them. Equitable agency, Foote, Cone & Belding, will move to new building when it's ready in 1965.

EQUIPMENT & ENGINEERING

ENGINEER RULES TAKE EFFECT JAN. 1

3d-ticket regular OK'd if 1st-class man is parttime

After Jan. 1, 1964, AM stations operating with a power of 10 kw or less and a nondirectional antenna, and FM stations with less than 25 kw power, will be permitted to hire first-class engineers on a part time basis provided the routine transmitter operator holds at least a third-class license. In making the announcement last week the FCC reaffirmed the major points of a rulemaking adopted last summer providing for automatic logging and five-day-a-week inspections of transmitting facilities (BROADCASTING, July 15).

The National Association of Broadcast Employes and Technicians had requested that the commission reconsider permitting the use of first-class engineers on a part time basis and asked for an oral argument (BROADCASTING, July 29). NABET believes the quality of technical service will decline with part time engineers. Commissioner Robbert E. Lee dissented to dismissal of NABET's request for a hearing.

The commission said the effective date of the rules is Jan. 1, 1964, but that a transitional period will be provided until April 19, during which time restricted license operators will be allowed to supervise routine transmitter operation. The commission prohibited the hiring of parttime engineers during this transitional period unless the station already employs a qualified third-class operator.

The commission also released instructions concerning the examination that will be required to obtain the third-class operator status. The examination will be required after April 19 and will cover basic law and operating practice and broadcast; present third-class operators will be required to take the test in broadcast. The commission is preparing a study guide which will be available to licensees.

Convention plans

Costs for installation of broadcast facilities and telephone equipment for the 1964 Democratic national political convention at Atlantic City will exceed $5 million, a telephone company official reported last week.

Harold A. Schoeffler, sales supervisor of American Telephone & Telegraph long lines division, said requirements for the Democratic convention are greater than for any past convention.

He asked stations that have not requested space and lines to do so as soon as possible so that AT&T can plan its installation and construction work.

Democratic party media officials and representatives of networks and independent stations will meet at the convention hall Wednesday and Thursday (Oct. 23 and 24) to go over plans for coverage.

New group to fight 'uncontrolled' CATV

The formation of Television Accessory Manufacturers Institute (TAME), consisting of television antenna and accessory manufacturers, has been announced. TAME was organized to combat what it calls "uncontrolled growth" of community antenna systems in areas where CATV does not serve a technical need.

A spokesman for TAME, Morton Leslie of the JFD Electronics Corp., Brooklyn, N. Y., said the group does not oppose systems installed in communities where TV signals cannot be received because of the topography. He said TAME will concentrate its attack on systems which are emerging in cities with normal TV reception and which claim to offer "a better TV picture." TAME, he said, plans to launch an educational campaign both on a national and regional level and to direct "a fight to the FCC for proper control of these systems."

TAME member companies are: Alliance Corp., Alliance, Ohio; Antennacraft Co., Burlington, Iowa; Antenna Designs Inc., Burlington, Iowa; Channel Master Corp., Ellenville, N. Y.; Clear Beam Antenna Corp., Canoga Park, Calif.; Cornell Dubilier Electronics Division, Fuquay Springs, N. C.; The Finney Co., Bedford, Ohio; JFD Electronics Corp.; Kay-Townes Antenna Co., Rome, Ga.; S&A Electronics Inc., Toledo, Ohio; Spaulding Products Co., Frankfort, Ind. and Winegard Corp., Burlington, Iowa.

Teleglobe audio use described for AES

A detailed explanation of the audio system for the use of Denver Teleglobe Pay-TV was among the papers presented last week at the 15th annual meeting of the Audio Engineering Society in New York.

Ira Kamen, executive vice president of Teleglobe Pay-TV, describing the use of regular telephone lines for audio transmission and billing technique concluded that "it is anticipated that the Denver system will be the prototype for many installations in the future considering the progressive attitude of the FCC."

Te expects pay TV to "become a major telephone auxiliary service and an answer to the requirements for growing volume in urban areas so necessary to telephone companies. . ."

Communication methods and tech-

"It's time to SPEAK OUT!"



"Approaching our second anniversary in Rochester Broadcast Center, I see an excellent fall and winter ahead for both WROC's listeners and WROC's sponsors. Here's why:

1. BALANCED PROGRAMMING

"The WROC-Television lineup of Rochester's most popular personalities, locally originated programs and movies complement the excellent new NBC fall schedule of exciting programs in living color and black and white. There are shows to appeal to all ages . . . to the entire household.

2. COMPLETE SERVICE

"WROC is the only complete broadcasting service in Rochester—TV, Radio and FM.

3. PETRY RATE CLASSIFICATION

WROC-TV was one of the first stations in the U.S. to institute the new Petry Plan—the most efficient system yet devised for announcement rate classification. Here is the balance, the appeal that no other local station has.

Erwin F. Lyke
PRESIDENT

WROC
ROCHESTER, N.Y.

TV CHANNEL 8
BASIC NBC

WROC BROADCAST CENTER

Represented by
Edward Petry & Co., Inc.

niques used in radio and television news coverage by NBC were outlined at the conference by Eugene Juster and L. A. McClelland, director and manager respectively of NBC News film.

Five papers at the AES meeting were presented by members of CBS Laboratories. Subjects of the papers: "Personal High Fidelity," "A System for High Speed Multiple Duplication of 3-track 15/16 IPS Magnetic Tape Cartridges," "On the Damping of Phonograph Pickup Styli," "The Saga of the Recording Stylus," and "A Record for Measuring Vertical Pickup Angles."

Requests for reprints of papers delivered at the AES meeting should be sent to the society, Box 383, Madison Square Station, New York.

Electronic firms in satellite research

Four major electronic firms are studying methods to permit active communication satellites to be used by multiple users. The latest in the field, under a $59,176 contract from the National Aeronautics & Space Administration is International Business Machines' Federal Systems Division, Rockville, Md.

In August, the Communications Satellite Corp. announced $150,000 in research contracts on the subject of multiple access to three companies: AT&T, Hughes Aircraft and RCA. These are on existing systems that can be used in operational communication satellite systems.

In the NASA contract, IBM is ordered to conduct a study to evaluate all modulation techniques that will provide random access to active communication satellites for a large number of users. This work will be applied to future satellites, such as the advanced Syncom. An important part of this work, NASA says, will be a careful investigation and comparison of multichannel combining schemes for telephony, television, computer data, telegraphy and facsimile between ground stations and the satellite.

Hughes Aircraft, Culver City, Calif., received a $1.3 million contract from NASA last month to provide launch and orbital support for the Syncom project plus operation and maintenance of three ground stations (Lakehurst, N.J., Johannesburg, South Africa, and the USNS Kingsport). Hughes built Syncom II, now in operation.

Other contracts announced by NASA's Goddard Space Flight Center in Greenbelt, Md.:

Adler Electronics Inc., New Rochelle, N.Y.: $421,000 for two mobile radio vans suitable for road and/or air transport. These high frequency systems will provide point-to-point communications between Goddard and remote tracking stations located in countries without adequate commercial relay facilities.

Diecraft Inc., Raytronics Division, Sparks, Md.: $109,115 to provide a universal TV test camera for testing various types of pickup tubes which hold promise for application in weather satellites. This type of test camera is needed to obtain information on the operation of slow-scan pickup tubes required for satellite operations.

Control Data Corp., Rockville, Md.: $98,039 representing two contracts—$49,759 for a magnetic tape unit, and $48,280 for a magnetic tape unit and control synchronizer. This equipment will be used to store computer data recorded during the integration and testing of the Nimbus advanced weather satellite.

Sanborn Co., Waltham, Mass.: $71,210 to furnish 10 magnetic tape recorders for Goddard's manned spacecraft tracking network, to be used to record digital command signals sent to the Gemini spacecraft, as well as voice conversations between the tracking stations and the craft.

Engineers hear TV technical papers

A series of papers outlining the latest technical developments in TV equipment and techniques was presented last week as part of the 94th conference of the Society of Motion Picture and Television Engineers in Boston.

Roger E. Peterson of Jansky & Bailey, consulting engineering firm in Washington, discussed TV picture evaluation and concluded that the achievement of consistently high-quality picture transmission requires at least two considerations: a staff of well-trained technical personnel and a management that can recognize a good on-the-air picture and insists that its technical staff perform the everyday maintenance tasks needed to obtain these results.

The experience of an educational TV station in operating a mobile video-tape production unit was described by Russ Morash of WGBH-TV Cambridge, Mass. He reported that WGBH-TV originally had planned to use its mobile unit conservatively until its capabilities could be tested. A fire destroyed the station's studio two years ago, Mr. Morash said, and the mobile unit has been used since that time as a control room and recording facility for a large part of the station's live and taped programs.

Michael Bellis of AT&T delivered a paper on the "tele-lecture." He reported on the increasing use in the United States and Sweden of the long-distance telephone call to bring lectures by expert teachers, statesmen and scholars into the classroom.



Make it look good, Irving, we're on TV. Coast to coast. Being carried on WITN-TV, and NBC in Eastern North Carolina. Watch the helmet. It's not mine. ARB* reports WITN-TV now leads its market with 215,000 TV homes able to receive against Station Z's 199,000. Stop showing off with the pike, Irv. And what a market. Doherty, Clifford, Steers & Shenfield places Greenville-Washington, N. C. among its 30 Advanced Markets and No. 82 nationally. WITN-TV increased its net weekly circulation 41.3% since they erected their High and Mighty tower, tallest structure in the state. Irving, are you listening? Don't just sit there with your head hanging.

*ARB Coverage Study Feb./March 1963



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WKZO Radio is a station that listeners latch onto. The 6-county Pulse of Sept. '62 shows WKZO Radio outscoring all others in 358 of 360 quarter-hours surveyed, and winning *all* hours surveyed both in total listening and adult listening.

We apply this pleasant stick-um throughout Greater Western Michigan, too. NCS '61 shows WKZO Radio's circulation ahead of every radio rival in the area, and 40.4% greater than all other Kalamazoo stations combined.

It's a market worth holding. Sales Management has predicted that Kalamazoo alone will outgrow all other U. S. cities in personal income and retail sales between 1960 and 1965.

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* *Supercooled epoxy resin can withstand a shearing pull of 8,000 lb. to the square inch.*

6-COUNTY PULSE REPORT

KALAMAZOO RETAIL TRADING AREA—SEPTEMBER, 1962

SHARE OF AUDIENCE—MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	19	5
12 NOON - 6 P.M.	27	18	6
6 P.M. - MIDNIGHT	40	17	X

Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audiences.

AM-TV-FM

The Fetzer Stations

RADIO

WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJFM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC

TELEVISION

WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV/WWUP-TV CADILLAC-TRAVERSE CITY/SAULT STE. MARIE
KOLN-TV/KGIN-TV LINCOLN, NEBRASKA/GRAND ISLAND, NEB.

WKZO

CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

NIELSENS LIVELY TOPIC

CBS-TV still leader; NBC-TV shows improvement while ABC-TV is pleased with interest of audience

Audience ratings were the top topic at network and advertising agency offices last week with the arrival of the first national Nielsens which touch on the new television season.

The audience statistics issued by the A. C. Nielsen Co. covered the two weeks ended Sept. 29. The arrival of the estimates of the relative audience strengths of the network prime-time periods set off a round-robin of competitive claims.

ABC-TV officials generally appeared satisfied that the network's early scheduling within a single week of the new season of all its new programing had gained it a strong position which they thought will prove beneficial over the long haul.

CBS-TV and NBC-TV, however, felt the two-week "average" in presenting the top 10 and top 20 rated shows (see table that follows) could hardly be interpreted as an indicator for even the start of a season.

Premiere Week ▪ It was pointed up by these two networks that the first week covered was the premiere week for all of ABC-TV's heavily promoted programing, both existing and new series, while very few of their own shows had made a first appearance. Much of ABC-TV's schedule, they stressed, came on the air against summer reruns.

CBS-TV, which dominated the two-week average, pointed up its dominance was actually greater in the second week when considered apart from the two-week average. In the second week, the bulk of CBS-TV's new schedule (except for its Monday night comedy block of *The Lucy Show, Danny Thomas* and *Andy Griffith*) had started. Several of NBC's shows also had started that week, though five new programs had not.

ABC-TV maintained that much of the high audience sampling of its premiere week was holding against the tough competition in the second week.

An Improvement ▪ As one ABC-TV official put it; "we don't expect to be the first network, nor do we expect to take over the 'top 10' in the program ratings. But we are confident—on the basis of performances already noted—that we will have more program workhorses in our prime time schedule this season than in the immediate past."

NBC-TV came up with its interpretation, which in essence came to this: On the basis of the second week in the two-week period, CBS-TV took six nights of the week while NBC-TV won Friday night and ABC-TV, on the second-week basis, had none. ABC-TV, this argument continued, remained as the third network.

Countered ABC-TV: The second week was CBS-TV's opportunity to benefit by any news programing sampling by the TV audience. So the discussion went.

Privately, however, each of the networks—and the agencies representing clients in network time—agreed that the national ratings season had only begun. Subsequent Nielsens and competitive trends will be studied closely.

The top 20 (two-week average):

Rank	Program	Rating
1.	Beverly Hillbillies (CBS)	32.3
2.	Bonanza (NBC)	31.4
3.	Ed Sullivan Show (CBS)	26.8
4.	Red Skelton Hour (CBS)	26.0
5.	Petticoat Junction (CBS)	25.9
6.	Dick Van Dyke (CBS)	25.5
7.	Bob Hope Show (NBC)	25.4
8.	Opening Night Special (CBS)	25.1
9.	Jack Benny Show (CBS)	24.3
10.	Grindl (NBC)	23.9
11.	Martian (CBS)	23.8
12.	Greatest Show (ABC)	23.3
13.	Walt Disney (NBC)	22.9
14.	Candid Camera (CBS)	22.0
14.	McHale's Navy (ABC)	22.0
16.	Jackie Gleason (CBS)	21.9
17.	Comedy Hour Special (NBC)	20.8
17.	Combat (ABC)	20.8
19.	Wagon Train (ABC)	20.7
20.	Dr. Kildare (NBC)	20.6

'ADVOCATE' REACTION

TV critics more favorable to Westinghouse-backed play

"The Advocate," the first play to open on Broadway and television at the same time, drew lukewarm notice from theater reviewers last week, but fared much better with TV critics in the same newspapers.

There was speculation late in the week that the play's Broadway run, at New York's ANTA theater, might be ended last Saturday night, but authorities indicated no decision would be reached before Friday (Oct. 18).

Westinghouse Broadcasting Co. put up $60,000 of the $100,000 needed to put the play into the theater and in addition spent approximately $80,000 for a video-taped presentation shown on its five TV stations last Monday night, simultaneous with the play's Broadway opening (BROADCASTING, Oct. 14).

It was acknowledged that the financial success of the venture would depend on the Broadway run. The first of two broadcast presentations to which WBC has rights for each of its stations was substantially sold out to sponsors but nevertheless returned no more than an estimated 25% of the broadcast company's investment.

The play, by Robert Noah, is based on the Sacco and Vanzetti case of the 1920's, and among Broadway reviewers the chief criticisms seemed to stem from the feeling that it offered little that is new on a subject that has been repeatedly explored. New York TV critics, generally more favorable, saw the television version in special screenings, since Westinghouse has no outlet in New York.

Mixed Reactions ▪ In the *New York Times* Howard Taubman, drama critic,

U.S. seeks more domestic film production

Steps were announced last week by the government to curb so-called runaway film production by U. S. film companies. George L. P. Weaver, assistant secretary of the Department of Labor, said that movie producers will be encouraged to do their filming in the U. S. to help limit unemployment caused by the overseas shooting.

Mr. Weaver said no changes were planned in U. S. laws on motion picture production to implement the new policy. He said the government has agreed to adhere to the code of ethics for international trade and financial transactions on movie films of the Organization of Economic Cooperation and Development.

The same day the government announced the curb on overseas production, the U. S. State Department disclosed that film producer Frank Capra and three others will visit the Soviet Union to study the Russian motion picture industry. The visit is part of a U. S.-Russia cultural exchange program and a delegation of Soviet film experts visited the U. S. last year.

Going to Russia with Mr. Capra are Ethan M. Stifle, Eastman Kodak Co. and executive vice president of the Society of Motion Picture and TV Engineers, Dr. Deane R. White of the E. I. DuPont de Nemours & Co., SMPTE vice president, and William E. Gephart Jr., General Film Laboratories and a member of the SMPTE board.



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Eimac

concluded that as a Broadway presentation the play is "at best a flawed document rather than a drama with fresh insights"—but, even so, a "salutary" evocation for a generation unfamiliar with the case.

Jack Gould, television and radio critic of the *Times,* saw signs that television and Broadway "already have a major point in common—script trouble." He rated Westinghouse "a bold angel" and the TV presentation "an act of formidable cultural bravado since [it] meant that viewers had to forget their usual weekly favorites out of Hollywood."

In the *New York Herald-Tribune* drama critic Walter Kerr characterized the play as "a good deed in what I am afraid may be an ungrateful world," with "stretches of performing that compel absolute attention." He had some reservations, but John Horn, TV critic in the same paper, did not. From a TV standpoint, Mr. Horn said, the operation "was a success" and the TV version "a largely successful compromise of transposing the stage play into television terms."

In the *New York World-Telegram and Sun* Norman Nadel, theater critic, thought the play failed to do justice to the Sacco-Vanzetti story. But Harriet Van Horne, the paper's TV-radio critic, gave a better report. "Such defects as there were originated in the script, not in the acting or the camera work," she wrote. "True, there was little movement within the box of the stage, but for theater-starved folk out of town, surely this play was a great event."

John McClain, drama critic of the *New York Journal-American,* described the Broadway production as "a sincere and earnest effort" but said "it just isn't very exciting." He acknowledged, however, that "it may have been wonderfully well adapted to taped TV."

The New York *Daily News* rated it "more interesting technically than emotionally," but on the paper's TV side Kay Gardella gave it a long and favorable report.

The Associated Press and the now defunct *New York Mirror* thought it apt to have limited appeal, but United Press International gave it favorable notice from both stage and TV standpoints.

The Westinghouse TV stations are WBZ-TV Boston, KDKA-TV Pittsburgh, KYW-TV Cleveland, KPIX(TV) San Francisco and WJZ Baltimore.



Mrs. Nhu's news value nil to CBS's Salant

Richard S. Salant, president CBS News, last week explained why he canceled the appearance of South Vietnam's Mrs. Nhu on the CBS-TV program, *Face the Nation,* Oct. 4.

In special filmed footage for the National Educational Television's weekly *At Issue,* Mr. Salant said that Mrs. Nhu's "many appearances on other network news programs reduced the importance of her remarks on one more program."

He added that the cancellation was not a result of the State Department suggestion that she had been receiving more coverage than she warranted. He pointed out that this suggestion was made three days after her scheduled appearance on CBS-TV. "Had I not canceled the broadcast previously," he said, "I might have been less inclined to do so after the admonition."

Mr. Salant was one of eight newsmen on *At Issue.* The eight were asked for their opinion of what determined the "newsworthiness" of a figure such as Mrs. Nhu.

Mr. Salant is shown (above-l) with Alvin Perlmutter, executive producer of *At Issue.*

Film sales . . .

Stony Burke (United Artists): Sold to WNEW-TV New York; WTTG(TV) Washington; KMBC-TV Kansas City, Mo.; KOVR(TV) Stockton, Calif.; WTVH (TV) Peoria, Ill. and WTVP(TV) Decatur, Ill. Now in 45 markets.

Bomba (Allied Artists): Sold to WMCT(TV) Memphis; WQAD-TV Moline, Ill.; WRAL-TV Raleigh, N. C.; KTSM-TV El Paso, Tex.; KCHU(TV) San Bernardino, Calif.; WNBE(TV) New Bern, N. C.; KLFY-TV LaFayette, La. and WGHP-TV High Point, N. C. Now sold in 85 markets.

Volume 3 (Seven Arts): Sold to WFMJ-TV Youngstown, Ohio, and WDBO-TV Orlando, Fla. Now in 115 markets.

Volume 4 (Seven Arts): Sold to WBTV(TV) Charlotte, N. C., and WDBO-TV Orlando, Fla. Now in 91 markets.

Volume 5 (Seven Arts): Sold to WBTV(TV) Charlotte, N. C. and WDBO-TV Orlando, Fla. Now in 89 markets.

Volume 1 (Seven Arts): Sold to WDBO-TV Orlando, Fla. Now in 144 markets.

Volume 2 (Seven Arts): Sold to WDBO-TV Orlando, Fla. Now in 121 markets.

Special Features (Seven Arts): Sold to KPTV(TV) Portland, Ore.; KTVU(TV) San Francisco; KOGO-TV San Diego; KBTV(TV) Denver; KSHO-TV Las Vegas and WFMJ-TV Youngstown, Ohio.

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FAIRNESS CAUGHT BETWEEN

Reuther brothers report on 'radical right' calls on FCC to aid in curbing rightist growth

The FCC and its fairness doctrine have become involved in the controversy developing over a memorandum on "the radical right" that Walter and Victor Reuther submitted to Attorney General Robert F. Kennedy two years ago, but has only recently come to light.

The Justice Department says the document has been gathering dust in the files. But right-wing groups say the memorandum constitutes a blueprint for eliminating conservatism in the U.S.

The memorandum describes the growing strength of the right-wing movement, warns of the danger it poses for the Kennedy administration's domestic and foreign programs, and recommends measures for combating it.

Among other things, it suggests enlisting the aid of the FCC. The memorandum says the commission should investigate the extent to which radio and television stations give free time to representatives of the "radical right" and suggests that the commission "encourage" broadcasters to give free time for reply to spokesmen of opposing points of view.

Walter Reuther is vice president of the AFL-CIO and president of the United Auto Workers. His brother Victor is in charge of international affairs for the UAW. At the time the memorandum was submitted, he also headed UAW's legislative and citizenship activities programs.

Goldwater To Welch ▪ The document describes the "radical right" as being bound "on the left by Senator [Barry] Goldwater [R-Ariz.] and on the right by Robert Welch," head of the John Birch Society.

Besides discussing the FCC, the memorandum recommends that steps be taken to end the tax exemptions given foundations supporting right-wing movements, and to prevent the "misuse" of corporate funds for political propaganda.

It also urges the administration to silence generals and admirals "who have lost faith in democracy," to add right-wing groups to the attorney general's list of subsersive organizations and to put the domestic Communist problem "in proper perspective for the American people" and thus expose "the basic fallacy of the radical right."

Officials at Justice acknowledge receipt of the memorandum, which, reportedly, was submitted on Dec. 19, 1961. However, a spokesman said the document was unsolicited and that "nothing" was ever done with it.

FCC officials last week said they didn't even know the Reuther memorandum existed until receiving inquiries about it earlier this month. They also said that, to the best of their knowledge, Justice representatives never discussed the memorandum's proposals with the commission.

Right-Wing View ▪ Despite these disclaimers, some critics of the commission's fairness doctrine, and the July 26 statement "clarifying" it, see a connection between FCC actions in this area and the Reuther memorandum.

Senator Strom Thurmond (D-S.C.), a severe critic of the July 26 statement, last week inserted in the *Congressional Record* a newspaper column by Edith Kermit Roosevelt, syndicated columnist, that sought to make this connection.

Miss Roosevelt, declaring that the FCC "has begun setting the stage for the 1964 presidential elections," wrote that "the key" to the July 26 statement "is to be found" in the Reuther memorandum.

She said stations would not want to comply with "the costly and bothersome details" of providing free time for reply to conservative broadcasts and, therefore, would simply eliminate "rightist programs" from their schedules. She said this would leave on the air only those programs favored by the administration.

Hargis Broadcasts Cited ▪ In discussing the FCC, the Reuther memorandum referred to the free time it said 70 radio stations were giving at that time to Billy Joe Hargis's Christian Crusade. "Certainly," the document said, "the Federal Communications Commission might consider examining the extent of the practice of giving free time to the radical right and could take measures to encourage stations to assign comparable time for an opposing point of view on a free basis." The memorandum also recommended that a check be made to determine whether FCC rules have been violated.

FCC officials, however, say the Reuther memorandum could have had no effect on their deliberations since it

Birchers against fairness policy, too, but will use it

Warning that an FCC public notice on fairness would, "if universally and objectively enforced . . . close down every radio and television station in America in three months," the John Birch Society has instructed its members to initiate "Operation Monitor," a program for opposing the FCC policy.

"Operation Monitor," as described in the society's current bulletin, calls for a three-part strategy:

▪ "Object emphatically . . . on the grounds that it [the fairness policy] is an utterly illegal and unjustifiable usurpation of power . . . [requiring controls] that are entirely impracticable and impossible. . . .

▪ "Make careful notes with regard to every television or radio program you see or hear where unfair slanting, serious distortion, or outright falsehoods are evident, and flood the station or network or both with letters of protest. Even demand equal time to present [the truth]. . . ."

▪ "Send copies of all letters . . . to any or preferably all [these] members of Congress": Representatives Oren Harris (D-Ark.), Walter Rogers (D-Tex.), J. Arthur Younger (R-Calif.) and John Bell Williams (D-Miss.), all members of the House Commerce Committee, and Senator Strom Thurmond (D-S.C.), member of the Senate Commerce Committee.

The society is an ultra-conservative political action organization.

The FCC announced this summer that stations were obligated to seek out and offer time for opposing views to those carried either in their own editorials or in commentary and other opinion programs (BROADCASTING, July 29 et seq). Some opponents of this policy have said it is a Kennedy administration tactic to silence political expression from the conservative and right-wing organizations (see separate story above).

In its October bulletin, the John Birch Society cautioned members to "convince every station, no matter how preponderantly its programs may now be slanted to the left, that in this situation and this argument [seeking opposing viewpoints] we are on their side." Except where "Comsymps" control stations, the society says, "you will find even the liberal-leaning stations will welcome our support in this controversy.

"To summarize and repeat," the bulletin continues, "we should fight with radio and television stations everywhere over their unfairness, but we should fight just as hard *for them* [italics the society's] against Washington's attempt to take over all of their responsibilities and make all of their decisions."

was never submitted to them. Furthermore, they note that the fairness doctrine, under which stations are obliged to present all sides of controversial issues, has been in existence since 1949, and a part of the Communications Act since 1959.

They also said that no across-the-board inquiry into the free time made available to right-wing groups has ever been made, nor is one contemplated. They said the only broad-scale studies the commission has made involved political broadcasting in general, and resulted from congressional reports.

The memorandum, expressing concern with what it said was the growing strength of the right-wing movement, urged efforts to dam the flow of funds to right-wing groups. It noted that some organizations it characterized as rightist have a tax-exempt status and said that corporate funds are used to put "radical right" views on radio and television for political rather than business reasons.

Life Line ▪ It cited the case of the Life Line radio program, which appears on over 300 radio stations. H. L. Hunt, the Texas millionaire, is the largest single sponsor, acting through several of his corporations. But local businessmen throughout the country sponsor it also. The memorandum suggests that the Internal Revenue Service determine whether such sponsorship can be written off as a legitimate business expense for tax purposes.

This has also been a matter of concern of some members of Congress. Senator Maurine Neuberger (D-Ore.) recently criticized what she said was Mr. Hunt's practice of letting the federal government assume a substantial portion of the cost of his political crusades.

The IRS, reportedly at Sen. Neuberger's urging, is investigating tax-exempt foundations to determine whether they are using their funds for propaganda rather than charitable and educational purposes.

The first public mention of the Reuther memorandum is believed to have been in the book *The Far Right*, published early this year by McGraw-Hill. Its authors are two newsmen, Bernard Eismann, of CBS, and Donald Janson, of the *New York Times*.

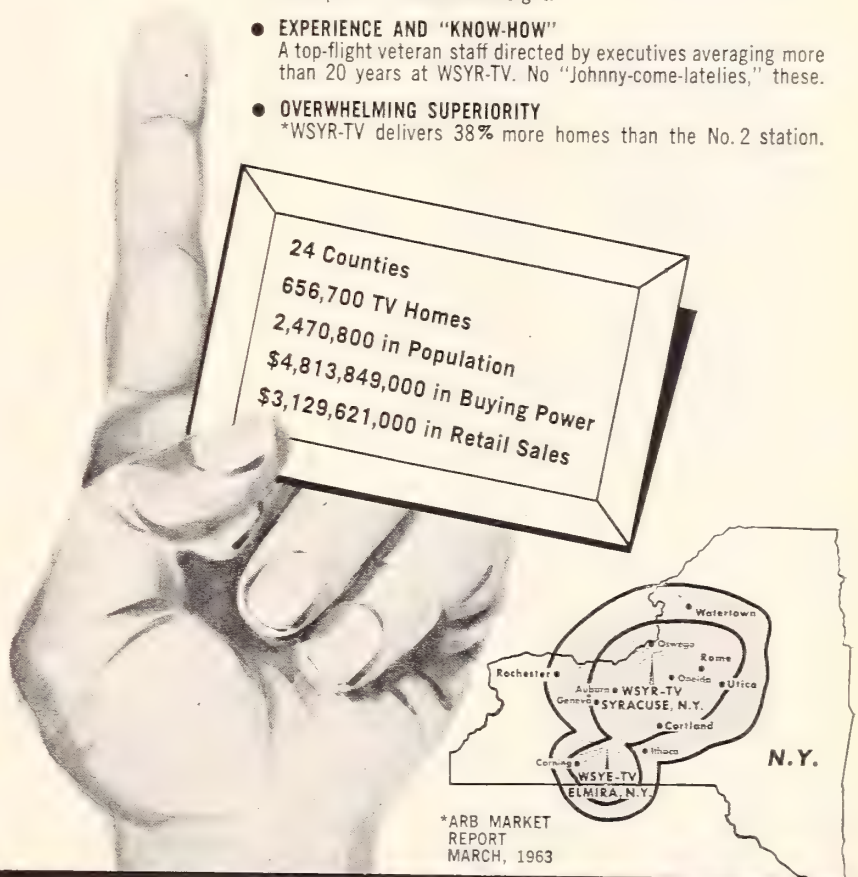
Copies of the document began circulating outside the Justice Department at least as long ago as July, it was learned last week. Since then, conservative groups have been disseminating it among their members with the notation that the memorandum represents a plan "on how to destroy the conservative rebellion within the U.S."

The Justice Department has also sent copies to senators and congressmen who have made inquiries about specifics of the document.

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ROCKY ROAD AHEAD ON MUSIC LICENSES

Radio and TV groups see possible court battles

Both radio and television music licensing committees are preparing for long negotiating sessions and possible court battles as broadcasters seek reductions in fees charged for music performance.

This was the word given last week to delegates to the National Association of Broadcasters' fall conferences in Hartford and Minneapolis (see stories pages 54 and 62) by Robert Mason, chairman of the All-Industry Music License Radio Committee, and Hamilton Shea, his counterpart for TV music licenses. "It appears the industry wants a fight to the finish this time," Mr. Shea said. "The committee has the stamina to follow through" on this course of action, he said.

Mr. Shea, president-general manager of WSVA-AM-FM-TV Harrisonburg, Va., limited his remarks to the current situation with the American Society of Composers, Authors & Publishers. Mr. Mason, president-general manager of WMRN Marion, Ohio, also discussed SESAC. Neither man reported any current problems with Broadcast Music Inc.

"Some disgruntled members" of the negotiating committee have complained to the Federal Trade Commission about SESAC (BROADCASTING, Oct. 14, Sept. 30) because they evidently felt the committee was not moving fast enough, Mr. Mason said. As a result, he said, members of the committee have "visited Washington several times and we shall let the matter rest there." He refused to discuss the scope of discussions with the FTC.

Several broadcasters complained about SESAC at the NAB convention last spring and as a result a SESAC subcommittee of the Mason committee was named. Attempts are being made to negotiate smaller ASCAP fees for small stations, Mr. Mason said.

ASCAP Expires ▪ The radio music chairman said that negotiations for new industrywide contracts will start with ASCAP soon since present terms expire Dec. 31. He said the committee will ask (1) for major reductions in fees for music used in commercials; (2) that no sustaining fees be charged and (3) liberalization of justifiable deductions of existing payments.

Mr. Mason said he would not go beyond this "because only the dummy exposes his hand."

He made a plea for more stations to support financially the committee's efforts and noted that Georgia, Florida and Oklahoma state associations have promised at least 75% membership in the music efforts. Despite the fact the committee has saved radio stations over $5 million in music performance fees, the industry still has "more than its share of free riders," Mr. Mason said.

Since the music industry is so dependent on radio and TV in selling its product to the public, he said, the licensing firms should pay broadcasters to play their music rather than the other way around. He hit the $250 penalty for copyright infringement and said this should be repealed.

Shea Watches Court ▪ Mr. Shea noted that his committee is in its third round of negotiations with ASCAP and is currently waiting for the U. S. Supreme Court to rule on an industry appeal. Judge Sylvester J. Ryan of the U. S. District Court for the Southern District of New York has ruled that he does not have authority to rule on the committee's request that music fees be paid at the source rather than on a performance basis. For TV, this would mean that musical numbers would be cleared for all broadcasters' use at the program source.

The Supreme Court already has refused to accept the case once but it is back before that body a second time under a legal technicality. If the Supreme Court accepts the case and the industry wins, the committee then would go back to Judge Ryan and ask again for licenses based on payments at the source.

Two courses are open to the committee if the high court refuses to accept its case, Mr. Shea said. The industry can either file an antitrust suit against ASCAP or seek a full scale rate-making hearing before Judge Ryan. Although ASCAP has been operating for several years under a consent decree, the industry has never asked the court to set rates, the TV chairman said.

The committee is preparing for either course of action, Mr. Shea said, and already has conducted extensive legal research. The TV-ASCAP licenses expired Dec. 31, 1961, and since then the industry fees have been frozen by the court pending outcome of new negotiations.

Station Policies ▪ Just prior to Mr. Mason's report, three broadcasters discussed their music policies and a representative of the record industry told broadcasters his side. William Gallagher of Columbia Records, representing the Record Industry Association of America, said that he is "appalled" at radio management's lack of knowledge of music matters. Many young talents remain undiscovered because so many stations use the "Top 40" format and

play the same records over and over, he said.

Howard L. Green, WOND Pleasantville, N. J., said that his station had discovered a new form of payola—lavish cocktail parties for disc jockeys. Following such parties, "floods of off-breed labels" have been aired, he said.

Fred Ruegg, CBS Radio, said the network-owned stations regularly police record selections as a necessary tool against payola. "The industry cannot stand another scandal of this sort," he said. Daniel Kops, WAVZ New Haven, Conn., said that his station does not put the selection of records in the hands of disc jockeys. This, he said, is a management function.

Equal time called a hindrance

Charles H. Tower, executive vice president of Corinthian Broadcasting Corp., attacked both the equal-time law and the so-called fairness doctrine at the Indiana Broadcasters Association convention in French Lick Wednesday-Friday (Oct. 16-18).

He told the Indiana meeting the political broadcasting equal-time law has developed "a rat's nest of complexities" and that the way to achieve more complete and informative political campaign coverage is "by immediate simplification and eventual elimination of the equal-time requirement."

The fairness doctrine, he said, is even worse if imposed by regulation. He said he opposed it because "(1) it is contrary to . . . the first amendment, (2) there is no showing that such regulation is necessary, (3) [the administration of it] is time consuming, awkward and aggravating for both regulator and regulatee, (4) it has the effect of discouraging the use of broadcasting for the expression of opinion and (5) regulation in this sensitive area sets a dangerous precedent."

Mr. Tower said that nobody would contend that the fairness doctrine could be applied to the print media without running afoul of the First Amendment to the Constitution—and that broadcasting enjoys the same constitutional protections as other media. Widespread abuse by broadcasting might suggest a need for regulation of fairness, he said, but "no such showing has been made—the complaints are few compared to the potential, and the situations of proven fault even fewer."

He said some broadcasters probably would not observe a self-imposed fairness rule but that "this would not be a catastrophe." Most broadcasters, he said, "will be fair as a matter of good business policy, simply because the overwhelming majority of them are men of both judgment and integrity."

Edmund C. Bunker, president of the Radio Advertising Bureau, told the IBA that "twice as many radio stations will raise rates during the next 12 months as did last year." Despite the rate increases, he said, radio's cost-per-thousand will remain about the same or may actually decline because of increasing set sales, which "means more in-home, out-of-home and portable listening." The RAB president justified the prediction of increased sales by calling radio "underpriced."

ABC News signs Drew

ABC News has signed Robert Drew to produce a minimum of three hours of TV public affairs programing during 1964.

Mr. Drew is producer of the ABC-TV News special, "Crisis: Behind a Presidential Commitment," scheduled for telecast tonight (Oct. 21, 7:30-8:30 p.m.).

Elmer W. Lower, recently appointed president of ABC News, called the arrangement "another step in the continued expansion of ABC News."

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Showmanship and public service

NEW PRODUCTION PACKAGE TRIES TO COMBINE THEM

Public service programing and how to fit it into a radio station's overall format so that it provides the desired public service without disrupting a carefully built station image is a tough problem for many station program executives. This is especially so at stations programed on "top 40" or "good music" formulas where music predominates and news and other talk programs are limited to short time periods.

To help a limited number of stations achieve the desired "community involvement," the Peter Frank Organization, in cooperation with the Crowell-Collier Broadcasting Corp. has developed a program-production service, "Radio INC" (interest, necessity, convenience), encompassing seven areas of programing: agriculture, discussion, information, entertainment, news, religion and talk.

As announced by Richard H. Ullman Inc., distribution arm of PFO, "Radio INC" will offer a minimum selection of two "productions" in each of the seven areas each month. "Each area will be tailored; each area will afford a choice of production (billboarding and background) to fit the type of station; each area can be programed as received or with locally arranged ingredients."

One educational feature in the service is a one-minute daily Spanish lesson; "Radio INC" tapes utilize the voice of an expert Spanish instructor, but it is suggested that for local involvement a teacher at a college or high school in the station's community may be substituted. A series of salutes to the states of the union or the nations of the UN falls under the heading of information. A biblical quiz and *Thoughts to Remember* are among the religious program suggestions. Each item is fully produced, with appropriate wording, voicing background music and whatever other effects are needed.

In addition to the category items, each station may get a fully developed local public service campaign each month, tailormade to the station's own specifications for use in a local campaign, such as raising funds for a new hospital, aiding the schools in a fight against dropouts or whatever local movement is felt most in need of this support and offering the best opportunity for station involvement. Because of the demands of such personalized service on the producers of Radio INC, only 50 stations will be accepted as subscribers, one per state.

"Radio INC's" flexibility is stressed by Morton Wagner, PFO executive vice president. He points out that so long as a station provides a balanced program service to its community in accordance with its prelicense promises it is fulfilling its responsibility, regardless of whether the material is presented with or without sponsorship. Therefore, he says, the Radio INC productions are created to be commercial or sustaining as each station individually decides. The service is also flexible in that it may be used exclusively as produced by PFO or used as the basis for additional station production and local participation.

A second new PFO service is "Alumni Radio," designed for so-called "good music" stations or, as the announcement puts it, "for stations and listeners with graduating tastes." Produced in cooperation with the McLendon Corp., it is designed to provide stations that describe their programing as "mature, grown-up, adult, responsible, mellow [or] relaxed" with "missing ingredients, the subtleties that will assure smoothness, interest, subdued vitality, true professionalism." Unusual thematic treatments, transitional music to fit any mood, as well as mood announcements for all times of day and night and commercials for all kinds of products and services, salutes to local personalities and a host of educational and/or informative capsules are included in this service, which is limited to 150 station subscribers, a large, medium and small station in each state.

"We call it 'a quantity of quality,' " Mr. Wagner says, "because it gives the station an assortment of brightly informative features to keep its audience listening between the musical selections, as well as musical identification concepts, conceived and produced in perfect harmony with the programing they accompany. For instance, there's the "Golden Era" group of tunes made popular by the 'big bands' of the 1930's and 1940's, each performed in the style of the band that made it great. Or the 'Symphony of Sound' collection of piano classical intros for symphonic tie-ins."

The success of McLendon's KABL San Francisco in achieving top popularity for its "good music" programing prompted PFO to seek the help of that organization in developing "Alumni Radio," Mr. Wagner said. He added that Crowell-Collier stations (KFWB Los Angeles, KEWB Oakland-San Francisco, KDWB Minneapolis-St. Paul) have been equally successful in creating public service features of a minute's duration or less that have produced the desired results despite their brevity.

490 stations added to editorializing list

In the last 20 months, an additional 490 radio and television stations have begun to editorialize, according to a survey released last week by the National Association of Broadcasters.

Of 2,584 stations replying to an NAB questionnaire, 1,546 said that they express opinions over the air. This figure includes 1,357 radio stations and 189 TV stations. A December 1961 NAB survey disclosed that 1,056 stations were editorializing at that time.

The NAB received a 54% return on its July questionnaire, which went to 4,800 radio and TV stations. Results were announced last week at the first NAB fall conference in Hartford (see story page 54). The following tables describe broadcast editorial patterns and the extent of political editorials by stations:

Editorializing Patterns

Editorialize:	Daily	Weekly	Occasionally
Radio stations	327	157	873
TV stations	61	20	108
TOTAL	388	177	981

Political Editorials

	Editorialize on political issues		
	Yes	No	Total
Radio stations	724	633	1357
TV stations	102	87	189
TOTAL	826	720	1546
	Editorialize for or against candidates		
	Yes	No	Total
Radio stations	163	1194	1357
TV stations	12	177	189
TOTAL	175	1371	1546

Susskind-Melnick firm plans move toward film

Talent Associates-Paramount Ltd., primarily based in New York and at one time identified solely with live or tape TV production, is moving more toward film as its medium.

The production company, whose principals are David Susskind and Dan Melnick, this season has a filmed drama, *East Side/West Side* on TV (CBS, Monday, 10-11 p.m. EDT) and is planning additional filmed productions for TV. The unit also has been engaged in production of motion pictures.

In a move to bolster its plans for film, the company today (Oct. 21) is announcing the appointment of writer-producer Sam Rolf (credits include *Eleventh Hour* on NBC-TV, *Have Gun, Will Travel,* formerly on CBS-TV and now in syndication) as its vice president, Western division.

Plough shows increase in 9-month earnings

Continued upward trend of radio operations which started early in the second quarter, as well as strong demand for St. Joseph Vitamins for Children and continuing increases in sales and earnings of household products division helped make record nine months sales and earnings for Plough Inc., it was announced last week.

Plough Inc., Memphis pharmaceutical company, owns WMPS-AM-FM Memphis, WJJD-AM-FM Chicago, WCOP-AM-FM Boston, WCAO-AM-FM Baltimore and WPLO-AM-FM Atlanta.

Nine months ended Sept. 30:

	1963	1962
Earnings per share*	$ 1.21	$ 1.06**
Net sales	42,250,000	38,750,000
Net income before taxes	6,620,000	5,950,000
Federal income tax	3,310,000	3,100,000
Net earnings	3,310,000	2,850,000

* Based on 2,737,116 shares outstanding as of Sept. 30, 1963 and 2,692,234 shares outstanding at same period last year.
** Adjusted for July 2, 1962 stock split.

GIC shows increase in sales and profits

General Instrument Corp., Newark, N. J., has reported sharp sales and profit gains, bolstered in part by increased shipments of UHF tuners to TV set manufacturers for incorporation in planned all-channel receivers. The company's F. W. Sickles Division is a major producer of these tuners.

General Instrument's board chairman, M. H. Benedek, said on Oct. 5 that an increase in the firm's per share earnings indicates "a continuing recovery after the loss sustained in the fiscal year ended last February 28." The firm says that for the second fiscal year quarter and the six-month period ending Aug. 31 it had the highest sales in its 40-year history.

Six months ending Aug. 31:

	1963	1962
Sales	$47,121,239	$41,194,131
Profits before taxes	861,683	477,609
Net profits	508,183	355,309
Number of shares outstanding	2,570,401	2,565,401

Dividend declared by Four Star TV

Four Star Television last week declared a 5% dividend on its common stock, the first dividend ever declared by the company.

Four Star TV has 634,505 common shares outstanding. At its annual meeting in Hollywood last week the directors described diversification of the company's activities as accounting for an improving financial picture.

Since 1962, they said, the company's operations have branched into TV syndication, foreign distribution, motion picture production in addition to production of network TV product.

Financial notes . . .

- Gross Telecasting Inc. declared regular quarterly dividend of 40 cents a share on common stock and 7½ cents a share on Class B common both payable Nov. 12, to shareholders of record Oct. 25. Gross Telecasting owns WJIM-AM-FM-TV Lansing, Mich.
- A regular quarterly cash dividend of 12½ cents a share and a 2% stock dividend, payable Oct. 21 to holders of record Sept. 30, has been declared by the board of Technicolor Inc.

SEC stock report for September

The Securities & Exchange Commission reported the following stock transactions of officers and directors of broadcasting and allied companies in its September issue of *Official Summary* (all common stock unless otherwise indicated):

Capital Cities Broadcasting—Harmon Duncan, sold 100, retains 21,444.

CBS Inc.—William C. Fitts Jr., exercised option to acquire 1,800, holds 1,800; Kenneth W. Hoehn, acquired 688 on option, holds 1,688; Clarence H. Hopper, acquired 3,000 on option, holds 4,483; Lawrence W. Lowman, acquired 3,150 on option, holds 8,688; Richard S. Salant, acquired 5,402 on option, holds 5,521.

Outlet Co. (WJAR-AM-TV Providence, R. I., and WDBO-AM-FM-TV Orlando, Fla.): George O. Griffith, bought 100, holds 900; Bruce G. Sundlun, bought 400, holds 2,025.

Reeves Broadcasting & Development Corp.: Harry L. Petersen, sold 1,200, retains 30; also sold $3,000 worth of 6% convertible subordinated debentures, retaining none.

Rollins Broadcasting Inc.: John W. Rollins, sold at public offering (BROADCASTING, July 22), 9,196 common and 15,964 Class B common, leaving none common and 184,036 Class B common; O. Wayne Rollins, sold at public offering 59,840, retaining 549,560.

The New York Stock Exchange reported last week that Hulbert Taft Jr., chairman of Taft Broadcasting Co., sold 6,272 shares of common, reducing his holdings to 113,453.



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State aiding program battle in Brazil

CENSORSHIP SEEMINGLY AIMED ONLY AT U. S. IMPORTS

Television Program Export Association reported last week that the U.S. government is protesting Brazil's crackdown on imported TV shows as a result of TPEA's protests.

John G. McCarthy, TPEA president, said he urged the State Department to protest a Brazilian decree which, in effect, removed from prime time there imported programs dealing with "police events of any nature, the Far West or sex." Mr. McCarthy said the State Department has instructed the U.S. Embassy in Brazil to protest the decree because it appears to be directed specifically against U.S. programs.

Mr. McCarthy claimed the Brazilian action appears to be in violation of Article III of the General Agreement on Tariffs and Trade, to which Brazil is a signatory power.

In a related move, the television division of the Motion Picture Export Association of America reported that several telecasters in Brazil have taken legal action against the government decree, and a preliminary injunction has been favorable. The judgment was issued on the basis that the decree is "actually unconstitutional," MPEAA reported, and as a result the three TV networks are continuing to buy western and detective series for their 1964 programming.

MPEAA said its Rio de Janeiro office has been working closely with Brazilian telecasters and advertisers in an effort to lift the decree. The association added that there is strong feeling in Brazil that the decree will not be enforced but said it planned to continue its effort to have the decree rescinded.

Hockey closed circuit draws capacity crowds

International Telemeter Co.'s program of pay TV sports events shown on large screens in a closed circuit telecast at nine Toronto theaters got off to a fast start Oct. 15, when the first away-from-home game of the Toronto Maple Leafs hockey team with the Chicago Black Hawks drew capacity crowds and a total gross of $24,000, ITC and Famous Players Canadian Corp. reported. The nine theaters, with a total seating capacity of 11,000 and prices ranging from $1.25 to $2.50, turned away an estimated 2,500 people for lack of seats for the game, first of 32 to be presented between now and March via the theater TV network. In addition, Telemeter's pay TV home subscribers in the Toronto suburb of Etobicoke can tune in the games at a charge of $1.50 per game.

ITC, a subsidiary of Paramount Pictures Corp., is aligned with Famous Players Canadian Corp., which is 51% owned by Paramount, in a four-year agreement with the Toronto hockey team for presentation of its "away" games via closed circuit pay TV in homes and theaters. The nine theaters connected for the opening hockey game are equipped with the Eidophor large-screen system of TV reception.

Stanton wants U.S.-Japan TV exchange

Dr. Frank Stanton, president of CBS, last week came out for unrestricted exchange of "the entire spectrum" of programing between the U.S. and Japan and suggested the establishment of clearing houses in both countries to assist such an exchange.

Speaking at the second U. S.—Japan Conference on Cultural and Educational Interchange in Washington, Dr. Stanton, substituting for the ailing Edward R. Murrow (BROADCASTING, Oct. 14, 7), said that the exchange of programs between countries was often fettered by concern with "the national image" and charged that this attitude implies "that what entertains us at home may embarrass us abroad, and hence should be withheld from overseas audiences. I deplore both aspects of this theory."

The U. S. and Japan, Dr. Stanton noted, are the two largest television nations in the world gauged by numbers of TV sets and percentage of population covered by TV, and therefore "it is entirely fitting that we should share our programs, our personnel and our expertise." The clearing houses he suggested for U. S.-Japan film exchange would catalogue cultural programs, provide translation and research services and assist in personnel switches.



Dr. Stanton

Noting that language and other barriers to unfettered exchange exist, Dr. Stanton said, "None of these problems—as difficult as they may appear—are insurmountable."

Church leaders meet on Town Meeting of World

Religion and science united Oct. 15 for the joint CBS-British Broadcasting Corp. production of *Town Meeting of the World*. In a show titled "The Christian Revolution," high churchmen around the world, linked by Telstar II, participated in a discussion moderated by CBS newsman Eric Sevareid.

Seen simultaneously in the U.S. and Europe, the show featured Laurian Cardinal Rugambwa of Tanganyika and Reverend Dr. Hans Kung, dean of West Germany's University of Tubingen theological faculty, in Rome; Bishop Lesslie Newbigin, associate general secretary of the World Council of Churches, in London; Dr. Franklin Clark Fry, president of the Lutheran Church of America and chairman of the Central Committee of the World Council of Churches, in Princeton, N.J.

Senate bill sanctions foreign hams in U.S.

The Senate last week passed legislation that would permit foreign amateur radio operators visiting the U. S. to operate their stations here if reciprocal agreements are negotiated with their countries.

S 920, sponsored by Senator Barry Goldwater (R-Ariz.), an amateur operator himself, won approval of the Commerce Committee, the FCC and other government agencies after it was amended to tighten up security precautions. Amendment of the Communications Act was required, supporters of the bill explained, because the act presently prohibits aliens from operating

here. Thirty-one countries allow American hams to operate within their borders even though reciprocal agreements do not now exist.

The bill, sent to the House Commerce Committee for consideration, was backed by the American Radio Relay League and, according to the Senate committee, "will potentially benefit any of the quarter of a million U. S. amateur radio operators. . . ."

Hughes wins contract for 10 VOA transmitters

The Voice of America announced Friday (Oct. 18) that a $2,228,192 contract for the construction of 10 250-kw shortwave transmitters has been awarded to the Hughes Aircraft Co. of Fullerton, Calif.

The transmitters will be installed at a 2.5 megawatt complex in the Philippines from which the Voice will be able to transmit a reliable signal throughout Asia, VOA said. The Hughes cost proposal was lowest of six submitted which met VOA specifications. Delivery is scheduled for Dec. 30, 1965. The VOA said it plans to be on the air with Project Bamboo in three or four years.

Five of the new transmitters, which will be capable of remote operation from distances up to two miles, will cost $229,600 each; the other five will be constructed without the remote capability and will cost $210,600 each. Another $27,192 will be for installation materials.

Central America TV interconnection mulled

Officials of American Broadcasting-Paramount Theaters and ABC International Television met in Mexico City last week with representatives of Central American Television Network to examine the possibility of live interconnection between CATVN stations.

CATVN has stations in Panama, Nicaragua, Costa Rica, Honduras, El Salvador and Guatemala. It was formed in 1959.

AB-PT executives attending the meeting were Leonard Goldenson, president; Simon Siegel, executive vice president; Donald Coyle, president of ABC International Television, and Frank Marx, president of ABC Engineers Division.

The meeting included talks on new programing and sales plans for the CATVN stations.

Harris leaves for Geneva

Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, is scheduled to leave for Geneva today (Oct. 21) to join conferees attending the International Radio Conference on Space Allocations. Representative Harris is expected to remain in Geneva for about 10 days, or until the conference ends.

Pay TV is not a friendly face to Arkell

John H. Arkell is director of administration for the British Broadcasting Corp., and that organization has a reputation for being loath to take a position on controversial matters. But Mr. Arkell has some very definite views on subscription television and they are all negative.

If pay TV is established, Mr. Arkell says, it will deprive the viewer of what he now gets for nothing. "I feel," he says, "that pay TV could be considered against the public interest. People are going to have to pay for what they get free now. I don't like it."

Mr. Arkell also had a second observation: that the viewers with money will be getting the better programs. Unsaid but implied was the obverse: that viewers who are strapped financially will have to put up with mediocre and worse programs.

The Britisher's views were made on an interview with Mark Evans, Metromedia Inc. vice president for public affairs. The taped interview will be shown over WTTG(TV) Washington on Oct. 27.

Other views:

- BBC does not editorialize, although there is no legal prohibition. In Mr. Arkell's view it is better not to have a single opinion, thus safeguarding the impartiality of the service. Mr. Arkell stressed, however, that BBC endeavors to present a balance on controversial issues, presenting both sides either simultaneously or in separate programs.
- Although BBC does not have ratings services to determine the popularity of its programs, it has its own research department which interviews 4,000 families per day.

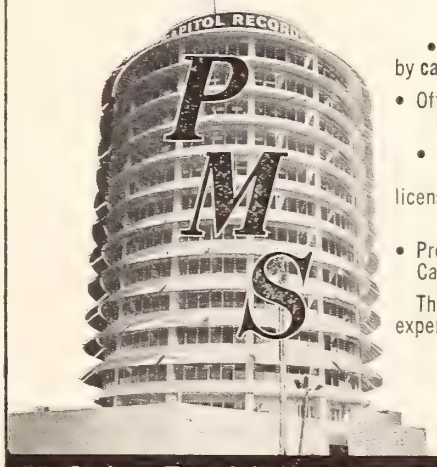
BBC's second TV network to start in April 1964

Monday, April 20, 1964 has been named as the day for the start of BBC-TV's second network, BBC 2. BBC Director-General Hugh Carleton Greene promised that the new network would not be a poor man's copy of the present BBC-TV, and it would not be dominated by the chase after the biggest possible audience.

BBC 2 will start in London and Southeast England and will initially be available to about 10 million people. It will then spread to other parts of the country and in 1965 will cover 60% of the population.

The BBC director-general added

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that after five years BBC 2 would be available to 95% of the population.

"In giving us the job of providing a second television network the government has given us an opportunity to provide a service which can be, if we go about it in the right way, of enormous value to the nation," he said. This would be the first time in any country that two networks would be planned together "to provide a choice instead of the haphazard chances of competition."

He said that BBC 2 will provide educational and minority interest programs at peak hours.

In answer to criticism that BBC was going ahead with such a big and expensive project without long term certainty of financial resources Mr. Greene said that the government had given BBC a firm guarantee of its responsibility toward insuring that BBC would obtain sufficient income.

EMI gets contract for Malaysian TV

EMI Electronics Ltd., London, has been appointed principal contractor for the supply of television studio and outside broadcast equipment to the Malaysian Ministry of Information and Broadcasting.

The company has been awarded a contract worth about $280,000 for equipment for the first phase of the Malaysian television service. This will provide TV coverage for the Kuala Lumpur area. It is scheduled to begin in December.

Included in the contract are two image orthicon camera channels, video and audio mixers and equipment for a medium sized studio, a complete master control installation and mobile unit equipped with three image orthicon camera channels.

FATES & FORTUNES

BROADCAST ADVERTISING


Mrs. Tucker

Charlotte Tucker, formerly with Keystone Broadcasting System, Earle Ludgin & Co. and McCann-Erickson, joins E. H. Russell, McCloskey & Co., Chicago, as media director. **T. H. Hollingsworth,** advertising director of Bowes Seal Fast Corp., joins Russell agency as creative executive.

Henry W. Tavs elected senior VP in charge of sales for Revlon Inc., New York, succeeding **Jack J. Culberg,** who has been appointed to newly created post of senior VP-market development.

Boyce P. Price and **James Rooney,** account directors at McCann-Erickson, New York, elected VP's.

H. E. Christiansen, head of his own Chicago agency, is to dissolve that firm and will join Wade Adv. there as VP effective Jan. 1, 1964.

William G. Bess, senior copywriter at Donahue & Coe, Los Angeles, joins Vineyard-Hernly & Associates, Santa Ana, Calif., advertising and PR firm, as creative director.

Ronald A. Sampson, formerly with *Ebony* magazine, joins Foote, Cone & Belding, Chicago, as assistant merchandising supervisor.

Harold A. Smith, VP, Needham, Louis & Brorby, appointed assistant to president. He will also continue in charge of NL&B's press relations. Mr. Smith joined NL&B in 1958 and was formerly with National Broadcasting Company's Central Division for 12 years in both local station and network promotion and sales development capacities.

James L. Thompson Jr., former buyer and most recently assistant media director at Benton & Bowles, New York, has been named media manager for Philip Morris Inc., New York. **Donald S. Harris** is PM's director of media and programing.

Robert Ross with Leo Burnett Co., Chicago, for two years in marketing named VP and creative director in creative services division. He formerly was with Arthur Meyerhoff Co. and before that Tatham-Laird Inc.

William C. Olendorf, VP-marketing, Tobias, O'Neil & Gallay, Chicago, becomes member of firm as executive VP and agency changes name to Tobias & Olendorf.

Adolph T. Cantisano, former director of advertising and promotion for Albany, N. Y., public markets, joins WJRZ Newark, N. J., in sales department.

Ken F. Campbell joins sales staff of The Katz Agency, New York. He was formerly in radio sales at H-R Representatives.


Mr. Short

Carl J. Short appointed account executive in Los Angeles for Wade Advertising's newly acquired Falstaff beer account. He leaves Los Angeles office of Erwin Wasey, Ruthrauff & Ryan where he had handled Carnation accounts since 1953, his most recent position being senior account executive for Coffee-Mate.

Carol Gilbert, formerly with American Research Bureau, appointed manager of sales development department of Robert E. Eastman & Co., station representatives, New York.


Mr. Martin

Gerard Martin, VP-account supervisor and member of plans board of Kenyon & Eckhardt, joins Geyer, Morey, Ballard, New York, as VP-account supervisor.

Nick Barry, account executive with Ohio Stations Representatives, Cleveland, appointed sales manager of WCUE, WCUF-FM Akron, Ohio.

Peggy Prag appointed copy chief of Johnstone Inc., New York advertising agency.

Donald C. Waterous, account supervisor, and **John G. Flagg,** creative supervisor at Benton and Bowles, New York, elected VP's.

Fred L. Williams appointed advertising and sales promotion manager for Pennzoil Co. of Oil City, Pa.

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Mr. Riggs

Richard H. Riggs, assistant manager of WIMA-TV Lima, Ohio, for past four years, joins WJIM-TV Lansing, Mich., as sales manager.

Bernard F. Nosbaum, art director at Kenyon & Eckhardt, Chicago, joins Clinton E. Frank Inc. there in same capacity.

Gary Davis, account executive with Axelband, Brown & Associates, Cleveland advertising and PR agency, joins WERE, that city, in same capacity.

Charles R. O'Malley, former salesman with Pan American World Airways, joins New York sales staff of Stone Representatives Inc.

Tom B. Watson, former media buyer at BBDO and Ted Bates, and **Ron B. Titus,** promotion specialist at wow Omaha, join New York and Chicago sales staffs, respectively, of CBS Radio Network Sales.


Mr. Newi


Mr. Boorom

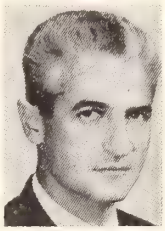
George H. Newi, assistant daytime sales manager, ABC-TV, promoted to director of sports and special program sales. **Warren Boorom** succeeds Mr. Newi. Mr. Boorom was formerly VP, sales development at Metromedia.

Harold Edeson appointed sales promotion manager for General Cigar and Escalante divisions of General Cigar Co., New York, and **James W. Brawley** as sales administrator for two divisions.

Paul Wagner joins Sacramento, Calif., office of Clif Furgurson Adv., Fresno, Calif., as account executive.

George V. Recht elected VP-controller of John W. Shaw Adv., Chicago.

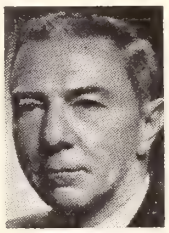

Mr. Neale


Mr. Tranchina

Cary J. Neale and **Joseph Tranchina,** executive art directors at BBDO, elected VP's. Mr. Neale handles art direction on DuPont, Morgan-Jones, New York State and Greater New York Fund. Mr. Tranchina is executive art director on United Fruit, Pepsi-Cola, Lucky Strike and Curtis Publishing.

Bill Hudson, sales promotion manager of WKDA Nashville, Tenn., resigns to head his own advertising agency, Bill Hudson & Associates, with offices at 1205 Eighth Ave., South, Nashville.

Robert C. Meade joins Pete White and Associates, Tulsa advertising agency, as account executive.


Mr. Scheideler

Joseph Scheideler joins Foote, Cone & Belding, New York, as vice president and management representative on Lever Bros. account. Mr. Scheideler had been director and executive VP at Fletcher Richards, Calkins & Holden.

Robert I. Grossman, sales manager of WPKM Tampa, appointed general sales manager of WGTO Cypress Gardens, both Florida.

Marty Glickman joins Cole Fischer Rogow, New York, as account executive.

John T. McNamara, previously merchandising executive with Ted Bates & Co., New York, joins WSVA-AM-FM-TV Harrisonburg, Va., as promotion-merchandising manager.

Jean Borrelli, radio-TV supervisor at Wermen & Schorr, Philadelphia, appointed traffic manager.

Fred Von Hofen, former VP and general manager of KVI Seattle, joins KING-TV, that city, as account executive.

Betty Porter and **Alan Hirschfeld** join copy staff of BBDO's Los Angeles office.

Edward J. Galdikas, formerly with Hill, Rogers, Mason & Scott, joins W. B. Doner & Co., Chicago, as production manager.

Ralph P. McCasky Jr., account executive with Peters, Griffin and Woodward, joins TV sales staff of RKO General Broadcasting National Sales, Chicago.

THE MEDIA

William N. Ellison, program director of WBJA-TV Binghamton, N. Y., appointed station manager, replacing **Warren M. Kelly,** who resigned.

Ralph Grover, sales manager, appointed general manager of WEZY Cocoa, Fla.

Ed Neilson, air personality, named continuity director at WJRZ Newark, N. J.

Charles Warren named manager of Washington operations of Mutual. Mr. Warren also will continue in present position of news bureau chief.

Ira I. Hewey, assistant manager and national sales manager named station manager of WHAI-AM-FM Greenfield, Mass.

Raymond C. Giese, general manager of WOSU-AM-FM (Ohio State University) Columbus, named general manager of WOSU-TV (educational ch. 34), replacing **Raymond J. Stanley,** who resigned to become director of educational TV facilities program with U. S. Office of Education in Department of Health, Education and Welfare.

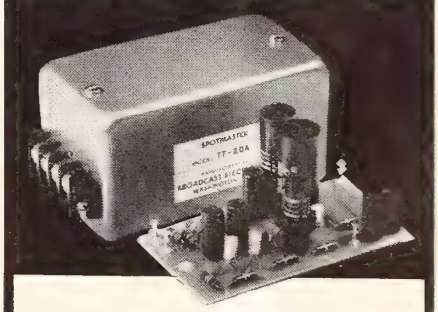
Bernie Strachota elected VP-general

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Walker named head of Collins division

A. Prose Walker, assistant to vice president of Collins Radio Co. and former National Association of Broadcasters director of engineering, has been named director of Collins' broadcast communications division.

Entire division has been moved to Dallas, it was announced last week.

Named assistant director and sales manager for broadcast unit is **Thiel W. Sharpe,** who was director of commercial sales for company's international division. **Carl F. Rollert** continues as production manager.

Mr. Walker was with FCC from 1940 to 1953 when he left to direct engineering activities of NAB. He joined Collins in 1961 as assistant director of development and in 1962 was named assistant to vice president of Cedar Rapids, Iowa, division.

Mr. Sharpe joined Collins in 1949; previously he served in engineering capacities with Texas radio stations WFAA Dallas and KARC and WOAI, both San Antonio.

Mr. Rollert joined Collins in 1956. He was with WDAF-TV Kansas City, Mo., and KCRG-TV Cedar Rapids, in engineering positions before then.

In consolidating broadcast communications division in Dallas, Collins will retain in Cedar Rapids research and development including manufacture of low power transmitters and audio equipment. Dallas division will handle sales and production for all of Collins broadcast equipment including its high power transmitter and studio-transmitter link lines. Collins also has branches in Newport Beach, Calif., and in Toronto, Ont.



Mr. Walker



Mr. Sharpe

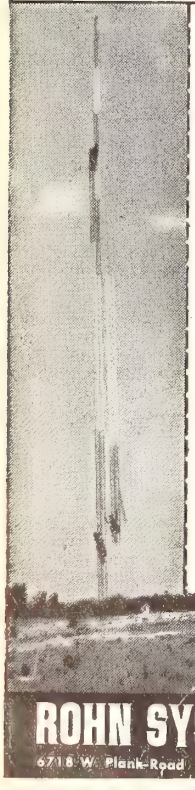


Mr. Rollert

manager of WRIT-AM-FM Milwaukee.

Howell Ashford, WCRK Morristown, elected president of Tennessee Association of Broadcasters, replacing **Jack Michael,** WREC-AM-TV Memphis. Other officers elected: **James C. Wilson,** WJCW-AM-FM Johnson City, VP for East Tennessee; **Franklin H. Brown,** WBMC McMinnville, VP for middle Tennessee; **Ken Marston,** WDXI Jackson, VP for West Tennessee; and **Hugh Trotter,** WSEV-AM-FM Sevierville, secretary-treasurer.

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PROGRAMING

Marshall Schlom has been elected president of script supervisors Local 871 International Alliance of Theatrical, Stage Employes & Moving Picture Operators. Other new officers, all for two-year terms, are: VP, **Michael Preese;** secretary, **Betty Fancher;** treasurer, **Wallace Bennett,** and Sergeant at Arms, **Richard Chaffee.**

Dixon Q. Dern, assistant secretary and general studio attorney for the past three years for Desilu Productions, Hollywood, has been appointed West Coast counsel, business affairs, for United Artists Television. Before joining Desilu he had been with legal department of CBS.

Erwin Bernstein appointed director of marketing for TNT Electronics, engineering subsidiary of Theatre Network Television, New York.

Willis Duff, formerly program director at WPRO Providence, R. I., joins KLAC Los Angeles as production-creative director.

Jim Anderson, announcer-director at KHVH-TV Honolulu, appointed production manager, succeeding **Jack Annon,** who resumes studies at University of Hawaii.

Tommy Holland, former news director of KBRZ Freeport, Tex., joins announcing staff of KTEM Temple, Tex.

Ben Laurie, staff announcer at KXOL Ft. Worth, Tex., joins WFAA-AM-FM Dallas-Ft. Worth as air personality.

Niles I. Goodsite appointed production manager of WOTT Watertown, N.Y.

Don Jeffries joins announcing staff of WATE-AM-TV Knoxville, Tenn.

Jerry Mallard, production supervisor, promoted to production manager at WCIV(TV) Charleston, S. C.

Robert J. Burton, executive VP of Broadcast Music Inc., New York, elected to company's board of directors.

Lloyd Haynes, formerly with Heatter-Quigley Productions, has joined Daystar Productions, both Hollywood, as production assistant. He will concentrate on developing new daytime TV programs.

Henry Vars, who composed musical score for motion picture, "Flipper," signed to write original music for new MGM-TV series inspired by that film. New series is now in production in Nassau and Miami with Leon Benson as producer-director.

Pat Patterson, former music director and assistant program director at WPTR Albany, N. Y., joins WGR Buffalo as air personality.

John Riley appointed production director of WFBG Altoona, Pa., succeeding **Al Wolfe,** who has purchased part

ownership of WOTT Watertown, N. Y.

Kirby Brooks joins WIOD Miami as air personality.

Bill Holley, announcer at WFUN South Miami, Fla., named program director, replacing **Bob Gordon,** who resigned to accept similar post with WCPO Cincinnati. **Roger Knight,** formerly of WMVJ Miami Beach, joins WFUN as air personality.

Georgis Hanni, attorney formerly with Composers & Lyricists Guild of America, appointed resident counsel for Writers Guild of America, West.

Larry Finley, director of premium sales at Dot Records, joins MGM/Verve Records, New York, as director of special products department.

Edward Grossman, an attorney, joins Composers and Lyricists Guild of America, Los Angeles, as executive director. **Elsa Clay** continues in guild's office as assistant to Mr. Grossman.

G. Richard Bowen, vice president of Dallas Jones Productions, joins Filmack Studios, Chicago, as production coordinator.

Clair Chotzinoff promoted to director of literary services at Columbia Records. He was previously copy editor, special projects, masterworks.

Ed Smith and **Ed Washburn** named art director and assistant art director, respectively, at KGO-TV San Francisco.

Terry Berman named farm director of WKKD Aurora, Ill.

Gregory Stone, program director and sportscaster at WTAL Tallahassee, Fla., joins WSOC-AM-FM Charlotte, N. C., as night newsman and staff announcer.

Joe Scully named producer of *Repertoire Workshop* series on KNXT(TV) Los Angeles.

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NEWS

Harry R. Flory retires as general manager of communications for UPI. **R. T. Eskew,** formerly executive sales manager, succeeds Mr. Flory. **James F. Darr** named to newly created post of assistant general manager of communications department. Mr. Darr was previously central division communications manager for UPI, Chicago.


Mr. Griffin

John Griffin, news director of KSLA-TV Shreveport, La., joins WTAR-AM-FM-TV Norfolk, Va., in same capacity. Mr. Griffin replaces **Clayton Edwards,** who resigned to join NASA in Washington.

Arch Deal, WFLA-TV Tampa-St. Petersburg, Fla., newsman, appointed to newly created post of assistant news director. **Fred Worthington,** film editor, named assignment editor. **Howard Stonesifer** and **John Hayes** join WFLA-TV news staff as cameramen-reporters. Also joining St. Petersburg news bureau as roving reporter is **Ray Blush.**

Andy Scott, newscaster at WIS Columbia, S. C., joins air staff of WFBC-AM-TV Greenville, S. C.

Robert Hager and **Ben Waters** join news staff of WBT, WBTV(TV) Charlotte, N. C.

Milt Hoffman, production manager of KHAS-TV Hastings, elected state chairman of Nebraska AP Radio and TV Association. **Lee Hall,** news director of KOLT Scottsbluff, was elected vice chairman.

Charles Munro named morning news editor of KFAC-AM-FM Los Angeles, replacing **Peter Klute,** who is leaving to resume studies at Loyola University and take PR post with Southern Counties Gas Co.

William H. Capellaro joins news staff of WISN-TV Milwaukee as writer-reporter.

John Halperin, formerly with *Wall Street Journal,* joins Albany, N. Y., staff of Associated Press.

Joe L. Langston joins WBRC-TV Birmingham, Ala., as newscaster.

Jim Kincaid, formerly with WWL-TV New Orleans, joins news staff of KMOX-TV St. Louis.

Terry Morrison joins news staff of KRON-TV San Francisco as newsfilm photographer.

Howard K. Smith, ABC News, signed to portray himself in film version of Gore Vidal play, "The Best Man."

FANFARE


Mr. Hanley

Joseph P. Hanley, special events manager for Macy's department store in New York, joins WCBS-AM-FM New York as director of public information.

Jeanne Toncre and **Donald G. Merritt Jr.** join promotion department of KRON-TV San Francisco.

Jim Corcoran, veteran radio newscaster and program personality, and since 1956 on administrative staff of Philadelphia *Daily News,* joins Triangle Stations, Philadelphia, to handle publicity and public relations.

Bernard Ruttenberg named assistant to Phil Cowan, VP of Metromedia's public relations department.

Michael Crain named PR director of A. D. Adams Adv., New York.

INTERNATIONAL

Michael Stephens, assistant director of BBC overseas talks and features, appointed secretary to Fifth Commonwealth Broadcasting Conference, effec-

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Frank Beatty dies of cancer at 62

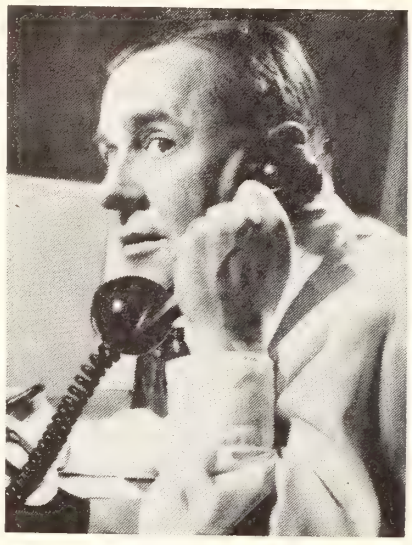
J. Frank Beatty, a senior editor of BROADCASTING, died of cancer at his Bethesda, Md., home Oct. 14. His death occurred on the eve of his 29th anniversary of service with the magazine. He was 62.

Mr. Beatty's last article, a special report on FM broadcasting, appeared in BROADCASTING July 29. He fell ill during the final stages of work on that story but insisted upon completing it before entering a hospital. After abdominal surgery that disclosed an inoperable condition he was returned to his home where he remained until his death.

For the past decade Mr. Beatty had specialized in writing regional economic reviews and situation reports. Twice he won Jesse H. Neal merit awards, which are given annually by the Associated Business Publications for outstanding work in business journalism. Associated Business Publications comprises magazines that are audited by the Audit Bureau of Circulations.

Born in Greensburg, Pa., Nov. 17, 1900, Mr. Beatty entered journalism at the age of 17 on his home town paper, the *Greensburg Record.* He continued to work on newspapers while attending Washington and Jefferson College, Washington, Pa., and Dickinson School of Law at Carlisle, Pa. He was a reporter for the *Washington* (Pa.) *Observer* in 1921-22, for the *Latrobe* (Pa.) *Morning Review* in 1923-24 and the *Harrisburg* (Pa.) *Telegraph* in 1924-28.

In 1928 he moved to Washington and joined the *United States Daily* which became the *United States News* in 1933 and was later to become the weekly magazine, *U. S. News and World Report.* On Oct. 15, 1934, Mr. Beatty joined BROADCASTING as managing editor.



J. Frank Beatty

Mr. Beatty was a member of Delta Tau Delta, the National Press Club, the White House Correspondents Association, the F&AM Masonic Lodge of Greensburg, Pa., and Trinity Lutheran Church of Bethesda, Md.

He is survived by his wife, Mrs. Ruth Reymer Beatty, and a daughter, Mrs. Thomas Wardwell, of Oklahoma City. Burial was at Sewickley, Pa., on Oct. 18.

tive Dec. 15, to be held at Ottawa, Canada.

Arvid Griffin appointed managing director of MGM British Studios. Since resignation of **Matthew Raymond** in December 1961, post of managing director has been vacant. Mr. Griffin has been with MGM in America since 1935 and until joining MGM's British studios in June, had served in number of executive production posts at company's Culver City, Calif., operation. **Lawrence P. Bachmann** continues as executive producer at British studios.



EQUIPMENT & ENGINEERING



Mr. Morrison

Wendell C. Morrison appointed chief engineer of RCA's broadcast and communications products division, responsible for engineering activities of radio-TV broadcast equipment, microwave communications systems, scientific instruments, two-way mobile radio, radiomarine equipment and audio-visual products. Mr. Morrison, who has been assistant to chief defense engineer for past two years, joined RCA at Camden, N. J., in 1940.

Thomas O. Doner, former Eastern regional manager for electronics division of Fansteel Co., appointed Midwestern regional manager for components group of Litton Industries, with headquarters in Chicago.

Thomas M. McDermott appointed sales engineer in Belleville, N. J., office of Eitel-McCullough Inc., San Carlos, Calif., electronic tube manufacturer.



Mr. Stefan

Joseph Stefan, member of executive management group of RCA, New York, elected VP in charge of magnetic tape and custom products for RCA Victor Records, with headquarters in New York. In newly created position, Mr. Stefan will direct RCA Victor's custom record activities and expanding magnetic tape business which manufactures and markets tape for entertainment, computer and instrumentation fields.

DEATHS

Natt Hale, 47, assistant to president of ABC-Paramount Records, died at Roosevelt Hospital, New York, Oct. 15 after six-week illness. Mr. Hale, veteran of 25 years in record business, joined ABC-Paramount at its inception in 1955.

John M. Printup, 66, manager of KRIB Mason City, Iowa, died Oct. 11 following heart attack.

Frank B. Walker, 73, formerly MGM vice president and general manager of MGM Records, died Oct. 15 of heart attack at his home in Little Neck, N. Y. Mr. Walker, who originated idea of low-priced pop records, organized MGM Records Division 1945. He also served as VP of Loew's Inc., VP of RCA, general manager of RCA Victor Records and VP of Columbia Phonograph Records.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Oct. 10 through Oct. 16 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *educational. Ann.—Announced.

New TV stations

ACTION BY FCC

San Juan, P. R.—Antilles Broadcasting Corp. Granted CP for new TV on UHF channel 18; ERP 200 kw vis., 100 kw aur. Ant. height above average terrain 150 feet, above ground 222.5 feet. P. O. address c/o Clement L. Littauer, Box 5627, San Juan, P. R. Estimated construction cost $202,639; first year operating cost; $85,000; revenue $100,000. Studio location San Juan, trans. location Pueblo Viejo. Type trans. ITA TVU-12500A; type ant. Alford 1044-S. Legal counsel Prince, Taylor & Paul, consulting engineer David Steel & Associates, both Washington. Principals: **Julio M. Oritiz** and **Clement L. Littauer** (each 50%). Antilles also owns WRSJ San Juan. Action Oct. 16.

New AM stations

ACTIONS BY FCC

Brainerd, Minn.—Greater Minnesota Broadcasting Corp. Granted CP for new AM on 1340 kc, 250 w, unl.; conditions. P. O. address 3702 East Lake Street, Minneapolis. Estimated construction cost $25,060; first year operating cost $42,000; revenue $48,500. Principals: **Kendall M. Light** (50%), **Charles B. Persons** and **Alver G. Leighton** (each 25%). Mr. Persons owns engineering consultant firm; Messrs. Leighton and Light are connected with KDLM Detroit Lakes, Minn. Action Oct. 9.

Hastings, Neb.—K Bar J Inc. Granted CP for new AM on 1550 kw, 500 w-D; condition that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. P. O. address c/o James A. Lambros Jr., 600 Ross Avenue, Gillette, Wyo. Estimated construction cost $16,700; first year operating cost $18,000; revenue $24,000. Principals: **James A. Lambros Jr.** (80%), **J. A. Lambros Jr.** and **Yvonne N. Lambros** (each 10%). Messrs. Lambros own cafe and minority interests in KIML Gillette; Mrs. Lambros is housewife. April 15 initial decision looked toward grant. Action Oct. 4.

Selma, N. C.—Carolina Broadcasting Associates. Granted CP for new AM on 1510 kc, 500 w-D; conditions include precluding presunrise operation with daytime facilities pending final decision in Doc. 14419. P. O. address Box 84. Estimated construction cost $11,340; first year operating cost $22,000; revenue $34,000. Principals: **Charles F. Barry Jr.** (55%), **Marshall Thompson** (35%) and **William A. Creech** (10%). Reverend Barry is minister; Mr. Thompson is senior director of Ketchum Inc.; Mr. Creech is chief counsel and staff director of U. S. Senate Subcommittee on Constitutional Rights. Action Oct. 9.

Existing AM stations

APPLICATIONS

WPRY Perry, Fla.—CP to change hours of operation from SH to unl., using power of 250 w, 1 kw, and install new trans. Ann. Oct. 16.

KEUN Eunice, La.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Oct. 14.

KNOB Hobbs, N. M.—CP to change hours of operation from D to unl. using power of 500 w-5 kw LS, install DA system (DA-N) and change ant.-trans. and studio locations. Ann. Oct. 14.

KGVL Greenville, Tex.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Oct. 11.

New FM stations

ACTIONS BY FCC

Columbia, Ill.—Joseph L. Lepp Inc. Granted CP for new FM on 104.9 mc, ch. 285, 2.85 kw. Ant. height above average terrain 229 feet. P. O. address Columbia. Estimated construction cost $11,111; first year operating cost $9,069; revenue $12,600. Principals: **Joseph L. Lepp** (58%), **Mary Dorothy Lepp** (39%) and **Alvin H. Maeys, Jr.** (3%). Mr. Lepp is employed by a railroad, Mrs. Lepp is housewife and Mr. Maeys Jr. is attorney. Action Oct. 10.

McMinnville, Tenn.—Harold Nelson Roney. Granted CP for new FM on 101.7 mc, 3 kw. Ant. height above average terrain minus 56 feet. P. O. address 322 West Main Street, Hendersonville, Tenn. Estimated construction cost $1,700; first year operating cost $8,000; revenue $12,000. Mr. Roney, sole owner, is businessman and member of Tennessee House of Representatives. Action Oct. 10.

***Platteville, Wis.—Wisconsin State College Institute of Technology.** Granted CP for new FM on 89.5 mc, channel 208, 250 w. Ant. height above average terrain 117 feet. P. O. address c/o Bjarne R. Ullsvick, 709 West Main Street, Platteville. Estimated construction cost $2,550; first year operating cost $1,550. Principals: **board of regents.** Action Oct. 9.

APPLICATIONS

Merced, Calif.—Merced Broadcasting Co. 101.5 mc, channel 268, 5 kw. Ant. height above average terrain 100 feet. P. O. address Kurt Fantl, 1481 Paseo del Mar, San Pedro, Calif. Estimated construction cost $18,680; first year operating cost $31,836; revenue $46,000. Principals: **Kurt and Margaret A. Fantl** (each 50%). Mr. and Mrs. Fantl are both physicians. Ann. Oct. 16.

Fort Myers, Fla.—Fort Myers Broadcasting Co. 96.9 mc, channel 245, 43.8 kw. Ant. height above average terrain 251 feet. P. O. address 2824 Palm Beach Boulevard, Fort Myers. Estimated construction cost $32,695; first year operating cost $30,000; revenue $24,000. Applicant is licensee of WINK Fort Myers. Ann. Oct. 10.

Lakeland, Fla.—Lakeland FM Broadcasting Inc. 94.1 mc, channel 231, 26.2 kw. Ant. height above average terrain 300 feet. P. O. address c/o C. C. Sherwood, Box 1142, Lakeland. Estimated construction cost $39,455; first year operating cost $50,000; revenue $60,000. Principals: **William A. Hagerman, W. William Ellsworth Jr., James L. Ewell** (each 14.3%) and others. Principals are local businessmen. Ann. Oct. 14.

Orlando, Fla.—American Homes Stations Inc. 105.1 mc, channel 286, 100 kw. Ant. height above average terrain 483 feet. P. O. address c/o R. E. Van Dellen, 5202 Palisades Drive, Orlando. Estimated construction cost $36,867; first year operating cost $36,000; revenue $36,000. Principals: **Theodore G. Bollman, Ross E. Van Dellen** and **Hardy Vinson Hayes** (each 33 ⅓%). Mr. Hayes is station manager of WXIV Windermere, Fla.; Mr. Bollman is employe of plumbing firm; Mr. Van Dellen is employe of powder company. Ann. Oct. 15.

Canton, Ga.—Cherokee Broadcasting Inc. 105.5 mc, channel 228A, 3 kw. Ant. height above average terrain 81 feet. P. O. address Box 1290, Canton. Estimated construction cost $49,000, first year operating cost $4,000; revenue $5,000. Applicant is licensee of WCHK Canton, Ga. Ann. Oct. 11.

Pittsfield, Mass.—WBEC Inc. 105.5 mc, channel 288A, 631 w. Ant. height above average terrain 586 feet. P. O. address c/o Richard S. Jackson, 33 Eagle Street, Pittsfield. Estimated construction cost $16,890; first year operating cost $12,000; revenue $12,000. Applicant is licensee of WBEC Pittsfield. Ann. Oct. 11.

Charlotte, Mich.—Easton County Broadcasting Co. 92.7 mc, channel 224, 3 kw. Ant. height above average terrain 160 feet. Estimated construction cost $9,035; first year operating cost $15,000; revenue $15,000. Applicant is licensee of WCER Charlotte. Ann. Oct. 10.

Conway, S. C.—Coastal Broadcasting Co. 104.1 mc, channel 281, 26 kw. Ant. height above average terrain 139 feet. P. O. address c/o L. M. Hawley, Box 799, Conway. Estimated construction cost $32,674; first year operating cost $3,500; revenue $4,800. Applicant is licensee of WLAT Conway. Ann. Oct. 14.

Myrtle Beach, S. C.—Golden Strand Broadcasting Co. 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 148 feet. P. O. address c/o Wade H. Alley, Box 1497, Myrtle Beach. Estimated construction cost $13,680; first year operating cost $2,000; no revenue. Applicant is licensee of WMYB Myrtle Beach. Ann. Oct. 11.

Abernathy, Tex.—Abernathy Broadcasting Co. 95.5 mc, channel 238, 57 kw. Ant. height above average terrain 151 feet. P. O. address 1312 61st Street, Lubbock, Tex. Estimated construction cost $27,826; first year operating cost $2,400; revenue $48,000. Principals: **Clyde R. Stephens** (55%), **Raymond V. Stephens, Steve McGlothlin** (each 20%) and **John R. Stephens** (5%). C. R. Stephens owns farm programing firm; R. V. Stephens is assistant manager of KLEA

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Lovington, N. M.; Mr. McGlothlin is engineer; J. R. Stephens is bakery employe. Ann. Oct. 14.

Existing FM stations

APPLICATIONS

WRVM-FM Rochester, N. Y.—CP to change frequency from 100.5 mc, channel 263, to 92.5 mc, channel 223. Contingent on WVOR(FM) grant below. Ann. Oct. 10.

WVOR(FM) Rochester, N. Y.—CP to change frequency from 92.5 mc, channel 223, to 100.5 mc, channel 263. Contingent on WRVM-FM grant above. Ann. Oct. 10.

Ownership changes

ACTIONS BY FCC

KTVU(TV) Oakland, Calif.—Granted transfer of control of licensee corporation, **San Franscisco-Oakland Television Inc.**, from **Ward D. Ingrim, William D. Pabst, Edwin W. Pauley** (each 25%) and others to **Miami Valley Broadcasting Corp.** (100%), primarily owned by James M. Cox Jr. Consideration $12,360,000. Miami Valley owns WIOD-AM-FM Miami, Fla.; WHIO-AM-FM-TV Dayton, Ohio, WSOC-AM-FM-TV Charlotte, N. C., WSB-AM-FM-TV Atlanta. Action Oct. 16.

KLOA Ridgecrest, Calif.—Granted assignment of license from **Israel Sinofsky** (100%), d/b as **Ridgecrest Broadcasting Co.**, to **Norval Dorman** (100%). Consideration $8,500. Mr. Dorman is insurance agent. Action Oct. 16.

WQTY Arlington, Fla.—Granted assignment of license from **Sam G., Farris E.** and **N. Joe Rahall** (each 33 ⅓%), d/b as **Rahall Broadcasting Inc.**, to **Jones College**. No financial consideration involved, as assignment constitutes gift to college. Jones College is business school. Action Oct. 16.

WLAK Lakeland, Fla.—Granted assignment of license from **Frank W. Nesbit** and **Howard W. Cann Jr.** (each 50%), d/b as **Florida Central Broadcasting**, to **Doris B. Potter** (60%) and **Robert B. Brown** and **Roland B. Potter** (each 20%), tr/as **Sentinel Broadcasting**. Consideration $225,000. Mr. and Mrs. Potter own WKBC-AM-FM North Wilkesboro, WATA Boone and CP for new AM in Mocksville, all North Carolina, and WHBG Harrisonburg, Va.; Mr. Brown, son of Mrs. Potter, owns WTLK Taylorsville, N. C. Action Oct. 16.

WHEW Riviera Beach, Fla.—Granted assignment of license from **Robert Hecksher** (100%), d/b as **Public Service Broadcasting**, to **Don R.** and **Lee H. Colee** (each 50%), tr/as **Colee Enterprises Inc.** Consideration $170,000. Mr. and Mrs. Colee have wide broadcast experience. Action Oct. 14.

WZRH Zephyrhills, Fla.—Granted assignment of license from **John C. Dent** (40%), **Ralph C. Wasdon** (30%), **Edward I. Cutler** (20%) and **Donald E. Herndon** (10%), d/b as **Zephyr Broadcasting Corp.**, to **Paul Lasobik** (100%). Consideration $39,000. Mr. Lasobik is in floor covering and tile businesses. Action Oct. 9.

WGIG Brunswick, Ga.—Granted assignment of license from **H. K.** (45% plus), **R. L.** (12% plus) and **J. L.** (25%) **Tollison** and **E. M. Champion Sr.** (13% plus) and **Jr.** (3% plus), d/b as **Brunswick Broadcasting Corp.**, to **Charles J. Thornquest** (33%) and others, tr/as **Golden Isles Broadcasting Corp.** Consideration $250,000. Mr. Thornquest has interest in KLEM LeMars, Iowa. Action Oct. 10.

KFXD Nampa, Idaho—Granted relinquishment of negative control of licensee corporation, **Fletcher Mitchell Corp.**, by **Jonathan M. Fletcher** (25% after transfer, 50% before) to **Wayne C. Cornils** (25%). Consideration $7,500. Mr. Cornils is KFXD station manager. Action Oct. 15.

WLAP-AM-FM Lexington, Ky.—Granted assignment of license from **William R. Sweeney** (100%), d/b as **Thoroughbred Broadcasting Co.** to **Dee O. Coe** and **Robert P. O'Malley** (each 30%) and **John D. Huckstep Jr.** and **Incentive Capital Corp.** (each 20%), tr/as **Thoroughbred Broadcasters Inc.**; Incentive Capital is owned by group of Illinois and Indiana banks. Consideration $400,000. Mr. Coe is part owner of WWCA Gary and WLOI Laporte, both Indiana; Mr. O'Malley owns travel bureau, paper company and other businesses; Mr. Huckstep is advertising manager of cement association. Action Oct. 9.

WMOX Meridian, Miss.—Granted assignment of license from **Birney Imes Jr.** (100%) to Mr. Imes (100%), d/b as **Lauderdale Broadcasting Inc.** No financial consideration involved. Mr. Imes is also owner of WCBI Columbus, WELO Tupelo and WNAG Grenada, all Mississippi. Action Oct. 9.

KBTC Houston, Mo.—Granted assignment of license from **Maurice W. Covert, Warren R. McKnight, S. E. Ferguson, Raymond E.** and **William H. Duff** and **Nolan R. Hutcheson** (each 15.625%) and **A. W. Roffe** (6.250%), d/b as **Radio Co. of Texas County**, to same persons tr/as **Radio Co. of Texas County Inc.** No financial consideration involved. Action Oct. 9.

WTTM-AM-FM Trenton, N. J.—Granted assignment of license from **Peoples Broadcasting Corp.**, wholly owned by **Nationwide Mutual Insurance Co.**, to **Herbert Scott** (75%), **Herbert Sinberg** (13%), **Ralph Mellon** (7%) and **Margaret Levine** (2.5%), tr/as **Scott Broadcasting Inc.** Consideration $375,000. Principals are stockholders in WPAZ Pottstown, Pa.; Mr. Scott is part owner of WJWL Georgetown, Del.; Mr. Mellon owns WCAT Orange, Mass. Action Oct. 9.

WOHO Toledo, Ohio—Granted transfer of control of licensee corporation, **Midwestern Broadcasting Co.**, from **Samuel W. Sloan**, individually and as executor of estate of **Sebastian N. Sloan**, to S. W. Sloan and **Ohio Citizens Trust Co.**, trustee. No financial consideration involved. Action Oct. 10.

KOGM-FM Tulsa, Okla.—Granted assignment of license from **George C. Lynde** (30%), **W. E. Rowsey Jr.** (30%), **Harry E. Rasmussen** (29%) and others, d/b as **Sound Unlimited Radio Enterprises Inc.**, to **Sidney Carl Mark** (60%) and wife, **Patricia G. Mark** (40%), tr/as KAKC of Tulsa Inc. Consideration $15,000. Mr. Mark is exec. vp and gen. mgr. of KAKC Tulsa; Mrs. Mark is sec. of KAKC. Action Oct. 9.

KAJC(FM) Alvin, Tex.—Granted transfer of control of licensee corporation, **Alvin Broadcasting Co.**, from **Odell V. Robinson** (57.5%), **Amanda W. Robinson** (5%) and **James W. Robinson** (2.5%) to **Edgar B. Taylor** (65%); other ownership remains stable. Consideration $48,000. Mr. Taylor is presently ⅓ owner of applicant for new FM in Dickinson, Tex. Action Oct. 16.

WNAM Neenah-Menasha, Wis.—Granted transfer of control of licensee corporation, **Neenah-Menasha Broadcasting Inc.**, from **S. N. Pickard** (100%) to **James A. McKenna Jr.** and **Hudson Broadcasting Corp.** (each 45%) and **Don C. Wirth** (10%), tr/as **WNAM Inc.** Consideration $450,000. Hudson Broadcasting, licensee of WCMB and permittee of WDTV(TV), both Harrisburg, Pa., is 80% owned by Mr. McKenna; he also owns KEVE and KADM(FM) Golden Valley, Minn., has interest in WAWA West Allis, Wis., and is partner in Washington law firm; Mr. Wirth is manager of WNAM. Also see grant below. Action Oct. 9.

WNAM Neenah-Menasha, Wis.—Granted assignment of license from **Neenah-Menasha Broadcasting Inc.** to **WNAM Inc.**; follows grant above. No financial consideration involved. Action Oct. 9.

APPLICATIONS

KBUC Corona, Calif.—Seeks assignment of license from **Radion Broadcasting Inc.**, owned by **James F. Hadlock** (68%) and others, to **Major Market Stations Inc.**, owned by **William J. Roberts, F. Demcy Mylar, Donald Horton, Bible Fellowship Hour** and **World Literature Crusade** (each 20%); two corporations are nonprofit organizations. Consideration $200,000. Mr. Roberts is president of International Advertising Agency, Los Angeles; Mr. Horton is employed by Hughes Aircraft Co.; Mr. Mylar is 50% owner of KBGN-AM-FM Caldwell, Idaho. Ann. Oct. 10.

KFIL(FM) Santa Ana, Calif.—Seeks assignment of license from **Gus Malpee**, trustee in bankruptcy, to **Lee T. Floyd**. Consideration is assumption of obligations. Mr. Floyd is past broadcaster. Ann. Oct. 16.

KFEL Pueblo, Colo.—Seeks transfer of control of licensee corporation, **KFEL Inc.**, from **Frank D. Hall** (100%) to **Joseph M. Clifton** (100%). Consideration $140,000. Mr. Clifton is local businessman. Ann. Oct. 11.

WLAQ Rome, Ga.—Seeks assignment of license from **Don Mitchell's WLAQ Inc.**, owned by **Mitchell Melof** (100%), to **Clarke Broadcasting Corp.**, owned by **H. Randolph Holder** and **John T. Lloyd Sr.** (each 50%). Consideration $150,000. Messrs. Holder and Lloyd own WGAU-AM-FM Athens, Ga. Ann. Oct. 10.

WDHF(FM) Chicago—Seeks assignment of license from **de Haan Hi-Fi Inc.**, owned by **James de Haan** and family, to **Federal Broadcasting Corp.**, owned by **George R. (Bob) Newhart** (66 ⅔%) and **Frank J. Hogan** (33 ⅓%). Consideration $235,000. Mr. Newhart is comedian and partner with Mr. Hogan in several music publishing firms. Ann. Oct. 10.

WBTO Linton, Ind.—Seeks transfer of control of licensee corporation, **Linton Broadcasting Inc.**, from **Henry C. Sanders** (75%) and **Norman Hall** (25%) to **Harrison D.** and **Geraldine Bordman** (100%). Consideration $22,386. Mr. Bordman is WBTO general manager, Mrs. Bordman is program director. Ann. Oct. 15.

KNDR(FM) Des Moines, Iowa—Seeks assignment of license from **Charles D. Funaro**, trustee in bankruptcy, to **Iowa Fine Music Broadcasting Corp.**, owned by **Herbert Burton** (70%) and **William N. Plymat** (30%). Consideration $250. Mr. Burton owns KFMQ(FM) Lincoln, Neb.; Mr. Plymat is president of insurance company. Ann. Oct. 10.

KASO Minden, La.—Seeks assignment of license from **Harold R. Cook** to **Cook Enterprises Inc.**, owned by Mr. Cook (51%), **H. S. O'Dell Jr.** (33.3%) and **R. F. Forester** (15.7%). Consideration $11,500. Mr. O'Dell

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 16

	ON AIR Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,842	45	140	302
FM	1,113	17	85	255
TV	521[1]	55	82	120

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 16

	VHF	UHF	TOTAL TV
Commercial	486	90	576[1]
Noncommercial	51	29	80[2]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Sept. 30

		FM	TV
Licensed (all on air)	3,838	1,110	521[1]
CP's on air (new stations)	49	20	55
CP's not on air (new stations)	134	75	81
Total authorized stations	4,021	1,205	657[1]
Applications for new stations (not in hearing)	185	224	70
Applications for new stations (in hearing)	123	12	51
Total applications for new stations	308	236	121
Applications for major changes (not in hearing)	226	95	46
Applications for major changes (in hearing)	52	3	10
Total applications for major changes	278	98	56
Licenses deleted	2	1	0
CP's deleted	2	1	1

[1] Does not include seven licensed stations off air
[2] Includes three stations operating on unreserved channels

is KASO chief engineer; Mr. Forester is local businessman. Ann. Oct. 11.

KLIC Monroe, La.—Seeks assignment of license from **Frank P. Cerniglia**, deceased, to **KLIC Inc.**, owned by Dr. Cerniglia's widow and children. No financial consideration involved. Ann. Oct. 16.

WDMC Otsego, Mich.—Seeks assignment of license from **Dwight M. Cheever** to **Allegan County Broadcasters Inc.**, licensee of WOWE Allegan. Consideration $62,500. Assignee plans to discontinue WOWE and take over WDMC; both stations cover same market. Ann. Oct. 9.

KRAD East Grand Forks, Minn.—Seeks assignment of license from **Marlin T. Obie** to **KRAD Inc.**, owned by Mr. Obie (80.8%), **John G. French** (19%) and **Mary L. Obie** (.2%). Consideration is cancellation of debt. Mr. French is employe of KRAD. Ann. Oct. 11.

KTVO(TV) Kirksville, Mo.—Seeks transfer of control of licensee corporation, **KTVO Television Inc.**, from **James J. Conroy** (66 ⅔%) and **Raymond E. Russell** (33 ⅓%), to **Post Iowa Corporation**, subsidiary of **Post Publishing Co.**, owned by **V. I. Minahan** (18.42%) and others. Consideration $1,250,000. Post owns WEAU-TV Eau Claire and WAXX Chippewa Falls, both Wisconsin, and numerous newspapers. Ann. Oct. 11.

WWRL New York—Seeks assignment of license from **Long Island Broadcasting Corp.**, owned by **William H. Reuman** (99%) and **Edith Dickscheid** (1%), to **Richard Goodman** (55%), **Egmont Sonderling** (25%) and **Mason A. Loundy** (20%). Consideration $1,825,000. Messrs. Goodman, Sonderling and Loundy also own WOPA-AM-FM Oak Park, Ill., WDIA Memphis, KDIA Oakland and KFOX-AM-FM Long Beach, both California. Ann. Oct. 16.

WSKP Miami—Seeks transfer of control of licensee corporation, **WSKP Inc.**, from **Ohio Music Corp.** (52.38%) and **Ohio Sound Systems Inc.**, both owned by **William M. O'Neil** (75%) and **J. W. Lemmon** (25%), to Messrs. O'Neil and Lemmon individually. No financial consideration involved. Ann. Oct. 16.

WFAG Farmville, N. C.—Seeks assignment of license from **Farmville Broadcasting Co.**, owned by **Carl Venters Jr.** and **H. Cloid Wade Jr.** (each 50%), to company of same name, owned by Messrs. Venters and Wade (each 49.5%) and **Bobbie H. Venters** (1%). No financial consideration involved. Ann. Oct. 9.

KGRL Bend, Ore.—Seeks assignment of license from **John H. McAlpine** (100%), tr/as **McAlpine Broadcasters, to KGRL Inc.**, 100% owned by Mr. McAlpine. No financial consideration involved. Ann. Oct. 15.

WKFD Wickford, R. I.—Seeks assignment of license from **Jack C. Salera** and **Joseph A. DeCubellis** (each 50%), d/b as **South County Broadcasting Co.**, to Mr. DeCubellis (100%), tr/as as company of same name. Consideration $7,500. Ann. Oct. 9.

WFNL North Augusta, S. C.—Seeks assignment of license from **Harry Hammond** to **Central Savannah Broadcasting Co.**, owned by Mr. Hammond (100%). No financial consideration involved. Ann. Oct. 10.

WZOO Spartanburg, S. C.—Seeks assignment of license from **Spartanburg Broadcasting Co.**, owned by **John K. L. Peterson** (71%), **T. S. Robinson** (25%) and **A. R. Peterson** (4%), to **Mid-South Broadcasting Inc.**, owned by **Philip A. Buchheit** (50%), **Fred D. Moffitt** and **Thomas W. Thuman** (each 25%). Consideration $150,000. Mr. Moffitt is associate publisher of Spartanburg Herald & Journal; Mr. Thuman is past general manager of WORD Spartanburg; Mr. Buchheit is publisher of Herald & Journal. Ann. Oct. 9.

WYFI(FM) Norfolk, Va.—Seeks assignment of license from **Metro-WBOF Inc.**, owned by **Temple W. Seay** (100%), to **WYFI-FM Radio Inc.**, owned by **Dudley D. Cocke, George C. Garris, Robert E. Garris, J. Powell Watson** and **Harry I. Warren** (each 20%). Consideration $53,100. Principals are local businessmen. Ann. Oct. 10.

WHIH Portsmouth, Va.—Seeks assignment of license from **James Broadcasting Corp.**, owned by **Edwin T. Elliot** and others, to **John M. Abbitt Jr.** and **Luther W. White III, trustees.** No financial consideration involved. Ann. Oct. 10.

WXRA(FM) Woodbridge, Va.—Seeks transfer of control of licensee corporation, **WBVA Inc.**, from **John C. Moran, Howard B. Hayes, Carl L. Lindberg** and **S & W Enterprises** (each 25%) to **Potomac Broadcasting Corp.**, 100% owned by Mr. Lindberg. Consideration is assumption of obligations. Ann. Oct. 15.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of WKYR Inc. to change location of WKYR Keyser, W. Va., to Cumberland, Md., and increase operating hours from daytime to unl. time with 1 kw-N, DA-2, continued operation on 1270 kc, 5 kw-D. Action Oct. 11.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of Edward Walter Piszczek and Jerome K. Westerfield for new FM on 96.7 mc in Des Plaines, Ill. Action Oct. 11.

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Hampden-Hampshire Corp. to increase daytime power of WHYN Springfield, Mass., on 560 kc from 1 kw to 5 kw, continued nighttime operation with 1 kw; conditions include precluding presunrise operation with daytime facilities pending final decision in Doc. 14419. Action Oct. 15.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission (1) designated for hearing application of Big Chief Broadcasting Inc. for nighttime operation of KLPR Oklahoma City, with 500 w, DA-N, continued operation on 1140 kc, 1 kw-D (slight change in daytime operation), and made WRVA Richmond, Va., party respondent, and (2) dismissed motion by KLPR to strike WRVA's objection. Action Oct. 16.

WENC Whiteville, N. C.—On own motion, waived Sect. 1.351 of rules and designated for hearing application for increased power on 1220 kc, D, from 1 kw to 5 kw; made WALD Walterboro, S. C., party to proceeding. Commissioner Lee dissented. Action Oct. 9.

Lake Valley Broadcasters Inc., Crystal Lake, Ill.—Designated for hearing application for new AM on 850 kc, 500 w-D, DA; made WFOX Milwaukee and KFUO Clayton, Mo., parties to proceeding. Action Oct. 9.

Boardman Broadcasting Inc., Boardman, Ohio; Daniel Enterprises Inc., Warren, Ohio—Designated for consolidated hearing applications for new daytime AM stations 1570 kc, DA—Boardman with 1 kw and Daniel with 500 w; made WAKR Akron party to proceeding. Action Oct. 9.

OTHER ACTIONS

■ By memorandum opinion and order, commission reaffirmed, with some mod., decision, announced in July 15 report and order concerning operator requirements for AM stations with power of 10 kw or less which use non-DA, and FM stations with trans. power output of 25 kw or less. Action stems from petitions for reconsideration and for oral argument filed by National Association of Broadcast Employees and Technicians. Commissioner Lee dissented to memorandum opinion and order to extent that he would have accorded oral argument to petitioner. Action Oct. 16.

■ By memorandum opinion and order, commission denied petition by Tribune Publishing Co. for reconsideration and rehearing of June 12 action which returned as unacceptable for filing tendered application for new TV on channel 2 in Portland, Ore. Channel 2 is occupied by KATU(TV) Portland and, pursuant to Sects. 1.305(c) and 1.607(a) of rules, channel is not available for other applications. Commissioner Lee dissented. Action Oct. 16.

■ By separate memorandum opinions and orders, commission denied petitions by King Broadcasting Co. (KGW-TV [ch. 8]) and Oregon Television Inc. (KPTV[TV] ch. 12), both Portland, Ore., for designation of hearing and reconsideration of June 26 action which granted application of Fisher Broadcasting Co. to change trans. site of KATU (TV) (ch. 2) Portland from about 14 miles northeast of city on Livingston Mountain to site in Portland, and increase ant. height from 1,090 to 1,550 feet. Commissioners Bartley and Lee dissented. Action Oct. 16.

City of Butte, Butte, Mont.—Granted CP for new VHF TV translator station on channel 7 to rebroadcast programs of KMSO-TV (ch. 13) Missoula. Action Oct. 16.

■ By order, commission denied petition by Speidel Broadcasting Corp. of Ohio for stay of July 8 decision which granted application of Greene County Radio for new AM on 1500 kc, 500 w-D, in Xenia, Ohio, and which denied mutually exclusive application of

Speidel for new station on 1510 kc, 10 kw, DA, D, in Kettering, Ohio. Speidel has pending petition for reconsideration of July 8 decision. Commissioner Loevinger not participating. Action Oct. 16.

■ By order, commission denied application by Ridge Radio Corp. for review of Review Board's March 7 decision which granted application of Windber Community Broadcasting System for new AM on 1350 kc, 1 kw-D, in Windber, Pa., conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419, and which denied application of Ridge Radio for same facilities. Action Oct. 16.

■ By memorandum opinion and order in proceeding on applications of John A. Egle and KLFT Radio Inc. for new AM stations in Golden Meadow, La., commission, on application for partial review by KLFT Radio, (1) vacated and set aside that portion of Jan. 28 decision by Review Board which denied joint request by applicants for approval of agreement whereby KLFT Radio would be compensated $3,100 for partial expenses in connection with application and (2) remanded proceeding to examiner for further hearing to determine unresolved character issues concerning KLFT Radio and whether reimbursement agreement is consistent with public interest. (That portion of Jan. 28 decision which granted Egle's application and which dismissed with prejudice KLFT Radio application was left undisturbed.) Action Oct. 16.

■ Commission scheduled oral argument for Dec. 2 in proceeding on application of KATV Inc. for mod. of CP to change trans. location and increase ant. height of KATV (TV) (ch. 7) Little Rock, Ark.; granted Arkansas Educational Television Commission limited intervention, with 10 minutes to address itself to questions of reopening record and enlarging issues (as sought in petition), and Broadcast Bureau and KATV twenty-five minutes each and City of Pine Bluff and Pine Bluff Chamber of Commerce together 25 minutes to address themselves to merits of case as well as to AETC's request to reopen record and enlarge issues. In addition, commission denied petition of Broadcast Bureau for extension of time within which to file opposition to AETC request to reopen record and enlarge issues. Action Oct. 16.

■ By separate memorandum opinions and orders, commission denied applications by Camellia Broadcasting Inc. (KLFY-TV) and Radio Lafayette Inc. (KPEL), both Lafayette, La., for remission or mitigation of $1,000 and $250 forfeitures, respectively, imposed for broadcasting "teaser" announcements without identifying product or sponsor. Notices of apparent liability were issued on April 10 and, on July 3, commission affirmed forfeitures. Action Oct. 9.

■ By order, commission (1) granted application of Frontier Broadcasting Co. for minor mod. of CP of KTVS(TV) (ch. 3) Sterling, Colo., to change type of monitors and move trans. about 450 feet; without prejudice to whatever action commission deems appropriate as result of decisions of U .S. Court of Appeals in May Broadcasting Co. vs. FCC, case Nos. 17730 and 18133; and (2) dismissed opposing petition by May Broadcasting Co. (KMTV(TV) [ch. 3]) Omaha. Commissioner Lee concurred in result. Action Oct. 9.

■ By memorandum opinion and order, commission denied motion by Valley Telecasting Inc. (KIVA[TV]) Yuma, Ariz., for stay of Aug. 9 action which granted assignment of license of KBLU and CP of KBLU-TV, both Yuma, from Desert Telecasting Co. to Desert Telecasting Inc. KIVA has pending petition for reconsideration of Aug. 9 action. Action Oct. 9.

■ By letter, commission on own motion waived Sect. 1.354 of AM "freeze" rules and accepted for filing application of KRKC Inc. for mod. of license to change identification of KRSA (1570 kc, 250 w-D), from Alisal to Salinas, Calif. Alisal is now annexed to Salinas. Action Oct. 9.

■ Commission gives notice that Aug. 21 initial decision which looked toward granting application of K-FIV Inc. to increase daytime power of KFIV Modesto, Calif., on 1360 kc from 1 kw to 5 kw, continued nighttime operation with 1 kw, and change from DA-N to DA-2; conditions include precluding presunrise operation with daytime facilities pending final decision in Doc. 14419, became effective Oct. 10 pursuant to Section 1.153 of rules. Action Oct. 16.

■ By memorandum opinion and order in consolidated proceeding on applications of Edina Corp. and Tedesco Inc. for new AM stations in Edina and Bloomington, both Minnesota, respectively, granted requests to dismiss appeals from examiner's ruling (since reconsidered and set aside by examiner) which directed evidence would be adduced by applicants under hearing issues 4 and 11. Action Oct. 15.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Members Berkemeyer, Pincock and Slone adopted decision granting application of Thomas County Broadcasting Inc. to increase power of WKTG Thomasville, Ga., on 730 kc, D, from 1 kw to 5 kw; conditions. Member Berkemeyer issued statement. March 12 initial decision looked toward action. Action Oct. 14.

■ Granted petition by Broadcast Bureau to extent of extending time to Oct. 18 to file exceptions to initial decision in proceeding on application of Blue Ridge Mountain Broadcasting Inc. for new AM in Ellijay, Ga. Action Oct. 11.

■ By memorandum opinion and order in proceeding on application of Beamon Advertising Inc. for new AM in Daingerfield, Tex., (1) on own motion, enlarged issues to include determination as to whether (a) Beamon has adequate land available for trans. site, (b) there have been any false statements, misrepresentations, lack of candor, or nondisclosure of material facts, (c) applicant has requisite character qualifications to be licensee, and (d) whether there have been repeated errors, inaccuracies, nondisclosures of material facts, etc., and if so, whether they reflect negligence, carelessness, ineptness, or disregard of commission's processes that commission cannot rely upon applicant to fulfill duties and responsibilities of licensee, and remanded proceeding to examiner for further hearing and issuance of supplemental initial decision; and (2) dismissed related pleadings by Mt. Pleasant Broadcasting Co. (KIMP), Mt. Pleasant, Tex., and Broadcast Bureau. Action Oct. 10.

■ By members Nelson, Slone and Pincock, adopted decision denying application of Dolph-Pettey Broadcasting Co. to increase nighttime power of KUDE Oceanside, Calif., on 1320 kc, from 500 w to 5 kw, change from DA-1 to DA-2, continued daytime operation with 500 w. March 12 initial decision looked toward action. Action Oct. 10.

■ Continued Oct. 29 oral argument to Nov. 1 in proceeding on AM application of International Radio Inc. (KGST), Fresno, Calif., in Doc. 14792. Action Oct. 9.

■ Continued Oct. 29 oral argument to Nov. 1 in proceeding on applications of Laramie Community TV Co. and Albany Electronics Inc. for new VHF TV translator stations in Laramie and Tie Siding, Wyo., in Docs. 14552-6. Action Oct. 9.

ACTIONS ON MOTIONS

■ Commission granted petition by Association of Broadcasting Standards Inc. to extent of extending time from Oct. 16 to Nov. 6 to file reply comments in matter of amendment of part 3 of rules regarding AM assignment standards and relationships between AM and FM broadcast services. Action Oct. 10.

By Office of Opinions and Review

■ Granted petition by Broadcast Bureau to extend time to Oct. 30 to file replies to petition for reconsideration and for other relief in matter of revocation of licenses of Quality Broadcasting Corp. (WKYN), San Juan, Supreme Broadcasting Inc., of Puerto Rico (WFQM[FM] San Juan) and Radio Americas Corp. (WORA-FM), Mayaguez, all Puerto Rico. Action Oct. 14.

■ Granted joint motion by Florida Gulfcoast Broadcasters Inc., City of St. Petersburg, Fla. (WSUN-TV), Suncoast Cities Broadcasting Corp., Tampa Telecasters Inc., Bay Area Telecasting Corp. and Broadcast Bureau to further extend time from Oct. 15 to Oct. 22 to file exceptions to supplemental initial decision in Largo, Fla., TV channel 10 proceeding. Action Oct. 14.

■ Granted petition by Spa Broadcasters Inc. (WSPN), Saratoga Springs, N. Y., to extend time to Oct. 29 to file exceptions to initial decision in consolidated proceeding on applications involving Martin R. Karig, et al. Action Oct. 11.

■ Granted request by John J. Farina, tr/as Mount Holly-Burlington Broadcasting Co., to extend time to Oct. 18 to file opposition to Burlington Broadcasting Co.'s petition for reopening of record and rehearing in proceeding on applications and that of Burlington County Broadcasting Co. for new AM stations in Mount Holly and Burlington, respectively, all New Jersey. Action Oct. 11.

By Chief Hearing Examiner James D. Cunningham

■ Granted motion by Clay Service Corp. to extent of dismissing, but with prejudice, application for new AM in Ashland, Ala., and terminated proceeding. Action Oct. 15.

■ In proceeding on applications for assignments of licenses of KGLC Miami, Okla., from Miami Broadcasting Co. to Miami Newspapers Inc., granted petition by applicants to extent of dismissing, but with prejudice, application and terminated proceeding. Action Oct. 15.

■ Designated Examiner Basil P. Cooper to preside at hearing in proceeding on AM application of Whiteville Broadcasting Co. (WENC), Whiteville, N. C.; scheduled prehearing conference for Nov. 12 and hearing for Dec. 11. Action Oct. 14.

■ Designated Examiner Sol Schildhause to preside at hearing in proceeding on AM application of Lake Valley Broadcasters Inc., Crystal Lake, Ill.; scheduled prehearing conference for Nov. 20 and hearing for Dec. 9. Action Oct. 14.

■ Designated Examiner Herbert Sharfman to preside at hearing in proceeding on AM applications of Boardman Broadcasting Inc., Boardman, and Daniel Enterprises Inc., Warren, both Ohio; scheduled prehearing conference for Nov. 12 and hearing for Dec. 9. Action Oct. 14.

■ Granted petition by Stanley Helfman to extent of dismissing, but with prejudice, application for new AM in Fontana, Calif., and terminated proceeding. Action Oct. 9.

■ Designated Examiner Chester F. Naumowicz Jr. to preside at hearing in proceeding on AM application of Central South Dakota Broadcasting Co. (KEZE), Huron, S. D.; scheduled prehearing conference for Nov. 4 and hearing for Dec. 12. Action Oct. 7.

■ Designated Examiner Walther W. Guenther to preside at hearing in proceeding on AM application of Jerrell A. Shepherd, tr/as Moberly Broadcasting Co. (KNCM), Moberly, Mo.; scheduled prehearing conference for Nov. 6 and hearing for Dec. 4. Action Oct. 7.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Broadcast Bureau to extend time from Oct. 11 to Oct. 18 to file proposed findings in proceeding on AM application of James S. Rivers Inc. (WJAZ), Albany, Ga. Action Oct. 9.

By Hearing Examiner Arthur A. Gladstone

■ Granted request by Des Moines County Broadcasting Co. to reopen record in proceeding on application for new AM in Burlington, Iowa, to receive in evidence exhibit 15 showing that no consideration was promised or paid on account of dismissal of application of Tedesco Inc. (KWKY), Des Moines, and closed record; ordered that filing dates for proposed findings and replies specified in Oct. 4 order remain unchanged; by separate order, granted motions by applicant and Broadcast Bureau to correct transcript. Action Oct. 10.

By Hearing Examiner Isadore A. Honig

■ Pursuant to commission's memorandum opinion and order released Oct. 11, remanding to examiner for further hearing consolidated AM proceeding on applications of WEXC Inc., Depew, N. Y., et al, reopened record and scheduled prehearing conference for Nov. 7 to make procedural arrangements for further evidentiary proceedings. Action Oct. 14.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Broadcast Bureau to reopen record in consolidated AM proceeding on applications of Jupiter Associates Inc., Somerset County Broadcasting Co. and Radio Elizabeth Inc. for new AM stations in Matawan, Somerville and Elizabeth, respectively, all New Jersey, in Docs. 14755-7 and scheduled further hearing for Oct. 16 limited to matters referred to in bureau's pleading. Action Oct. 10.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Formalized by order certain agreements reached and rulings made at Oct. 11 hearing conference in proceeding on applications of Edina Corp. and Tedesco Inc. for new AM stations in Edina and Bloomington, respectively, both Minnesota, and scheduled cer-

Continued on page 103

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)
• SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
• DISPLAY ads $20.00 per inch—*STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.*
• All other classifications, 30¢ per word—*$4.00 minimum.*
• No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C., 20036.
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RADIO

Help Wanted—Management

Southern California, immediate opening for soild salesman, capable of management, top station multiple chain. Good starting salary. Box M-15, BROADCASTING.

Manager: Strong on sales for Colorado small market station. Young man seeking first managerial post. Radio sales knowledge and experience necessary. Recent photo, resume and references. Salary, commission, car furnished. Box M-151, BROADCASTING.

Sales

Sales promotion writer, strong on research, sales presentation and ideas in top five markets. Box H-128, BROADCASTING.

For a radio salesman energetic and experienced the number 1 station in metropolitan midwest city, not Chicago, has a lucrative position. Unlimited earning potential in thriving market. Guarantee, commission, car allowance. Replies confidential. Box M-21, BROADCASTING.

Ambitious young man to grow with progressive organization. Box M-128, BROADCASTING.

$500 monthly guarantee to man who can produce in rapidly growing Arizona market. Good account list waiting. Send full application to Box M-139, BROADCASTING.

Detroit—Immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box M-169, BROADCASTING.

Broadcast service organization desires salesmen experienced in station management or station sales management. Attractive salary plus commission plus fringe benefits. We will develop needed skills for qualified men. Position requires a willingness to travel, real go-go-go ambition. Send resume to Box M-212, BROADCASTING.

Immediate opening, experienced radio times salesman, established account list with good billing, liberal guarantee, plus commission, pleasant Iowa community—KCHA Charles City, Iowa.

Wanted-Salesman/announcer for small-medium 5 kw station. Sales primary, announcing secondary. Ability determines salary. Contact Manager, WCWC, P.O. Box 64, Ripon, Wisconsin, 414-748-5111.

Immediate opening sales manager for full time country music station. Excellent opportunity for right man! Contact Carl Davis, Manager radio station WFMX, Statesville, N. C. Tel. 872-6345.

Needed at once experienced time salesman for fulltime Ohio regional station. Excellent income for aggressive salesman. Big active account list. Call or write C. B. Heller, WIMA, Lima, Ohio, CA 3-2060.

Manage a winner. No. 1 for 5 years. No. 1 local and national sales. 400,000 metro market. Working sales manager needed for 5 man staff. Call Harvey Hudson, vice-president, radio station WLEE, Richmond, Virginia.

Salesman, Washington, D. C. Quality music station—WQMR has immediate opening for top flight major market salesman. Unique selling technique plus unparalled research material gives you the strongest selling material ever afforded a radio salesman. Send resume & salary requirements to WQMR, Box 9666, Wash. D. C. or call Mr. Dorf, WHitehall 6-1050.

Sales—(Cont'd)

Opening for experienced salesman with ability and ambition. If your visiting Florida, come and see us, or write WQXT, 3000 S. Ocean Blvd., Palm Beach, Fla.

If you can produce, you're in demand. Write and application details. Broadcast Employment Service, 4825 Tenth Ave. S., Minneapolis, Minnesota, 55417

Announcers

Immediate opening for 1st phone-announcer for AM radio station east coast or mountain area West Virginia. Reply Box M-20, BROADCASTING.

Illinois AM station in modern, prosperous city has fine opportunity for smart, experienced newsman. Established station, tops in ratings, leader in news coverage. Salary excellent, merit raises. Give full details of experience, also references, in letter to Box M-22, BROADCASTING.

Newsman-announcer for Texas station. Must gather, write, deliver news. Box M-43, BROADCASTING.

Move up! Quality Illinois kilowatt seeks skilled announcer for news gathering, writing, airing, plus some deejay work. Newsmobile, beeper, all top flight equipment. Opportunity also for production spot work. Excellent starting salary plus many extra benefits for competent man. Personal interview required. Send tape, complete resume, phone number. Box M-45, BROADCASTING.

Immediate opening for fresh, lively personality with top-40 experience. Top-rated 5 kw in eastern market. Salary open. Photo, tape, resume to Box M-112, BROADCASTING.

Metropolitan 5 kw Michigan station has immediate opening for an alert air personality with a smooth, mature, easy and spontaneous professional delivery. Must deliver a tight top rated modern format. No screamers. Send complete resume, tape, late photograph. Ratings will help. All replies confidential. Box M-138, BROADCASTING.

Experienced announcer for suburban Maryland, independent. Send tape, resume, photo immediately to Box M-143, BROADCASTING.

Eastern major market looking for morning man with flair toward humor. If you are presently working in a smaller market and think you could be the most talked about man in town, send audition tape and resume. Box M-168, BROADCASTING.

Interesting, bright personality, also sportsman-deejay for adult operation. Immediate openings. Box M-174, BROADCASTING.

Personality-type DJ wanted for southern New England AM station. Must be capable of tight production and imagination. Ability to appeal to the younger audience as well as the adult. Send tape and resume. Box M-184, BROADCASTING.

Announcer, experienced, conscientious with pride in his work. Regular board shift and play-by-play sports. No frills just $125 per week. Pennsylvania. Box M-192, BROADCASTING.

Can you announce? Sell advertising? Service accounts? Write copy? Supply good work references. Colorado kilowatt has attractive opening. Box M-200, BROADCASTING.

New c & w station in Tucson wants dj-1st phone man. KHOS—Box 5945.

Announcers—(Cont'd)

Announcer: With first phone—permanent employment — Radio station KLCO, in Poteau, Oklahoma.

Multiple station owner has immediate opening for combo man. 5000 watt station, 24 hour a day operation, located in the fastest growing city in the U. S. Top 40 format station has been No. 1 in market for 5 straight years. Fringe benefits include bonus, 2 weeks paid vacation and sick leave. Also have TV in same market. Merit raises are guaranteed. Salary $115 to $135 weekly, depending on ability. Living conditions excellent in city of 125,000 population. Call collect station WAAY, Huntsville, Alabama or home office Smith Broadcasting Inc. TR-1-0383, Birmingham, Alabama.

Announcer with first phone. Send tape . . . Resume, and wage demands. No floaters. W. A. M. D., Aberdeen, Md.

Newsman announcer in college town must be experienced and reliable. Send complete resume with references to A. H. Kovlan, WATH, Box 527 Athens, Ohio.

Immediate opening at established good music station for mature, experienced air man. Pleasant voice, good news delivery, tight board. Medium market, home of Purdue University. Start $100. Send tape, resume, phone number to WAZY, Lafayette, Indiana.

Wanted: Experienced announcer. First class license helpful but not absolutely necessary. Send replies to WCLW, 771 McPherson St., Mansfield, Ohio.

Immediate opening for experienced afternoon personality on good music station. Must have bright adult sound and production ability. Network affiliate with TV. Send complete background, experience, picture, audition tape complete with dj show, production spot, live spots and news representation. Carl Hollberg, WDBO, Orlando, Fla.

Immediate opening, news staff, with chance at news directorship, near future. News-oriented station; accent on quality delivery. Must write: Craig S. Parker, PD, WDEV, Waterbury, Vt.

Announcer-copy writer, wanted immediately. Send tape and resume to manager, WFAW, Fort Atkinson, Wisconsin.

Wanted: Radio announcer—for "rock" format. Prefer young man seeking permanent job and advancement. Contact Hudson Millar, WKUL, Cullman, Alabama.

Kentucky 5 kw opening for staff announcer with good background, training and experience. Forward complete resume and audition to program director, WLSI, Pikeville.

Wanted immediately, experienced personality announcer with bright sound. No rockers, prima donnas or non-conformists need apply. Must run own board. Also need 1st phone announcer, emphasis on announcing. Send tape, resume, photo and references first letter, WMIX, Mt. Vernon, Illinois.

Announcers, combination sales or 1st phone—no maintenance. Top salary for right men, WPAC, Patchogue, N. Y.

WPAZ, Pottstown, Penna., expanding. In need of 2 disc jockeys immediately. Play by play available. Top salary. Profit sharing plan with live wire organization beginning 13th year. Excellent working conditions. Modern studio with best equipment. Phone FA 6-4000.

Help Wanted

Announcers—(Cont'd)

Night man for good music station, NBC affiliate. Must be experienced. Immediate opening. Send tape, photo and resume to Ed Huot, WTRC, Elkhart, Ind.

Choose your job carefully. Many openings with Broadcast Employment Service, 4825 Tenth Ave. South, Minneapolis, Minnesota. 55417. Write today!

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 212-TW6-1245.

Technical

Radio engineer of good character, best technical qualifications for South Texas station. Box M-52, BROADCASTING.

Kentucky—Chief Engineer. Directional transmitter operation. Trouble shooting. Proofs. Present chief leaving radio. Stable operation. Pay based upon experience and ability. Box M-120, BROADCASTING.

Chief engineer for Detroit area FM station $100.00. Box M-170, BROADCASTING.

Immediate opening for qualified man to serve as chief engineer for 1 kw New Mexico station. Good schools; beautiful churches; dry, healthy climate; progressive town of 12,000; one hour drive to Carlsbad Caverns; two hours to 9,000 ft. Cloudcroft; deer hunting. Will have complete responsibility for maintaining all broadcast equipment. Must keep up on FCC regulations; some announcing desired. Good pay. Congenial staff. Apply to: Bob Hess, General Manager, KSVP, Box 38, Artesia, New Mexico.

Wanted engineer for WARE radio in WARE, Massachusetts.

Chief engineer for college town daytimer. Good combo man preferred. WBUZ, Fredonia, New York.

Studio engineer for nite operation. 1st phone license required. Five day week. Excellent benefits. WJW radio, 1630 Euclid Ave., Cleveland 15, Ohio, c/o studio supervisor.

Transmitter - studio engineer, WRFK-FM, Union Seminary, Richmond, Va.

Wanted: Boardman-chief engineer. Interested all phases of radio. $375 to $450. Box 1077, Ephrata Washington. SK-4-4686.

Radio and TV. Register for opportunity. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota, 55417.

First phone for Connecticut AM/TV—experience not necessary. Starting salary with overtime, $90.00. Call collect—Bob Corbett—203-755-1121.

Chief engineer for 50 kw day—10 kw night in Jackson, Mississippi. Experienced—sober—reliable—self starter—permanent employment with expanding southern radio group. Excellent salary—fringe benefits. Contact Ray Horton, Director of Engineering, McLendon Communications Company, 372-9111 Jackson, Miss., between 6:00 p.m. and 9:00 p.m. every day.

Production—Programing, Others

Radio-Productions-Programing. Production-Supervisor with understanding of good format radio. Midwest market. Excellent opportunity for right man. Expected to do some air work. Middle of road music policy with lots of good production and interesting features. Send complete resume, tape and photo. Box M-10, BROADCASTING.

Continuity writer with speed and commercial creativity. Box M-68, BROADCASTING.

Mature responsible man wanted, program director material. Must be fully experienced all phases. Opportunity with growing top rated station. Florida east coast. Box M-86, BROADCASTING.

Production, Programing & Others

Continued

Somewhere there is a radio newsman who can read and write authoritative broadcast news. If you are on your way up and ready to join a top flight 50 kw operation, contact immediately Dick Tobias, News Director, WHAM, Rochester 4, N. Y.

Situations Wanted—Management

Manager with eleven years experience, available as general or operations manager. Programing promotion, news, sales, sports, first phone. College, mature family man seeking opportunity to invest. Box M-117, BROADCASTING.

General manager available soon. Excellent background and top flight record. Box M-162, BROADCASTING.

Looking for a sales manager or station manager? Can offer eight years of successful sales experience, college education, business background and enthusiasm. Box M-177, BROADCASTING.

Semi-retired broadcasting executive desires management position where experience and ability come first and age second, small salary and expenses to augment other income. 25 years experience plus ownership. Prefer southwest. Box M-185, BROADCASTING.

Controller—Business manager. Top NYSE broadcast company experience, all phases finance and sales support functions. Seeking broader opportunity with group operator or station representative organization. Finest references. Box M-193, BROADCASTING.

Will manage your radio station, 30 years experience, no salary just a good commission. Box M-209, BROADCASTING.

General Manager—pro American conservative. Dynamic news and commercial delivery. Strong on local sales. Prefer managerial—but will work in sales and/or programing capacity with right team. All inquires answered. Available soon. Jack Wright Hatcher Route 3, Oneida, Tenn. Phone 569-8598.

Sales

Hard working thoroughly experienced executive for medium or major market quality station. Background, ownership, management, major market sales, programing. Excellent references. Desire management or sales management position with progressive station or group in West, southwest, midwest. Box M-201, BROADCASTING.

Salesman—6 years experience, grossing $60,000 at present job. Will consider any interesting offer. Box M-218, BROADCASTING.

Imaginative, aggressive, broadcast salesman seeking eventual managership, small-medium market. Could invest. Thirteen years experience all phases. Married, college grad. Box M-229, BROADCASTING.

Announcers

Sports announcer, seven years experience. Excellent voice, finest of references. Box L-353, BROADCASTING.

First phone—6 years professional, college, draft free, showmanship, major—markets, Box M-126, BROADCASTING.

Good music stations only! Announcer-dj, 3 years experience, veteran, rich authoritative voice, smooth professional delivery. Box M-146, BROADCASTING.

Humorous, lively, but non-frantic morning personality. Number one in top twenty-five market. Box M-163, BROADCASTING.

News director. 8 years radio. Currently small east market. Thorough knowledge news/programing small independant. Box M-166, BROADCASTING.

Announcer-dj—strong news background—1st phone—6 years exp. with reference. Family. Box M-167, BROADCASTING.

Announcers—(Cont'd)

Gal announcer—single, 25, tape, college & recent broadcasting school grad., desires start with sound station. Box M-172, BROADCASTING.

Bright air personality, experienced, family, authoritative news, will settle down, not floater, prima donna. Box M-175, BROADCASTING.

Looking for position in Iowa or midwest. Little experience, radio school graduate, money no problem, married, age 30. Box M-178, BROADCASTING.

Attention: Seattle area, Pacific Northwest. First phone, announcer-dj, experienced all phases. Mature, family. Employed top rated major market. Desire return. Box M-183, BROADCASTING.

I need my particulars, but if you're really interested? I'll send them. Announcer, dj. Box M-27, BROADCASTING.

R & B jock, tired of doing good music. Want to do what I like. Can anybody help? Box M-159, BROADCASTING.

R & B jock, music director, production, news . . . if you need an all around man in this category—try me. Box M-158, BROADCASTING.

Need start in small market. Limited experience. Central or S. California preferred. Will sell part-time but announcing main goal. Mature, married, dependable. Box M-160, or call Los Angeles—Normandy 1-8915.

Experienced dj, first phone, family man. Prefer Florida. $140 minimum. Box M-176, BROADCASTING.

Great telephone talk show mc-newsman available. Now employed Philadelphia, but available from format change. Offers over $150.00 weekly considered. Have documented success record. Box M-187, BROADCASTING.

DJ announcer. Negro. College journalism. Good strong sell delivery. Excellent newscaster. Locals and money no problem. Ready now. Box M-195, BROADCASTING.

Authoritative newscaster. Bright personality. Want to settle. Not a prima donna or floater. Box M-196, BROADCASTING.

Announcer, 1st phone, 4 years experience. News & sales, seeks challenging opportunity with stable station. Box M-197, BROADCASTING.

Air personality. Bright sounding dj with tight board, also mature newscaster with crisp authoritative delivery. Experienced, selling sound. Want to settle—not a prima-donna or floater. Box M-198, BROADCASTING.

I'm about the best morning man I know! Not the funniest, but 20 years experience has developed a warm, friendly, authoritative style listeners like, plus a proficiency at programing and production, copy and news. Presently working large market, but want to be more than record spinner. Married, 39, BA. Box M-202, BROADCASTING.

Friendly, enteretaining top 40 personality, desires position with stable adult-music organization in major market. Smooth, intelligent delivery. 8 years experience. Married. Sober. Reliable. Box M-207, BROADCASTING.

DJ-newsman with first phone available soon. Young, sober, top 40 & adult format experience. Box M-210, BROADCASTING.

Will relocate for good position in growing market. Experienced in top 40—run tight board, single, lively, good references. Box M-214, BROADCASTING.

Basketball announcer, copywriter, salesman, available immediately, prefer Indiana. Box M-224, BROADCASTING.

Top 40 dj first phone, experienced afternoon humor, part time sales, if desired. Like to relocate in West or South. Contact Doug Johnson, KQAQ, Austin, Minn. After Oct. 24, contact at ST 9-0461, Mpls., Minn.

Situations Wanted

Announcers—(Cont'd)

Announcer, deejay, bright ad lib sound, no screamer, news, write copy, dependable family man, no prima donna, references. Bill Schuler, KSGT, P. O. Box 100, Jackson Hole, Wyo.

Country disc jockey desires relocation at a country and western station that programs country music. Four years experience. Please do not answer this advertisement if you want a button pusher, if you intend to make false promises, if you are not full time country and western, and if you cannot or will not pay at least $125 starting salary. Presently employed with a country and western that programs very little country music. Box M-225, BROADCASTING.

15 years experience, A-1 voice, third phone, 516-PArk 7-6197.

Progressive announcer, newsman, sportscaster and personality. News powerhouse. Intimate, natural and lively show style. Creative production tops. Musical background. Credits on Pacific coast, Los Angeles through San Francisco and Rockies. Write Wally Jones—435 Soledad, Salinas, California.

Young ambitious Negro, fresh out of broadcasting school, (now being tutored at WPEN, Phila.), seeks full or part time employment. Can play rock, R & B, jazz, and gospel. Can do bright, tight production show and excellent commercials. Bill Anderson 1220 Peach St., Wilmington, Del., 19801.

Technical

Experienced radio-TV operating engineer. Any location considered. No announcing. Box M-217, BROADCASTING.

Oregon-Washington only. First class engr.-announcer. 7 yrs. experience, automation, microwave. Family man, age 29, present station sold! Robert Rathman, 339 Lk. Washington Blvd., Seattle, Washington. 98122.

Production—Programing, Others

Young man 18 years old, interested in broadcasting, no experience. Box M-96, BROADCASTING.

Personality. Now working network o & o station on west coast. Wish to move my children/adult show to midwest or east. Its wild and completely unique. Work with your film or all live. Other TV credits include movie host, dance show host, variety show emcee, newsreader, plus several network appearances. Management sorrowfully aware of this ad. Full story and VTR at your request. Box M-110, BROADCASTING.

Attention Biloxi - Gulfport - New Orleans areas. Experienced copywriter. 5½ years one station. U. of Mo. graduate. Know production, taping, traffic, dialogue writing. High work standards. Personal interview. Little TV experience, but interested. Ditto agency. Box M-135, BROADCASTING.

Why management? I like it! Responsible, talented, able. Operations or program manager. Ten years radio experience. Available now for medium or major market. Box M-181, BROADCASTING.

Attention Philadelphia and vicinity! I want to specialize in news—writing and airing. B.A. in radio speech, 2 years announcing experience. Plan to study journalism. Box M-182, BROADCASTING.

Experienced all phases studio activity, especially production aspects, technical, directing, operating all types cameras, audio consoles, writing, directing live television commercials, creative formats for new TV shows, arranging scenery and props. Graduate RCA TV Institute. Ambitious to succeed. Will relocate. Box M-199, BROADCASTING.

Production Programing & Others

Continued

Program director with ten years experience and currently operations manager of number one station in medium market looking for position with major radio and TV operator. Personal rating highest on station. Major market experience and excellent reputation and references. Family man with college background. Box M-203, BROADCASTING.

Program director—mature, able, aggressive, specialist in adult programing. Successful background in all phases of station operations. Top rated in top 10 market. Production, public affairs and merchandising know-how. Seeking permanent relocation as program executive with station offering growth potential in major market. Highly respected. Outstanding references. Box M-208, BROADCASTING.

Need an experienced production man? I have background of eight years as producer/director—unit floor manager and cameraman. Employed on network spot events. Presently working in top ten market. Prior promotional experience in New York. College background. Single. Box M-211, BROADCASTING.

Pd/some air, small to medium large market. Sixteen years programing, top sports. Presently large market. Best references. Box M-213, BROADCASTING.

13 years radio & television experience as announcer/director and program director. Wish position as program director or news director. Available 31 October. Leaving present position at own decision. Box M-221, BROADCASTING.

Sports Director in major college market. Seven years play-by-play. Wishes to devote fulltime to building or maintaining your sports department. Willing to wait for right opportunity. Married. Employed. Box M-222, BROADCASTING.

Aggressive news director available. Excellent airman, reporter, writer, 13 years newspaper, AM-TV experience. Journalism grad. Box M-230, BROADCASTING.

Production engineer. Excellent board work. Have FCC second class phone. George Phinn, 825 Quincy St., Brooklyn 21, N. Y.

TELEVISION

Help Wanted—Management

Television sales manager midwest network affiliate experience, able direct local sales staff. First class job for first class man. Boozers, floaters, loafers don't reply. Congenial staff, fine living conditions for aggressive man who will settle down, raise family, join church, work hard and make money. Starts $10,000 plus. Box L-253, BROADCASTING.

Help Wanted—Technical

Experienced engineer, best technical qualifications, for Texas station. Box M-64, BROADCASTING.

Qualified TV engineer trainee with first phone for Texas station. Box M-65, BROADCASTING.

Maintenance chief for southwest station. Must have superior technical qualifications. Box M-60, BROADCASTING.

Assistant chief engineer with proven ability for Texas VHF. Box M-61, BROADCASTING.

Wanted: First phone engineer with TV studio equipment maintenance experience. Write or call WCET, Cincinnati 19, Ohio, phone: 381-4033.

Have opening for experienced first phone engineer at KLBK-TV, Lubbock, Texas. Also have opening at KWAB-TV, Big Spring, Texas. Experience desired, but not essential. Contact Albert Shannon, Chief Engineer, KLBK-TV, Box 1559, Lubbock, Texas. Phone SH 4-2345.

Technical—(Cont'd)

Experienced transmitter and studio engineer needed. Must be familiar with RCA black & white and color equipment, including studio, film, transmitter, microwave and VTR. Maintenance experience essential. Contact J. W. Robertson or Harry Barfield, WLEX-TV, Lexington, Ky.

Need master control room engineers for one of the best educational television stations in the country. Contact Orbra W. Harrell, Chief Engineer, WEDU, Tampa 5, Florida.

Immediate opening for experienced 1st phone with audio-video switching experience. KSWO-TV Lawton, Oklahoma. Contact Jim Lockerd, Chief Engineer.

Production—Programing, Others

Texas VHF station looking for excellent continuity writer. Box M-58, BROADCASTING.

Director with creativity wanted in southwestern resort city. Box M-59, BROADCASTING.

Experienced, dependable newsman-photographer, adept at gathering and writing news. Box M-62, BROADCASTING.

Alert newsman-announcer to gather write and photograph news, southwest station. Box M-63, BROADCASTING.

Experienced TV newscaster for station in top 45 markets. Send complete resume, picture, film vtr or audio tape of your work. Replies confidential. Our people know of this ad. Box M-136, BROADCASTING.

5000 watt, 70 Ohm dummy load, 8 amp DPDT RF relay, Gates 16" turntable, Gray 16" arm. $385 total. Box M-205, BROADCASTING.

Wanted—Experienced, seasoned TV traffic manager. Excellent opportunity with large southeastern market station. Must be able to assume management responsibility of traffic operations. Write or wire: WAII-TV, Atlanta, Ga.

Cameraman for documentary film unit creating programs for major midwest video chain. Must be thoroughly experienced with 16mm double system sound and capable of both creative photograph and editing. Unit produces 9 films per year in variety of documentary forms ranging from spot news to dramatic dialogue technique. Must be able to supply sample films on which you have full photography and editing credits. Write personnel department, Crosley Broadcasting Corporation, Cincinnati, Ohio. 45202.

TELEVISION

Situations Wanted—Management

General manager available for television station. Mature, dependable, top record. Box M-161, BROADCASTING.

National sales manager. Twelve years continuous experience in television sales and sales management in New York city. Possess thorough knowledge of: ideal station—national representative relations; the creation of rate structures that are competitive and profitable; programing which meets the needs of advertisers; merchandising which will create sales; all agency and advertiser echelons from time-buyer to corporate officers. Have directed local sales staffs. Aggressive, articulate, stable family man. Excellent references throughout the industry. Write for complete resume, or to arrange meeting. Box M-165, BROADCASTING.

Announcers

Sports director, 11 years experience, all phases radio & television. Box M-194, BROADCASTING.

Top TV sportscaster desires employment in major market. Nine years experience includes play-by-play on state network. Box M-233, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

Engineering supervisor, 13 years experience, TV construction, maintenance, direction, operations, desires responsible position. Presently employed, excellent references. Box M-216, BROADCASTING.

Chief engineer, 12 years radio experience, studio, directional systems, technical school, desires television. Married. Presently employed, references. Box M-219, BROADCASTING.

Production—Programing, Others

Announcer-newscaster-writer, buried alive in major market VHF and 50 kw, AM, seeks return to smaller market TV. College graduate, 15 years experience. Box L-338, BROADCASTING.

TV production and programing: Nine years experience in all phases of TV operation including on air announcing. Desire to relocate in major southwest market. Details on request. Box M-3, BROADCASTING.

A substitute for experience? None's been invented yet! I have 15 years in most phases of radio-TV on local and network levels. Prefer TV news gathering and editing. Each reply promptly answered. Box M-34, BROADCASTING.

Experienced radio newsman, top delivery and copy, would like TV or radio-TV opportunity Box M-154, BROADCASTING.

4 years experienced, switcher, cameraman, projectionist, studio maintenance all phases. One year as studio supervisor. Married—dependable and honest. Available immediately. 1st phone Box M-173, BROADCASTING.

TV production: Big ten grad., TV major with theatrical background. Box M-179, BROADCASTING.

Mot's attention—20 years as General Manager, news and sports director plus other facets, telecasting and broadcasting. Prefer to work for Lantzman, anywhere. I produce, or no salary till satisfied. Box M-189, BROADCASTING.

TV Program Manager looking for aggressive, creative station. 12 years experience, major eastern market, all phases program operations, including station-network relations, news, traffic, operations, budget, unions, program planning, development and direction. Now handeling special project for major group. Seeking permanent situation. Box M-190, BROADCASTING.

Film editor and/or photographer news or commercial (film or stills) experienced dark room technician. What do you need? Background of commercial and educational TV, newspaper and commercial photography. Box M-220, BROADCASTING.

Progressive television announcer, newsman, sportscaster and personality. One year television, five years radio. Dramatic and musical background. College. Natural winner on commercials. Good looks and voice. Write Wally Jones, 435 Soledad, Salinas, Calif.

WANTED TO BUY

Equipment

For channel 5 we need 500 or 1000 watt transmitter and three gain antenna. Box M-56, BROADCASTING.

RCA or GE studio cameras. Must be in good condition. Box M-100, BROADCASTING.

Wanted—2 good used Ampex 602 or 601 recorders or equivalent at bargain price. Also a used Gates studioette board. WMOC, P. O. B. 886, Chattanooga.

Wanted: Used 250 watt AM transmitter. Prefer late model Raytheon RA250. Send picture and price to Gene Newman, WHRT, Hartselle, Ala.

Need zoom lens for 3" image orth. Will consider Studio Zoomar, Berthoit or Varatol II. Write stating age, condition, and price. Box M-191, BROADCASTING.

FOR SALE

Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Templebar 2-3527.

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

RCA TT5A tuned to channel 2. Priced to sell quickly. Write Box M-23, BROADCASTING.

GPL 16mm Kinescope recording unit complete. Good condition. Contact Al Powley, WMAL-TV, Washington, D. C. KEllogg 7-1100.

Will sell or swap for light fixtures new General Electric Type PF-3-C TV slide projector equipment—never used. Box M-180, BROADCASTING.

Raytheon RL-10 limiting amplifier, $250.00. WABQ, Cleveland, Ohio.

Gates spot tape $700. Gray viscous damped arms, $35 each. WLIR, Garden City, N. Y.

Spare turntable motors type, Bodine NYC—12. Fits Gates, RCA and most standard broadcast tables. Used but completely rebuilt and guaranteed for 90 days in turntables use. $18.95 each. Cash, check or money order please. Shipped prepaid anywhere in U. S. Electromagnetic Products, P.O.B. 51, Lexington, Ill.

Mohawk tape recorder and play back amplifier with case. Good condition. Make offer cost $300. Recco cut table 33 and 78 rpm turntable and lathe. Make offer. Box M-171, BROADCASTING.

For Sale: RCA WX-2D field intensity meter. $600.00. Lewis M. Owens, Columbia, Ky.

RCA TTU-1B—Good physical electrical condition. Needs work and some parts. Purchased for overhaul but an emergency demands immediate sale. Bargain—no time to write—please phone for particulars. John Ledbetter, Broadcast Engineering Services, Box 391, Buena Park, Calif. Phone 521-0171.

Ampex 351, 7½, 3¾, half track, 50 hrs, $1050. Crown type 702, 250 hrs, $375. Vega Mike, tape recorders, microphones, etc. Write us your requirements. F.T.C. Brewer Company, 2400 W. Hayes Street, Pensacola, Florida.

For sale: 3V color television film system, original price $40,000 also 35 ft. television mobile van, driven only 3600 miles. Includes 40KVA stand-by engine-driven generator, voltage regulator, isolation transformer, rack mountaing space for video and audio equipment. For complete details, write Box M-215, BROADCASTING.

Collins, mod. 42E ant. tuning unit, complete remote MTR transformer. 3 RCA Universal, 2 RCA lightweigh pickup arms, filters, spare heads. Best offer. Wallace Guptill, KATE, Albert Lea, Minn.

Console: G.E. 4BC1A1 dual-studio, tops—$595. Tape spotter: Gates ST-101, excellent—$525. Tape play-backs: Two Magnecord 814's long-play, 10 ¾" reels, excellent—$250 each. Mikes: Altec 633-A "saltshaker," new—$50; W.E. 639-A Cardoid, excellent, less cradle—$115. Automation: Gates "Autotrans," near new, new diamond stylii—$625. Video tape: new, 3600-ft. (45 minute) reels—$90. Used, 4800 ft. (1 hr) reels—$75. 10 reels each left. Film processor—Houston-Fearless "Labmaster," model 16NP (neg.-to-pos.). Top condition, all accessories, must go immediately—$3995. FM transmitter parts: Federal 192A. Most parts—transformers, power supplies, modulator, etc. Offer, all or part. Broadcast Engineering Services, Box 391, Buena Park, Calif. Phone 521-0171.

Western Electric 10 kw FM Transmitter Model 506-B2. Excellent condition. WHIO, Dayton, Ohio.

Used UHF 1 kw RCA transmitter excellent condition, immediate delivery. A bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

BUSINESS OPPORTUNITY

Small market on Florida Gulf Coast, excellent coverage, good frequency. Best living conditions, resort area plus industry. Willing to sell up to 49% interest to qualified manager. Allied business interests reason for change. All communications will be confidential. $10,000 cash required. Box M-164, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

Recording studio, serving southeast from metropolitan area, fully equipped, A-1 reputation, strong potential. Reply Box M-70, BROADCASTING.

Resume professionally prepared by mail. Free descriptive brochure. Career Development Institute, Box B-341, Beltsville, Maryland.

Increase sales—news, exciting booklet, "Principles $ Techniques of Good Radio Salesmanship." Just $2 postpaid. Billings Publishing Co., Box 1752, Billings, Montana.

Attention program directors and dj's—Terse, controversial comments in the actual voices of top Washington public figures. Perfect for controversy—listener response programing. Little cost—big rewards—peak listener reaction. Box M-24, BROADCASTING.

Bingo cards for radio and television programs, personalized. Forsyth Manufacturing, 1930 W. 41 Ave., Denver 11, Colorado.

Jockey Joker is a new series of one line gags for deejays. This publication will be habit forming. First issue $2.50. Show-Biz Comedy Service (Dept. BJ) 65 Parkway Court, Brooklyn 35, New York.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduate approximately six to one. Day and night classes. Write for 40 page brochure and graduate placement list. Don Martin School of Radio and TV Arts & Sciences, 1653 North Cherokee, Hollywood, Calif. "No cram school."

INSTRUCTIONS—(Cont'd)

San Francisco's Chris Borden School graduates are in constant demand. 1st phone and "modern" sound. Plenty of jobs. Free placement. Illustrated brochure, 259 Geary St. Starting date for next class November 4, 1963.

Same time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting January 8. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated schedule. For the man who must get his 1st phone in a hurry, the Los Angeles Division of Grantham schools now offers the proven Grantham course in an accelerated schedule. Next classes begin November 11 and January 13. For free brochure write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

FCC license in six weeks. Total cost $285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance, Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

Three days . . . gets third class broadcast endorsed radio telephone license. Classes start each Tuesday 8:30 a.m. Write/phone Broadcast License School, Box 26, Pineville, Ky., 606-337-3838—337-2100.

1st ticket class . . . 6 week course resident, or correspondence Live and study in Denver, Colorado. The greatest! Write for bulletin. Next resident class starts November 4 or January 13. Signal Broadcasting, 431 W. Colfax, Denver, Colorado, 80204. Also announcing station operations course and TV production.

To reach everyone in Broadcasting and its allied fields.

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CLASSIFIED AD

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Help Wanted—Sales

SALES ENGINEER

Broadcast Equipment

Midwest equipment manufacturer has immediate sales opening to headquarter in San Francisco area. Wonderful career opportunity with excellent starting salary, sales incentive program, profit sharing, insurance, and all travel expenses provided. Requirements include thorough technical knowledge of AM, FM, and Audio Broadcast Equipment, demonstrated sales ability, plus the initiative and energy to travel and to work effectively without close supervision. Send complete resume to:

BOX M-227, BROADCASTING

ANNCR.—TOP MAN

We want a production-conscious, mature deejay, who has at least 5 years experience (some in major market) for our heads-up formula station. Rush your resume and tape—including references—to: Irv Schwartz, KUDL, 800 W. 47th St., Kansas City, Mo.

Production Programing & Others

—NEWSMAN—

One of the nation's leading radio operations is contemplating a number of major changes in it's air staff. We're a 50,000 watt network o & o in one of the nation's top 3 markets. If you can gather, write and deliver a network quality newscast with enthusiasm and interest, send tape, picture and complete resume to:

Box M-204, BROADCASTING

CAN YOU PRODUCE?

Creative Ideas
Copy That Sells
Production That Sells

Pop Format station in top 20 Eastern Market seeks Production-Continuity Chief. Rush resume-copy-tapes to:

Box M-226, BROADCASTING

WANTED TOP FLIGHT

production-promotion man must be creative, top flight production accent on ideas, knowledge of new trend in format production. Deejay ability helpful but not essential. Contact D. J. Brien, or Ken Elliott, WNOE, New Orleans.

Situations Wanted—Management

NOW AVAILABLE

Sales manager at one of the country's top radio operations, now seeking Manager's position. 15 years radio experience. Married. Top references. Strong sales and administrative ability.

Box M-18, BROADCASTING

TELEVISION–Help Wanted–Technical

TELEVISION/FIELD BROADCAST ENGINEERS

1st phone, transmitter and video operation, installation and maintenance experience. Considerable travel involved, possibility of some foreign. Openings in Midwest and East. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, N. J.

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Continued from page 97

tain procedural dates and resumption of hearing for Dec. 9. Action Oct. 9.

■ Granted petition by Broadcast Bureau to extend time to Nov. 5 to file proposed findings and to Nov. 21 for replies in proceeding on AM application of John Self, Winfield, Ala. Action Oct. 9.

By Hearing Examiner Sol Schildhause

■ On own motion, continued Oct. 18 prehearing conference to Oct. 21 in proceeding on applications of WEAT-TV Inc. and Scripps-Howard Broadcasting Co. to change trans. location, increase ant. height and make other changes in WEAT-TV (ch. 12) and WPTV(TV) (ch. 5), respectively, both West Palm Beach, Fla. Action Oct. 14.

■ Granted request by Broadcast Bureau to extend time from Oct. 16 to Oct. 23 to file proposed findings in proceeding on application of WGUN Inc. for mod. of license of WGUN Decatur, Ga. Action Oct. 14.

■ Upon agreement of parties in proceeding on applications of WEAT-TV Inc. and Scripps-Howard Broadcasting Co. to change trans. location, increase ant. height, and to make other changes in WEAT-TV (ch. 12) and WPTV(TV) (ch. 5), respectively, both West Palm Beach, Fla., continued Oct. 14 further prehearing conference to Oct. 18. Action Oct. 8.

By Hearing Examiner Herbert Sharfman

■ In view of Review Board's memorandum opinion and order released Oct. 14 in proceeding on application of Beamon Advertising Inc. for new AM in Daingerfield, Tex., scheduled conference for Nov. 4. Action Oct. 15.

■ Granted motion by Southern Radio & Television Co., Lehigh Acres, Fla., to correct transcript in proceeding on AM application and that of Robert Heckscher (WMYR), Fort Myers, Fla., and corrected transcript as proposed with one exception. Action Oct. 14.

■ Issued memorandum of ruling made at Oct. 9 further hearing granting petition by Easton Broadcasting Co. (WEMD), Easton, Md., to sever application from consolidated AM proceeding in Docs. 14873 et al; closed record of hearing on application and separate initial decision will be issued on WEMD's application. Action Oct. 10.

By Hearing Examiner Elizabeth C. Smith

■ In consolidated AM proceeding on applications of Piedmont Broadcasting Co., Travelers Rest, S. C., Hentron Broadcasting Co. and Mountainaire Corp., Hendersonville, N. C., in Docs. 15108-15110, granted motion by counsel for Mountainaire on behalf of three applicants to continue Oct. 11 hearing to Nov. 18. Action Oct. 10.

■ Granted request by Eastside Broadcasting Co., Phoenix, Ariz., to continue further hearing from Nov. 19 to Nov. 26 in proceeding on AM application. Action Oct. 10.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Oct. 15

WRC-TV Washington—Granted renewal of license (main trans. and ant. and aux. ant.) and auxiliaries; without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusions and recommendations set forth in report of network study staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; and (3) with respect to pending antitrust matters relating to NBC and RCA.

WTTG(TV) Washington—Granted renewal of license (main trans. and ant., alternate main driver, and aux. ant.) and auxiliaries; without prejudice to whatever action, if any, may be taken by commission as result of disposition in WORZ Inc. v. FCC (C.A.D.C.), case No. 13,996.

■ Granted renewal of licenses for following: WBOF Virginia Beach, Va.; WCAO Baltimore; WEET Richmond, Va.; WELK Charlottesville, Va.; WEPM-AM-FM Martinsburg, W. Va.; WFHG Bristol, Va.; WHEE Martinsville, Va.; WHIS Bluefield, W. Va.; WINA-AM-FM Charlottesville; WLSD Big Stone Gap, both Virginia; WMMN Fairmont, W. Va.; WODY Bassett, Va.; WPRW Manassas, Va.; WWHY Huntington, W. Va.; WYTI Rocky Mount, Va.; WCOD(FM) Richmond, Va.; WFVA-FM Fredericksburg, Va.; WOL-FM Washington; WRFL(FM) Winchester, Va.; *WAMU-FM Washington; *WEMC(FM) Harrisonburg, Va.; *WMUL (FM) Huntington, W. Va.; *WTJU(FM) Charlottesville, Va.; *WETA-TV Washington; WHRO-TV Hampton-Norfolk, Va.; WVEC-AM-FM Hampton, Va.; WANN Annapolis, Md.; WBBL Richmond, Va.; WCAW Charleston, W. Va.; WCYB Bristol, Va.; WELC Welch, W. Va.; WGH-AM-FM Newport News, Va.; WHEO Stuart, Va.; WJDY Salisbury, Md.; WJMA Orange, Va.; WLOH Princeton, W. Va.; WMAL-AM-FM-TV Washington; WMVA-AM-FM Martinsville; WNNT Warsaw; WNRV Narrows-Pearisburg; WNVA Norton; WRAD Radford; WSVS-AM-FM Crewe; WTON Staunton, all Virginia; WWDC-AM-FM Washington; WXGI Richmond, Va.; WYPR Danville, Va.; WYRE Annapolis, Md.; WASH(FM) Washington; WBKW(FM) Beckley, W. Va.; WJEJ-FM Hagerstown, Md.; WJMD(FM) Bethesda, Md.; WKNA(FM) Charleston, W. Va.; WKWK-FM Wheeling, W. Va.; WNOR-FM Norfolk, Va.; WOAY-FM Oak Hill, W. Va.; WRFK-FM Richmond, Va.; WSVA-FM-TV Harrisonburg, Va.; WTAR-FM-TV Norfolk, Va.; WXRI(FM) Norfolk, Va.; WYFI(FM) Norfolk, Va.; WTRF-TV Wheeling, W. Va.; WBAL-TV Baltimore; WBOC-TV Salisbury, Md.; WBOY-TV Clarksburg, W. Va.; WCHS-TV Charleston, W. Va.; WJPB-TV Weston, W. Va.; WJZ-TV Baltimore; WLVA-TV Lynchburg, Va.; WMAR-TV Baltimore; WOAY-TV Oak Hill, W. Va.; WTAP-TV Parkersburg, W. Va.; WTOP-TV Washington; WYAH-TV Portsmouth, Va.

WDUX Waupaca, Wis.—Granted CP to make changes in ant. system (increase height).

WLS Chicago—Granted CP to install aux. ant. and ground system at Tinley Park, Ill.

Actions of Oct. 14

WJBF(TV) Augusta, Ga.—Granted mod. of license to change name to Fuqua Industries Inc.

WAVU-FM Albertville, Ala.—Granted CP to increase ERP to 20 kw, decrease ant. height to 320 feet and install new trans. and new ant.: conditions.

WHNT-TV Huntsville, Ala.—Granted mod. of CP to change ERP to 386 kw vis. and 208 kw aur.: change type ant. and ant. height to 1060 feet and make changes in ant. system.

KFYR-TV Bismarck, N. D.—Granted mod. of CP to change ERP to 100 kw vis. and 50 kw aur.: change type ant.: make changes in ant. system: and decrease ant. height to 1400 feet.

WSJS-TV Winston-Salem, N. C.—Granted mod. of CP to delete aux. ant. system (main trans. and ant. and aux. ant.).

WBVA Waynesboro, Va.—Granted mod. of CP to change ant.-trans. location, specify main studio location same as trans., make changes in ground system and in ant. system (decrease height); without prejudice to such further action as commission may deem warranted in light of case No. 18094, U. S. Court of Appeals, D. C. Circuit.

W03AC Fayetteville, N. C.—Granted mod. of CP to change frequency to channel 3 for VHF TV translator station: conditions.

■ Following stations were granted extensions of completion dates as shown: KVSF-TV Santa Fe, N. M., to April 18, 1964; KHQA-TV Hannibal, Mo., to Jan. 21, 1964.

Actions of Oct. 11

KLIQ Portland, Ore.—Granted renewal of license.

El Dorado Broadcasting Co., El Dorado, Ark.—Granted SCA on subcarrier frequency of 67 kc for new FM.

KTVK(TV) Phoenix, Ariz.—Granted CP's to install aux. ant. system and aux. trans. at main trans. and ant. location.

KPDQ-FM Portland, Ore.—Granted CP to change transmission line.

***KTXT-FM Lubbock, Tex.**—Granted CP to change type ant.: remote control permitted.

WRVM-FM Rochester, N. Y.—Granted mod. of CP to change ant.-trans. location and type trans.; remote control permitted; conditions.

***WCMU-FM Mount Pleasant, Mich.**—Granted mod. of CP to change type ant. and type trans.

WETT Ocean City, Md.—Granted authority to operate with sign-off at 7 p.m., except for special events, for period ending Dec. 25.

Actions of Oct. 10

***WGBH-TV Cambridge, Mass.**—Granted mod. of license to change studio location to Boston.

WHNT-TV Huntsville, Ala.—Granted CP to replace expired permit for new TV.

KFYR-TV Bismarck, N. D.—Granted CP to install aux. ant. system near St. Anthony, N. D.: condition.

Actions of Oct. 9

WHBB Selma, Ala.—Granted increased daytime power on 1490 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.: conditions.

WROX Clarksdale, Miss.—Granted increased daytime power on 1450 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.: remote control permitted; conditions.

KBZZ La Junta, Colo.—Granted increased daytime power on 1400 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.: remote control permitted; conditions.

WSSO Starkville, Miss.—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; conditions.

KFLW Klamath Falls, Ore.—Granted increased daytime power on 1450 kc, from 500 w to 1 kw, continued nighttime operation with 250 w: remote control permitted: conditions.

KPRM Park Rapids, Minn.—Granted increased power on 1240 kc, unl., from 100 w to 250 w: conditions.

WCDC(TV) Adams, Mass.—Granted CP to change ERP to 116 kw vis. and 58 kw aur.; ant. height to 2,100 feet.

WTTM-FM Trenton, N. J.—Granted extension of completion date to March 18, 1964.

WTOR Torrington, Conn.—Granted mod. of CP to make changes in ant. system (increase height) and change type trans.: conditions.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ WNEG Toccoa, Ga.—Requests amendment of rules so FM channel 280A is assigned to Toccoa. Received Oct. 3.

■ *St. Cloud, Minn.—St. Cloud State College. Requests amendment of rules to reserve for noncommercial educational purposes channel 14 (470-476 mc), presently assigned Little Falls, Minn. Received Sept. 23.

■ Menomonee Falls, Wis.—Falls Broadcasting Corp. Requests institution of rulemaking proceeding to assign channel 252A to Menomonee Falls. Received Oct. 4.

■ WWLP(TV) Springfield, Mass.—Requests amendment of rules looking toward allocating low UHF assignment to Toledo, Ohio: Toledo, add 17; Marion, Ohio, add 80, delete 17; Windsor, Ont., add 14, delete 32; Chatham, Ont., add 32, delete 14; Mt. Pleasant, Mich., add 29, delete 14; Muskegon, Mich., add 14, delete 29. Received Oct. 4.

■ KRSI-FM St. Louis Park, Minn.—Requests amendment of rules to change table of assignments as follows: St. Louis Park, add 271, delete 281; Minneapolis, add 281, delete 271. Received Oct. 4.

■ Santa Cruz, Calif.—Regents of University of California. Request institution of rulemaking proceeding to reserve channel 56 at Santa Cruz for use as noncommercial educational TV station or, alternatively, to assign to Santa Cruz another channel reserved for noncommercial use. Received Oct. 7.

■ Yakima, Wash. — Sunset Broadcasting Co. Requests amendment of rules to delete channel 17, Centralia, Wash., and reassign to Yakima. Received Oct. 9.

FOR SALE—Stations—(Cont'd)

STATIONS FOR SALE

CALIFORNIA. Daytime station. Growing market of close to 200,000. Priced at $78,-500. 29% down.

MIDWEST. Full time. Exclusive. Volume exceeds $70,000. Priced at $90,000. Terms.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, California



View it on a tv tube and you'll see why today's best-selling pictures are on SCOTCH® BRAND Video Tape

Don't fall into the "April Fool" trap of viewing filmed tv commercials on a movie screen in your conference room! The only sensible screening is by closed circuit that reproduces the film on a tv monitor. Then you know for *sure* how your message is coming through to the home audience.

When you put your commercial on "SCOTCH" Video Tape and view it on a tv monitor, you view things as they really appear. No rose-colored glasses make the picture seem better than it will actually be. No optical-to-electronic translation takes the bloom from your commercial or show. Every single image on the tape is completely compatible with the tv tube in the viewer's home.

You've just completed a commercial you think is a winner? Then ask your tv producer to show it on a tv monitor, side-by-side with a video tape. Compare the live-action impact and compatibility that "SCOTCH" Video Tape offers agencies, advertisers, producers, syndicators. Not to mention the push-button ease in creating special effects, immediate playback, for either black and white or color. Write for a free brochure "Techniques of Editing Video Tape", 3M Magnetic Products Division, Dept. MBX-103, St. Paul 19, Minn.



"SCOTCH" IS A REGISTERED TM OF 3M CO., ST. PAUL 19, MINN.

Magnetic Products Division 3M COMPANY

OUR RESPECTS to Charles Rossiter Stuart Jr.

Ad manager for an untypical bank

"Radio and television are real workhorses on our media team," Charles R. Stuart Jr., advertising manager of the Bank of America, said last week. "We look to the broadcast media for hard selling. We give them the tough jobs, such as introducing a new bank service, and we expect them to deliver results."

If that statement seems a far cry from the philosophy that produced the "tombstone" newspaper ads which used to typify bank advertising, there's a reason. The Bank of America is not a typical bank. It's the world's largest. Its headquarters are not in New York or Chicago, but in San Francisco. It serves California with more than 800 branch banks in about half as many cities throughout the state. It achieved its dominance through aggressive business practices, aggressively introduced into banking by its founder, A. P. Giannini, described by Mr. Stuart as "the Henry Ford of banking."

Aggressive Advertising ▪ The Bank of America's advertising has matched its other procedures from the start. In 1939 the *American Banker* stated: "The Bank of America uses its advertising as a straight merchandising medium. It sells 'loans' just as American Tobacco Co. sells Lucky Strikes. It is doubtful that there is a single literate person in California who has not heard of the willingness of the Bank of America to lend money."

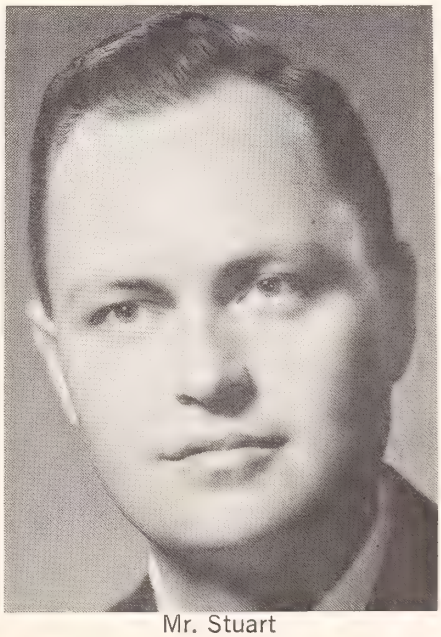
In its advertising, the Bank of America has never hesitated to leave the well-traveled highway if a new path seemed worth exploring. It was one of the first banks to use radio, sponsoring a statewide network show with a young orchestra conductor named Meredith Willson. When television came along the Bank of America was again in the forefront. But perhaps the best example of the willingness of the Bank of America to break with advertising tradition was the appointment of Charles Stuart as advertising manager before he had celebrated his 30th birthday.

Banks are notoriously close-mouthed when it comes to revealing details of financial transactions, particularly when it's their own money that's being talked about. But it has been estimated that today the Bank of America is spending some $6 million a year for advertising. This is roughly double the advertising budget in 1957, when Mr. Stuart became advertising manager. The largest portion goes for radio and television. The rest is divided among outdoor, newspapers and magazines, with international advertising a new factor that is becoming increasingly important.

Humor And Hard Sell ▪ Mr. Stuart's department and the bank's advertising agency, Johnson & Lewis, San Francisco, spare no pains to make the Bank of America advertising attractive, attention-holding and memorable. Humor is a favorite tool, but it is always accompanied by a solid sales message. A case in point is the introductory campaign for Bankamericard, Bank of America's entry in the credit card arena. Top-flight comedians like Mike Nichols and Elaine May, Bob and Ray, Stan Freberg, won it a warm reception from radio listeners. Animated TV spots featuring the "little maestro" captivated the TV audience (and the judges of the International Broadcasting Awards competition, who selected this as the world's best television advertising of 1961).

But this was just the frosting on the cake. The important result was the insertion of thousands upon thousands of Bankamericards into wallets and pocketbooks of California consumers.

A Born Ad Man ▪ Charles Rossiter Stuart Jr. is a native Californian, born June 23, 1928, in Glendale, where he was graduated from Glendale high school and Glendale College before going on to the University of Southern California, where he majored in advertising. It could be said that Charles was born into advertising, since his father owned an agency with offices in both Los Angeles and San Francisco. The Bank of Italy (which became the Bank of America in 1930) was a client of the Stuart agency, but Mr. Stuart denies any connection between that relationship and his present position, pointing out that his father retired in 1940, when he (Charles Jr.) was only 12 years old.



Mr. Stuart

(The Stuart agency became the Johnson agency, which became Johnson & Lewis, so it also could be said that the Bank of America has had the same agency since 1917, when Mr. Stuart Sr. secured the account.)

It was after his graduation from USC (and a postgraduate year in France) that Mr. Stuart was making the rounds, talking to anyone who might be helpful in getting him started in advertising. One such man was L. M. Giannini, who had succeeded his father as Bank of America president. "Why don't you come to work here?" he asked. After Charles had explained he was interested in advertising, not banking, the banker reminded him that banks were advertisers too. So Charles became a member of the executive development training program, a two-year course which took him into many departments of the bank's branches, with the promise of a job in the advertising department when the training period was over.

Starting with the Bank of America in Los Angeles, Mr. Stuart was transferred in 1953 to advertising headquarters in San Francisco. The following year he was appointed assistant advertising manager and in 1957 he was promoted to his present position. "It's a full time job," he says, "with no time left for hobbies. Management leaves advertising up to the advertising department and it's up to us to do the job on our own. A bank deals in services that are largely personal relationships, so the direct results of advertising are hard to measure, but I think it's fair to say that the success of the Bank of America in pioneering new bank services is proof of the effectiveness of its advertising."

Perhaps he has no time for hobbies, but Mr. Stuart has always found time to help advance the cause of advertising in general. He is past president of the San Francisco Advertising Club, past president of the Milline Club of San Francisco, past chairman of the Northern California Bank Advertisers' Association, treasurer of the Advertising Association of the West, advertising manager of the governor's traffic safety program ("which has used radio with gratifying results"), representative of western banks on the financial public relations committee of the Foundation for Commercial Banks and has served on a number of committees of the Association of National Advertisers.

Mr. Stuart has two daughters—Mary Robin, 7, and Marleigh, 3, and a son, Charles III, 5, who live in Belvedere with their mother, from whom he was divorced last year. He occupies an apartment in the city, on Telegraph Hill.

Season's greetings

THIS is the time of year when the television critics trot out the fancy negatives with which they earn their keep, and at the risk of sending them into apoplexy we suggest that the trouble with programing—from their standpoint—is not that it's as poor as they say, but that it has become too good.

Viewers and critics have grown accustomed to expect a little more from television each year, which is as it should be. But improvement always is greater at first, for the simple reason that there's more room for it. In any evolution the time must come when further advances are achieved only with much difficulty. At such times, critics tend to fret.

The fact that mass-audience programing no longer generates new outbursts of wild excitement at each beginning of a season does not mean that the quality of programing as a whole is at a standstill. There is still progress, but it's in a different—and much more meaningful—direction. We refer, of course, to informational programing. No other force has come close to matching television's accomplishments in making the American public aware of the really important issues confronting it.

These accomplishments are subsidized, if you will, by the entertainment shows that the critics—but not the viewers—are quibbling about. When the time comes that advertisers will give informational programing their support to a degree approaching their current interest in entertainment, television will be able to put more jam on what is now its bread and butter. That time is coming, even if progress is slow. Meanwhile, what the critics call run-of-the-mine entertainment cannot be faulted for pleasing the viewers while it also pays for a great deal of programing that is superb by any rational calculation.

A serious assignment

NOW that hearings have been called on bills to prohibit the FCC from limiting the length and frequency of broadcast advertising, broadcasters had better muster their best brains to prepare their arguments in support of the legislation. They haven't much time. Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, set the hearing dates as Nov. 6 through 8.

More than the question of commercial regulation is involved. The bill that Mr. Rogers and others have introduced would amend the Communications Act to impose a definite limit on the FCC's power. It will not be enough for broadcasters to defend their record of commercial practice and to cry out against the FCC's threat to impose new regulation over advertising. The broadcasters must make a case, and indeed a good one can be made, for congressional restraints on an agency that is bent on stretching its current authority to the breaking point.

Unmanaged news

THE extensive broadcast coverage of Mrs. Ngo Dinh Nhu during the recent missionary travels of that outspoken first lady of South Vietnam has proceeded despite what amounted to a State Department suggestion that she be given less attention. On the eve of Mrs. Nhu's arrival in the U. S. a high American official, speaking under the promise of anonymity at a State Department briefing for broadcasters and print journalists, rebuked the news media for planning the considerable exposure she has received. He said it was counter to official U. S. policy.

The wish that was implied in the official's remarks was for a system of journalism that would take its editorial guidance from the government. It is a wish that has probably occurred to almost every high official in every administration when the course of the news, as presented in the various organs of journalism, has run at cross-purposes with whatever project the official was seeking to advance. This type of wishing is by no means exclusive to the Kennedy administration, although certain activists in the incumbent officialdom may be more eager than some of their predecessors to transform desire to accomplishment.

As licensed media of journalism, radio and television are especially susceptible if official wish becomes the father of official fiat. A year ago, it may be recalled, NBC-TV postponed a broadcast of a documentary on the digging of a tunnel under the Berlin wall when the State Department objected that the presentation would harm negotiations with the Russians.

As far as can be determined, the observations of the official at the State Department briefing had no effect on plans for broadcast coverage of Mrs. Nhu. There is no evidence that they figured in the decision of CBS News to cancel her appearance on *Face the Nation,* although that program was broadcast earlier on the same Sunday that she appeared on NBC-TV's *Meet the Press.*

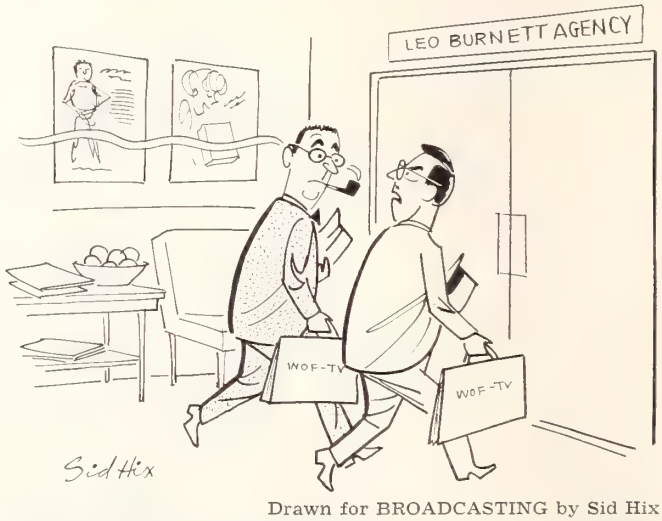
Whether the news value in Mrs. Nhu justified the amount of exposure she was given on the air and in print is a matter for debate. It is not, however, a matter for government decision, although clearly some officials wish it were. Surely, some itchy bureaucrat was tempted to counter Mrs. Nhu by an invocation of the fairness doctrine on radio and television. We must presume he was frustrated by the lack of a request from the Buddhist bloc for equal time.

A pro to the last

J. FRANK BEATTY, senior editor of BROADCASTING, died last Monday. Two weeks earlier, knowing he was fatally ill, he had written his own obituary, the substance of which appears in this issue. He was that kind of newsman.

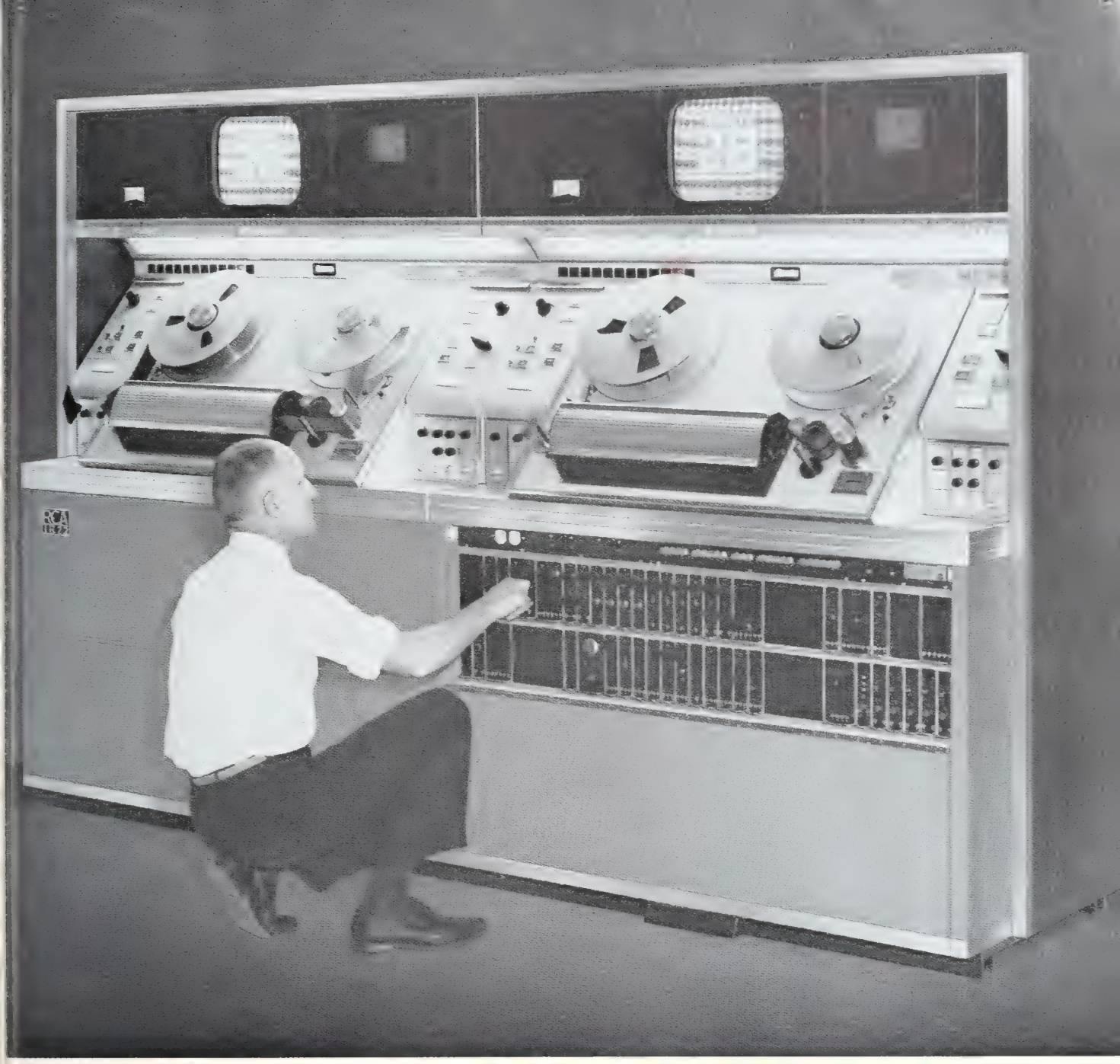
In his three decades with us, Frank covered the spectrum of broadcast news. He never lost the verve or enthusiasm of a cub. He was a talented reporter with unbounded faith in our free institutions and in unfettered journalism.

We mourn the loss of a devoted and inspired co-worker. All broadcasting has lost a competent journalist and a goodwill ambassador. We extend our sympathy to his beloved wife, Ruth, and to his daughter, Jayne.



Drawn for BROADCASTING by Sid Hix

"Get rid of that pipe, Wadleigh . . . We're in Marlboro Country."



TAPE DUO DELUXE AT WBRE

"A Prestige Builder with Our Customers"

This is the look of leadership for the years ahead—new excellence of design and brilliant performance. With two TR-22 Deluxe TV Tape Recorders, this station can record on one unit while on air with the other. The two units occupy the space of a previous single tape unit.

Fully transistorized design does away with the problems of power and heat, reduces maintenance, and assures a new standard of excellence. Clients are impressed with the efficient "look," the quality of performance, the increased versatility. It's a prestige builder with customers. Your own studio can benefit from this symbol of the finest in TV Tape.

See your RCA Representative. Or write RCA Broadcast and TV Equipment, Building 15-5, Camden, N.J.

RCA® **The Most Trusted Name in Television**



WREX-TV 'Live' Remote Telecast of Rockford Memorial Day Parade

Member	WHEC TV/RADIO Rochester, N. Y.	WREX-TV Rockford, Ill.	WINR TV/RADIO Binghamton, N. Y.	WDAN RADIO Danville, Ill.

Joe M. Baisch, Vice Pres., Gen. Mgr.
Represented by H-R Television, Inc.

WREX-TV 13

abc

Remarkable **ROCKFORD, ILL.**

50 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

OCTOBER 28, 1963

Henry's Omaha report says FCC should help public shape TV programing 31

New products' success depends on spot TV, so they buy in record numbers 33

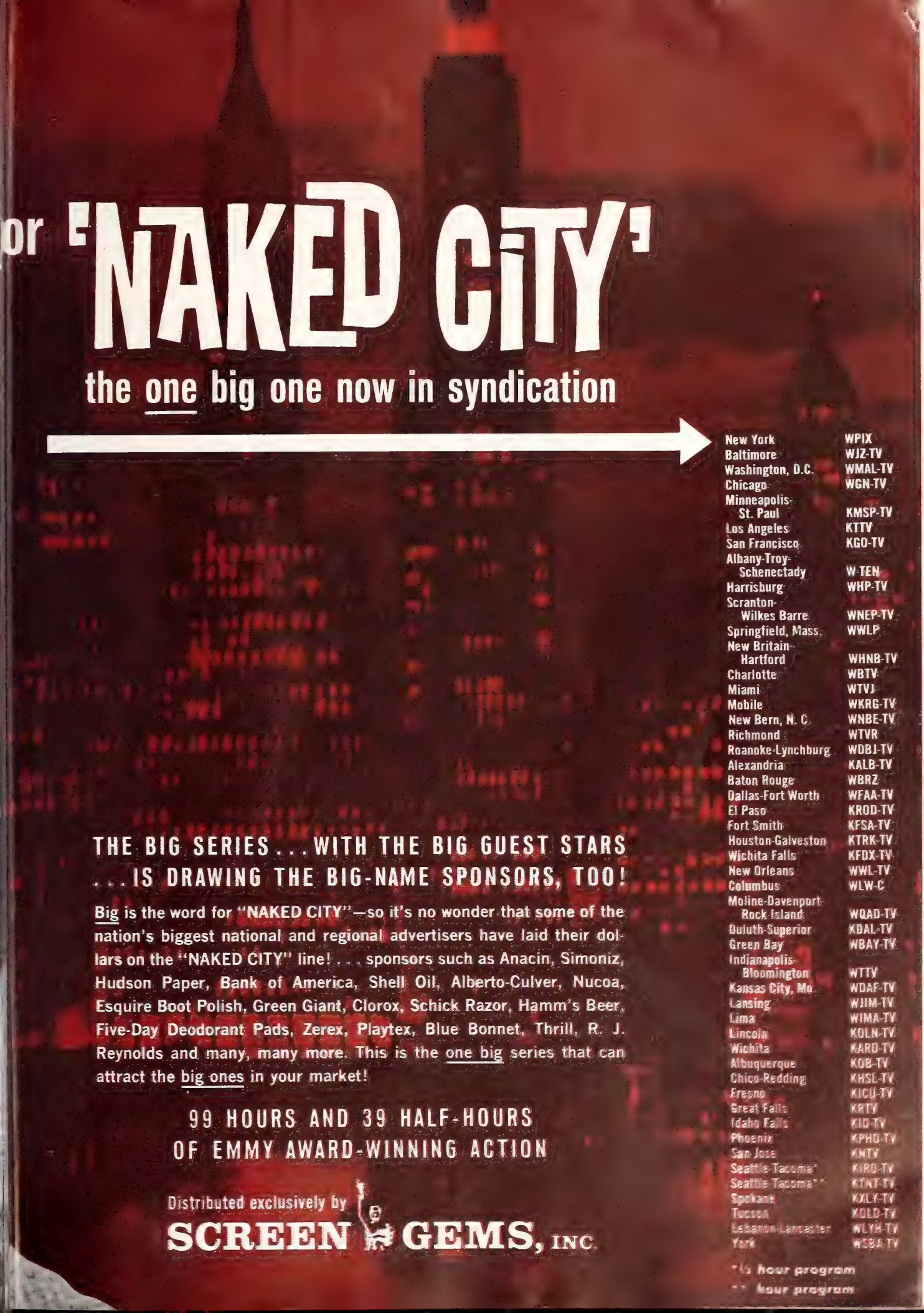
New UHF assignment table will provide ETV with 374 more channels 69

Color set production lags due to scarcity of tint tubes 58

COMPLETE INDEX PAGE 7




. . . city after city is signing u
STARRING
PAUL BURKE
CO-STARRING
HORACE McMAHON


or 'NAKED CITY'
the one big one now in syndication
THE BIG SERIES . . . WITH THE BIG GUEST STARS
. . . IS DRAWING THE BIG-NAME SPONSORS, TOO!
Big is the word for "NAKED CITY"—so it's no wonder that some of the nation's biggest national and regional advertisers have laid their dollars on the "NAKED CITY" line! . . . sponsors such as Anacin, Simoniz, Hudson Paper, Bank of America, Shell Oil, Alberto-Culver, Nucoa, Esquire Boot Polish, Green Giant, Clorox, Schick Razor, Hamm's Beer, Five-Day Deodorant Pads, Zerex, Playtex, Blue Bonnet, Thrill, R. J. Reynolds and many, many more. This is the one big series that can attract the big ones in your market!
99 HOURS AND 39 HALF-HOURS
OF EMMY AWARD-WINNING ACTION
Distributed exclusively by
SCREEN GEMS, INC.
New York WPIX
Baltimore WJZ-TV
Washington, D.C. WMAL-TV
Chicago WGN-TV
Minneapolis-St. Paul KMSP-TV
Los Angeles KTTV
San Francisco KGO-TV
Albany-Troy-Schenectady W-TEN
Harrisburg WHP-TV
Scranton-Wilkes Barre WNEP-TV
Springfield, Mass. WWLP
New Britain-Hartford WHNB-TV
Charlotte WBTV
Miami WTVJ
Mobile WKRG-TV
New Bern, N. C. WNBE-TV
Richmond WTVR
Roanoke-Lynchburg WDBJ-TV
Alexandria KALB-TV
Baton Rouge WBRZ
Dallas-Fort Worth WFAA-TV
El Paso KROD-TV
Fort Smith KFSA-TV
Houston-Galveston KTRK-TV
Wichita Falls KFDX-TV
New Orleans WWL-TV
Columbus WLW-C
Moline-Davenport-Rock Island WQAD-TV
Duluth-Superior KDAL-TV
Green Bay WBAY-TV
Indianapolis-Bloomington WTTV
Kansas City, Mo. WDAF-TV
Lansing WJIM-TV
Lima WIMA-TV
Lincoln KOLN-TV
Wichita KARD-TV
Albuquerque KOB-TV
Chico-Redding KHSL-TV
Fresno KICU-TV
Great Falls KRTV
Idaho Falls KID-TV
Phoenix KPHO-TV
San Jose KNTV
Seattle-Tacoma* KIRO-TV
Seattle-Tacoma** KTNT-TV
Spokane KXLY-TV
Tucson KOLD-TV
Lebanon-Lancaster WLYH-TV
York WSBA-TV
* ½ hour program
** hour program

MARKET DOMINANCE

The Nielsen Station Index (Average Week & Four-Week Cumulative, July 1 - August 25, 1963) indicates that KRLD-TV, from 6 a.m. - 6:30 p.m., Monday thru Friday,* delivers MORE HOMES per average quarter-hour than the next two stations combined in the 4-station Dallas-Fort Worth market.

To take advantage of Channel 4's market dominance see your ADVERTISING TIME SALES representative.

*Excerpt from the Nielsen Station Index Report for the period ending August 25, 1963, which contains definitions of the data and reminders of their use. Copyrighted 1963 by A. C. Nielsen Company and reprinted with permission.

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

CLOSED CIRCUIT®

Murrow successor sought

Quiet search, at top level, is being made for successor to Edward R. Murrow as director of United States Information Agency. Presumption is that Mr. Murrow, now recuperating from surgery for removal of lung, will relinquish government post he has held since February 1961 by end of year. Man of some prominence, internationally as well as domestically, with track record in arts, journalism or education, plus administrative ability, is being sought.

Mr. Murrow, 58, it is presumed, will return to his alma mater of quarter-century, CBS, upon completion of his government tenure but with precise capacity to be worked out. He served (1945-47) as CBS vice president of public affairs and both before that time and afterward was network ace commentator. He became international celebrity during World War II for his reports from London.

Parlays on pilots

General Foods and Benton & Bowles have arrangement with three film producers that has two-pronged aim in programing. Advertiser is putting up estimated $303,000 to purchase productions (as many as nine), originally prepared as pilots, for summer replacement use. Another three pilots will be either used for replacement purposes or considered for possible new series under General Foods sponsorship in coming season or seasons. GF for years has been in forefront among dwindling number of advertisers that finance and develop their own TV series. GF has its Monday comedy block on CBS-TV and also developed new Phil Silvers series on that network.

Kellogg Co., Battle Creek, Mich., one of few TV advertisers actively financing its own program ventures, reportedly is supporting new pilot being filmed by packager Henry Jaffee Enterprises. Pilot is for projected half-hour comedy series that would star Cyril Ritchard. Leo Burnett, which last summer set up new program research and development unit to bring together talent and program idea "up to pilot point" (BROADCASTING, Aug. 26), *is agency on venture.*

Fair exchange

FCC staff has been swamped with job of replying to more than 500 complaints touched off by commission's July 26 statement on its fairness doctrine. In addition, some 50 members of House and Senate have inquired about statement, some on own behalf, others as result of letters from constituents. Most complaints are said to have been prompted by right-wing groups, such as Manion Forum, who say July 26 statement amounts to effort to silence broadcast criticism of Kennedy administration. Some of these groups are said to have complained that stations are dropping their programs to avoid fairness problems. Commission is preparing question-and-answer primer which, it hopes, will "clarify" its position.

Touchy subject

NAB will probably revise one feature on its fall conference program when second-half of conference schedule begins two weeks from now. At first four sessions case study of television station having network trouble was discussed. Network officials began to worry about "solutions" that broadcast panels at various conferences turned up. When panel in Pittsburgh voted 4-0 for theoretical station in case to drop network show, that did it. There'll be new case, not involving network relations, from now on.

Henry at bat

FCC Chairman E. William Henry hopes to make special arrangements that will permit him to testify at congressional hearing on bill to block FCC proposal to limit broadcast advertising. Chairman, who returned Wednesday from Geneva conference on space allocations, is flying back there Thursday for conference wind-up, scheduled for Nov. 8. This would make him unavailable for House Communications Subcommittee hearings, set for Nov. 6, 7, 8, with commission due to appear first day. Chairman Henry, however, plans to ask Subcommittee Chairman Walter Rogers (D-Tex.) whether special date can be set for subcommittee to hear him. Since Mr. Henry is central figure in controversy over commercial time standards, it's expected he will be accommodated.

As of last Friday, two of three television networks had decided not to send top executive to testify at Rogers hearing. CBS Inc. President Frank Stanton, usually key witness at congressional proceedings, was understood to have commitments that precluded his presence. CBS and ABC will probably file statements opposing FCC's proposal to adopt commercial rules. NBC was still considering personal testimony.

A way to keep 'em home

Threat in FCC Omaha report that more local program hearings for radio would be good idea (story page 31) may cost agency money in its fiscal 1964 budget, still before Senate Appropriations subcommittee. Senators Gordon Allott (R-Colo.) and Roman L. Hruska (R-Neb.), members who grilled FCC Chairman E. William Henry at June budget hearing for his role in Omaha proceeding, are sifting agency's money request to find funds that could be used to finance future program hearings.

House has okayed $15.8 million for FCC, but Senate hearing two weeks ago showed senators would like to reduce request. (It's still $849,000 more than current budget.) Ironically, agency had mild time with senators, but it would have been a lot hotter if Omaha report had been available.

Prime time ball?

There's possibility of Monday night major league baseball in prime time TV in 1964 on modified basis and strong probability of full schedule, including all major league clubs, in 1965. This was word last week from John E. Fetzer, owner of Detroit Tigers and pioneer broadcaster (BROADCASTING, Oct. 14). Since disclosure of plan, Mr. Fetzer has been in negotiation with club owners and substantially half in each league already have cleared Monday night local commitments so that there's possibility of package of 13-week instead of full 26-week network schedule.

Mr. Fetzer reported there appeared to be no complications for 1965, substantially on basis originally outlined (26 Monday night games from 8-11 p.m. NYT, with network paying estimated $6.5 million or more for rights). All clubs previously had endorsed Fetzer idea in principle, contingent upon renegotiation of local contract commitments.

Uncommon market

Growing importance of international sales by U. S. program producers-distributors is underscored by report that Red Skelton will tape several of his CBS-TV shows in Australia and originate at least one other in Japan. Skelton program was signed recently for two additional years by Television Corp. Ltd. (ch. 9) in Sydney and part of deal reportedly was origination of some programs in Australia.

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WE'VE GOT A WAY WITH WOMEN

Big changes for Fall! A great new WJBK-TV season is born and thriving, with daytime programming our big women's audience likes better than ever. From second-cup-of-coffee time through the dinner hour, we captivate the ladies with the Morning Show, 9 to 10:30 a.m., Hennesey, 2:30 to 3 p.m., the Early Show, 4:30 to 5:55 p.m., a full hour of news from 6 to 7 p.m., plus great new syndicated shows and the best of CBS. Very definitely, WJBK-TV's your baby to sell the big-buying 18 to 39 year old gals in the booming 5th Market. Call your STS man for avails.

TV2

WJBK-TV

DETROIT

CBS

MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	**DETROIT WJBK-TV**	TOLEDO WSPD-TV	NEW YORK WHN	
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KGBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBG	

IMPORTANT STATIONS IN IMPORTANT MARKETS

STORER

BROADCASTING COMPANY

STORER TELEVISION SALES, INC.
Representatives for all Storer television stations.

WEEK IN BRIEF

Henry wants public to play part in TV programing. FCC chairman, in long awaited Omaha report, feels there should be a "dialogue" between broadcasters and audience. Suggests stations invite criticisms. See . . .

WHAT OMAHA TAUGHT HENRY . . . 31

Introduction of new products is seen bolstering upbeat in spot TV. More than 300 new items will be introduced via spot this year, giving billings big boost. Spot already running 20% ahead of last year. See . . .

SPOT TV AND NEW PRODUCTS . . . 33

New system of billing information has blessing of agency and station auditors. Joint committee evolves simplified procedures which decrease paper work, increase accuracy. Proposal to be shown tomorrow. See . . .

GOODBYE ERRORS . . . 44

TV music committee gets lift from U. S. Supreme Court ruling which tells circuit court to hear its appeal. Group hopes appeals court will rule that ASCAP consent decree permits licensing at source. See . . .

ROUND WON IN MUSIC FIGHT . . . 48

Summit meeting of NAB executive committee called for next month in Washington to discuss future of NAB codes. Collins is asked not to appoint new code director until policy on self-regulation is determined. See . . .

QUARTON CALLS MEETING . . . 64

FCC girds self for major encounters. Special meetings this week are scheduled on drop-ins, program forms, CATV, limitations on network control of programs. Henry off for Geneva again at end of week. See . . .

ISSUES FACING FCC . . . 72

Government interference still topic No. 1 on NAB circuit. Broadcasters differ on value of codes, with some charging industry has dug its own trap because of time limitations. Editorializing and fairness also debated. See . . .

NAB AT HALFWAY MARK . . . 64

Rogers lashes at FCC's "muscle-flexing," particularly activities in editorializing, fees and commercial time limits. Urges industry to unify itself to meet threats of regulation by government. See . . .

FCC GETS GOING OVER . . . 75

For first time BBC publicly opts for U. S. color standards for TV. Position given in annual report. If any other system is chosen, Britain won't be able to meet its 1965 target for color, it says. See . . .

BBC FAVORS U. S. COLOR . . . 77

Should Audit Bureau of Circulations widen its field to cover all advertising media? Possibility looms after subject is raised by Boggs at ABC meeting. Consensus among advertiser members: "yes." See . . .

ALL-MEDIA AUDIT LOOMS . . . 40

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.

4 in a series of original drawings by Baltimore artist Aaron Sopher



FAVORITE THROUGHOUT MARYLAND THE MARYLAND SHOW, BALTIMORE MUSEUM OF ART

WBAL-RADIO 1090 NBC **BALTIMORE** MARYLAND'S ONLY 50,000 WATT STATION
NATIONALLY REPRESENTED BY McGAVREN-GUILD COMPANY, INC.

COX MAY VOTE AGAINST CODE LIMITS

Says he is 'nearly convinced' single standard won't work

FCC's apparent one-vote majority for adopting National Association of Broadcasters commercial code limitations into FCC rules may be slipping.

Commissioner Kenneth Cox, who voted for proposed rulemaking, said Thursday night (Oct. 24), he is "nearly convinced" that single standard of commercial time limitations for broadcasters "wouldn't work."

He told Connecticut Broadcasters Association's annual meeting at New Haven that there might be better alternative. "Perhaps," he said, "we should forego a rule and simply announce that as a general policy we regard the present NAB code limits as sound for most stations, so that any broadcaster who is in compliance can be sure that we will not raise questions about the amount of time he devoted to commercials. As to those stations who do not meet the standards of the codes, we would not close the door but would recognize that they may have perfectly valid reasons for exceeding these limits.

"These stations . . . would be required to show why it is necessary in their particular circumstances to devote a higher percentage of time to commercials during at least some periods. If these showings appear reasonable, the applications could then be granted despite the higher than normal commercial level."

Mr. Cox called for more detailed industry comment, saying he wasn't sure there is now "sufficient detail to work out a more flexible system that would allow for the special problem stations."

He denied proposal would put FCC into censorship or rate-fixing.

"I voted for the proposal," he said, "because I think the public interest does involve concern over the danger that the business aspects of your operations may unduly encroach upon your program service." FCC proposal to adopt NAB code limits was issued last spring, on 4-3 vote (BROADCASTING, May 13).

Connecticut Broadcasters Association meanwhile elected Herbert C. Rice, WILI Willimantic, to one-year term as president.

PKL gets cut of Quaker

Quaker Oats Co., Chicago, Friday (Oct. 25) announced Papert, Koenig, Lois, New York, as new agency for variety of products including Quaker Puffed Rice and Wheat formerly handled by Compton Advertising, Chicago. PKL also gets Aunt Jemima frozen foods account formerly handled by J. Walter Thompson, Chicago. JWT continues to have major Quaker billings. Firm also announced switch of Quaker and Aunt Jemima corn goods accounts from John W. Shaw Advertising, Chicago, to Compton. Billings involved total estimated $3 million.

Federal secrecy is worst ever: SDX

Freedom of information in federal government is at "the lowest ebb in history" according to 1963 report of Sigma Delta Chi's Advancement of Freedom of Information Committee.

Report is being released today (Oct. 28) by SDX in advance of annual convention Nov. 6-9 at Norfolk, Va. FOI committee is headed by V. M. Newton Jr., managing editor of *Tampa* (Fla.) *Tribune*.

Report urges passage of law requiring that all federal government records other than those of security nature be open constantly to public inspection. Report also outlines briefly FOI status in radio-TV field and deplores American Bar Association refusal to lift Canon 35 ban on broadcast-photo coverage inside courts.

Heaviest criticism in report falls upon Defense Department, but it charges other federal agencies are hiding behind claims of "confidential" information.

Report notes that congressional FOI suffered its "worst year of the last decade" with 39% of all congressional committee meetings being held behind closed doors during year's first three months.

SDX and National Association of Broadcasters witnesses will testify at this week's four-day Senate hearing on FOI bill.

Collins hits renewal delays, FCC 'failure'

Delays by FCC in renewing licenses of broadcast stations is matter of "grave concern," LeRoy Collins, president of National Association of Broadcasters, said Friday (Oct. 25) at Miami NAB fall conference.

He said "interminable delays are the result of administrative incompetence and failure" within FCC. Agency reportedly has plans to improve situation but this is not yet evident, he said.

Statement was first public criticism of FCC in license renewal field by NAB president and followed earlier criticism of association at conference for not speaking out on subject (story page 64).

Delegates approved resolution by Randolph Holder, WALB Albany, Ga., urging national committee of NAB to study procedures for naming FCC chairman with goal of rotation of chairmanship each year among commissioners. Point first was recommended by Walter Brown, president and general manager of WSPA-TV Spartanburg, S. C.

RAB, NAB talks stall, will resume today

National Association of Broadcasters Research Committee and Radio Advertising Bureau said Friday (Oct. 25) they had not reached hoped-for agreement on joint sponsorship of radio audience measurement methodology study. But they still hoped to come to agreement and planned to resume discussions today (Oct. 28).

Both sides said discussions, which had been expected to produce agreement no later than Friday, had not "come unstuck."

RAB announced plans for methodology study months ago, has been seeking NAB participation and $75,000 commitment toward total estimated cost of $200,000.

Latest round of talks started last Monday (Oct. 21) at meeting of NAB research group and RAB President Edmund C. Bunker. Subsequently, Donald H. McGannon of Westinghouse Broadcasting, chairman of Research Committee, and Mr. Bunker conferred several times. Representatives appeared confident further sessions this week would prove successful.

Storer shows increase in nine-month profits

Storer Broadcasting reported Friday (Oct. 25) adjusted net profits for three quarters of year up 18.6% over same period last year.

In third quarter, after tax, profits

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Johnston


Mr. Trudeau

William G. Johnston, executive VP of Street & Finney, New York, elected president, succeeding **Robert Finney,** who moves up to new position of board chairman. **Lee L. Trudeau,** senior VP, succeeds Mr. Johnston as executive VP and also assumes newly created position of senior management supervisor for all of agency's Colgate-Palmolive brands. Mr. Finney joined agency in 1922, holding positions of general manager and president successively. Mr. Johnston, formerly of NBC, joined S&F in 1946 as VP. He was elected executive VP in 1961 and member of board of directors last year. Mr. Trudeau came to agency in 1959 as account supervisor, was elected VP in 1960 and senior VP year ago. He formerly held positions with Benton and Bowles, BBDO, Best Foods and A&P.

Victor Elting Jr., VP-advertising and merchandising for The Quaker Oats Co., Chicago, appointed executive in charge of all advertising for company and its divisions, in realignment of top marketing-advertising functions. He drops former merchandising duties. **William G. Mason** continues as VP-marketing. **Kenneth Mason,** advertising director, named to new post of director-product management, responsible for grocery product advertising and merchandising. **W. Fenton Guinee,** formerly with Hunt Foods, joins Quaker in new post of director-marketing services.

Carl E. Reistle Jr., president of Humble Oil & Refining Co., Houston, since 1961, elected board chairman and chief executive officer, effective Nov. 1, succeeding **Morgan J. Davis,** who is retiring after 38-years service, last six as company's chief executive. **J. K. Jamieson,** who joined Humble board of directors in 1961, succeeds Mr. Reistle as president. A former president of International Petroleum Co., Mr. Jamieson has been executive VP of Humble since Jan. 1, 1962. Mr. Reistle joined Humble in 1936 as engineer-in-charge of company's petroleum engineering division. He was elected director in 1948, VP in 1955 and executive VP in 1957.

For other personnel changes of the week see FATES & FORTUNES

reached $1,067,172 (54.4 cents a share) compared to $881,553 (36.1 cents a share) in same 1962 period.

Nine months ended Sept. 30:

	1963	1962
Earned per share*	$ 1.82	$ 1.85
Net profits after taxes**	$3,998,826	$4,499,918

*Based on average of 2,192,712 shares of common and Class B common, compared to 2,438,503 shares of both classes outstanding in 1962.

**1963 earnings reflect nonrecurring loss of $256,247 from sale in June of *Miami Beach Daily Sun*, while 1962 figures include nonrecurring gain of $911,492 from sale of WWVA-AM-FM Wheeling, W. Va.

Bargaining practices factor in sale approval

FCC says prospective purchaser's willingness to bargain collectively with station employes is one factor it would consider in determining whether to approve sale.

Commission made statement in order approving sale of WROK-AM-FM Rockford, Ill., from Rockford Broadcasters Inc., to WROK Inc. Action was taken Sept. 25 (BROADCASTING, Sept. 30), but order wasn't released until Friday (Oct. 25).

National Association of Broadcast Employes and Technicians, which represented four engineers at station, opposed sale on ground WROK Inc. refused to negotiate with it before sale was consummated. Union said this indicated WROK Inc. would follow policy toward employes that would be contrary to national policy on collective bargaining.

Commission said WROK Inc.'s assurance it would bargain with any agent selected by employes "negates" union charge. But, commission added, if policy alleged by union did exist, agency would be compelled to make determination as to whether "facts would preclude" necessary public interest finding.

Commissioner Lee Loevinger, however, dissented, contending commission erred in finding WROK Inc.'s assurances were sufficient.

He said "long line of cases" has established that change of employers doesn't nullify certification of employes' bargaining agent.

Refusal of assignee to talk to employes before sale was completed, "appears to be clear flouting of Labor Management Relations Act," he said.

Commissioner Loevinger, who once served as lawyer for National Labor Relations Board, said WROK Inc.'s assertion that, if employe representative is certified, it will bargain, is merely "bare assertion it will obey the law when it is required to do so."

SOMEBODY'S ON FIRST
Supremacy runs rampant as all nets claim something

Three-network horserace in TV prime schedules this season looked that way Friday (Oct. 25) from results of 30-market Nielsens covering week ended Oct. 20.

ABC-TV and NBC-TV acclaimed reports showing each of them with supremacy over CBS-TV on basis of nightly average ratings—ABC-TV had Monday, Tuesday, Wednesday and Friday, while NBC-TV topped Thursday, Saturday and Sunday. Reports covered Monday-Sunday, 7:30-11 p.m. Overall ratings showed each network near 17 mark, shares at 29 to 29.5 mark

ABC-TV in top 20 claimed 8 to CBS-TV's 8 and NBC-TV's 4, but CBS-TV still took 6 in top 10 (3 and 1 for NBC-TV and ABC-TV respectively).

TOP 20 PROGRAMS
Monday-Sunday 7:30-11 p.m.

Rank	Program	Rating
1.	Beverly Hillbillies (CBS)	29.4
2.	Bonanza (NBC)	26.7
3.	Candid Camera (CBS)	25.2
4.	Dick Van Dyke (CBS)	24.9
5.	Donna Reed (ABC)	24.2
6.	What's My Line (CBS)	23.4
7.	Alfred Hitchcock (CBS)	23.1
8.	Lucy (CBS)	22.7
8.	Walt Disney (NBC)	22.7
10.	Saturday Night Movie (NBC)	22.6
11.	Outer Limits (ABC)	22.4
12.	Burke's Law (ABC)	21.9
13.	McHale's Navy (ABC)	21.5
14.	Flintstones (ABC)	21.3
15.	Patty Duke (ABC)	21.1
15.	Jackie Gleason (CBS)	21.1
17.	Breaking Point (ABC)	21.0
17.	Dr. Kildare (NBC)	21.0
17.	Petticoat Junction (CBS)	21.0
20.	Combat (ABC)	20.9

Corinthian historifies, IRS questions accuracy

Complete history of duration of network affiliations in all markets having three or more TV stations, and analysis based on history, proves that median life of such contract is 14 years, Corinthian Broadcasting Corp. emphasized in brief submitted to U. S. Tax Court in its $2 million tax appeal against Internal Revenue Service (BROADCASTING, June 24).

Corinthian is fighting IRS claim it may not amortize $4.65 million allocation to CBS network affiliations when it bought WISH-TV Indianapolis and WANE-TV Fort Wayne in 1956 plus AM adjuncts for $10 million.

IRS brief challenged Corinthian's statistics on ground they included references to affiliations in effect before cities became three-station markets; also that reasons for affiliation changes are difficult to determine.

PROMOTION AND MARKETING

What's Blair's Promotion and Marketing Department done for you lately? If you're a Blair client, you could probably talk about it for the next hour.

Promotion and Marketing provides the facts and tools Blair salesmen need to serve you better. Helps you map a strong selling campaign... a campaign supported by local promotion and merchandising... a campaign that turns viewers into customers.

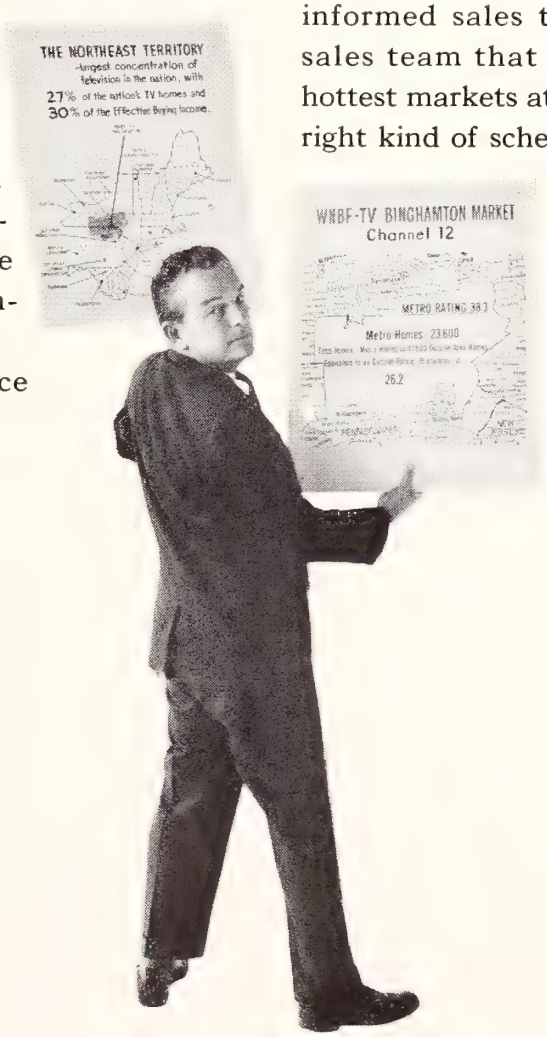
To do it all, Promotion and Marketing works closely with Blair research.

Stays on top of changing market conditions. Watches distributional patterns. Checks media coverage. Keeps an eye open for seasonal opportunities, audience trends, employment and industrial factors.

Results: increased audience and sales for clients and stations; recognition and satisfaction for the staff of promotion and marketing (they have won numerous awards for outstanding sales promotion, audience promotion and merchandising); a smooth-running Blair team.

Blair specializes in the behind-the-scenes service that is the key to on-the-spot selling. Crackerjack groups of experts in Research, Special Projects, Sales Service, Promotion and Marketing back the best equipped and best informed sales team in the business. The sales team that shows you how to hit the hottest markets at the right time and with the right kind of schedule.

Blair service is service with a difference, the degree of difference that separates just fair results from outstanding results. Try it and see.



BLAIR TELEVISION



The Embassy of Morocco

His Excellency Ali Bengelloun,
Ambassador of Morocco, his wife
and children, in the Moroccan Room
of the Embassy . . . another in the WTOP-TV
series on the Washington diplomatic scene.

WTOP-TV 9
WASHINGTON, D. C.

Represented by TvAR

POST-NEWSWEEK STATIONS A DIVISION OF
THE WASHINGTON POST COMPANY

Photograph by Fred Maroon





IN THE BEGINNING there was one fiddler. One fiddler and one microphone. That was the birth of WSM's GRAND OLE OPRY . . . 38 years ago. It is now America's most popular radio show . . . the foundation of a multi-million dollar industry known far and wide as The Nashville Sound. On November 1 and 2, WSM and the Stars of the GRAND OLE OPRY will celebrate the 38th birthday of this famous show right here where it all began . . . at WSM, Music City, U.S.A. . . . including three important Roundtable Discussions on License Renewal, Programming, and Sales. All country music DJs and station management people are cordially invited.

WSM 650 CLEAR CHANNEL
NASHVILLE, TENNESSEE

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE CO.



GRAND OLE OPRY

38th birthday celebration

SCHEDULE OF EVENTS

THURSDAY, October 31

9:00 a.m.
Registration
2:00 p.m.
Roundtable I
Broadcast License Renewal
WSM, Studio C
8:00 p.m.
Starday Recording Session
Minnie Pearl, Archie Campbell
WSM, Studio C
10:15 p.m. (all night)
Opry Star Spotlight
Live Broadcast,
Andrew Jackson Lobby
10:30 p.m.
Mercury Halloween Party

FRIDAY, November 1

8:00 a.m.
Registration
8:30 a.m.
WSM Breakfast
Hosts: WSM and Opry Stars
12:00 noon
Dot Records Luncheon
2:00 p.m.
Roundtable II
Country Music Sales—
Programming, WSM Studio C
5:30 p.m.
Decca Records Reception
7:00 p.m.
Friday Night Opry
Kroger Opry Recording
WSM, Studio C
9:00 p.m.
Mr. DJ, USA, WSM, Studio A
10:15 p.m. (all night)
Opry Star Spotlight
Live Broadcast,
Andrew Jackson Lobby
10:30 p.m.
United Artists Dance

SATURDAY, November 2

8:30 a.m.
RCA Victor Breakfast
12:00 noon
Columbia Records Luncheon
5:30 p.m.
Capitol Reception Buffet
7:30 p.m.
GRAND OLE OPRY
38th BIRTHDAY CELEBRATION
Grand Ole Opry House

SUNDAY, November 3

8:00 a.m.
Columbia Coffee Clatch

to themselves to put forth their best effort in pursuit of that business.

All too often, business that is generated at the local or regional level by a hard working salesman is lost to that salesman because of interpretations of geographical mish-mash, or, because at the last minute, the agency finds it "more expedient" to deal with the rep.

Let's not kid ourselves! The commission is the thing. Agencies want commissions, reps want commissions and station salesmen want commissions. That's what we all live on.

Rather than blaming stations for having more than one rate card, let's place the responsibility on the managements of the rep firms and stations who fail to make realistic agreements on territories, etc., when originally signing their contract agreements.

Station representatives are, after all, only employes like the rest of us, be we agency personnel working for a client, or salesmen working for a station. The reps work for the stations . . . not for the agencies. Or am I being naive?

Unless a station has an exorbitant rate that will let it "give" money away, it cannot give commissions to reps on local rates too.

Any rep that consistently does a good job for a station has no need to fear being cut out by the station he represents. But if the job isn't being done, then the rep is entitled to the same kind of treatment accorded to a local salesman who fails in his appointed task.—*Charles L. Lintgen, radio sales manager,* WTHI *Terre Haute, Ind.*

Two-headed standards

EDITOR: I was most pleased to see the article entitled "Meanwhile, back at the drawing board" (BROADCASTING, Oct. 14).

The article points to a problem which occurs too often, and I am not referring to the excellent comments on the disc to cartridge problem, but to Mr. Harold Schaff's remarks on engineering standards which seem to have fallen by the wayside at many stations.

The National Association of Broadcasters has created havoc with some stations by its totally contradictory attitude on the overall technical operation of the individual radio station.

It seems that while standards are relied upon to establish a standard level for equipment, the same principle does not apply for the operation and maintenance of the equipment. It appears that the left hand says "higher individual standards" while the right hand says "here is an out to the stations that are not concerned with the industry and its standards," but with their own gain.

The engineer at many stations has been modified into a salesman, announcer or program director with little, if any, time to devote to engineering maintenance. This is a far cry from the implied standards of the industry.

The apparent solution to this problem seems to be entirely with the individual station and a more objective view towards engineering on its part as well as fewer loopholes in the engineering laws.—*Frank J. Goddard, chief engineer,* WAPL *Appleton, Wis.*

'The Touchables'

EDITOR: I would like to recommend to the FCC that it investigate carefully the program content of a recent TV series which might have been called *The Touchables of 1920 to 1960.*

For years we've heard nothing but abuse of television because of its mystery and western pictures. This despite the fact that westerns and detective stories as well as murder mysteries have long been the best sellers in the paperback book business.

Certainly if TV could be criticized for some of its commercial programs it should be doubly criticized for glamourizing gangsterism in the recent Senate crime hearing. What should be most shocking of all is that the witness, a self-confessed gangster and murderer, should be the star of the performance, outshining the so-called super intellects of the senators asking the questions. We should hesitate to pass a high school boy in logic, if he asked some of the questions posed by the senators.

Frankly, it is a shocking example of congressional investigations. It should rank with the Kefauver crime hearings and the McCarthy-Army broadcasts for low-level entertainment. I know this will be called news, but it certainly places distorted emphasis on what is important in today's spectrum of living.

Could it be, by any chance, that Bobby Kennedy is "using" television to advance his war against crime? If so, it is poor politics.—*Robert T. Mason, president,* WMRM *Marion, Ohio.*

Biased sportscasters?

EDITOR: The Oct. 20 CBS-TV National Football League telecast (Green Bay Packers vs. St. Louis Cards) sounded as if the announcers, Ray Scott and Tony Canadeo, were major stockholders in the Green Bay Packers. They constantly criticized every play made by the Cards, and praised the Packers, even when they were thrown for a loss.

I've always believed a sports announcer, like a newsman, transmits the action in progress. The situation Oct. 20 was pathetic as far as the personal views expressed.

In the third quarter, with the score

BMI Country & Western Achievement Awards 1963

ABILENE
Acuff-Rose Publications, Inc.
JOHN LOUDERMILK, LESTER BROWN, BOB GIBSON

ACT NATURALLY
Blue Book
VONI MORRISON, JOHNNY RUSSELL

BALLAD OF JED CLAMPETT
Carolintone Music Company, Inc.
PAUL HENNING

COW TOWN
LeBill Music
JACK PADGETT

DETROIT CITY
Cedarwood Publishing Co., Inc.
DANNY DILL, MEL TILLIS

DON'T CALL ME FROM A HONKY TONK
Pamper Music, Inc.
HARLAN HOWARD

DON'T GO NEAR THE INDIANS
Buttercup Music
LORENE MANN

DON'T LET ME CROSS OVER
Troy Martin Music, Inc.
PENNY JAY

DOWN BY THE RIVER
Sure-Fire Music Company, Inc.
JAN CRUTCHFIELD, TEDDY WILBURN

FROM A JACK TO A KING
Jamie Music Publishing Co.
NED MILLER

A GIRL I USED TO KNOW
Glad Music Company
Jack Music, Inc.
JACK CLEMENT

GUILTY
Samos Island Music, Inc.
Tuckahoe Music, Inc.
ALEX ZANETIS

HAPPY TO BE UNHAPPY
Central Songs, Inc.
BOBBY BARE

HELLO OUT THERE
Cedarwood Publishing Co., Inc.
KENT WESTBERRY, WAYNE P. WALKER

HELLO TROUBLE
Edville Publishing Company
ORVILLE COUCH

I TAKE THE CHANCE
Acuff-Rose Publications, Inc.
IRA LOUVIN, CHARLIE LOUVIN

I'M SAVING MY LOVE
Samos Island Music, Inc.
ALEX ZANETIS

IS THIS ME?
Window Music Publishers
Open Road Music, Inc.
BILL WEST, DOTTIE WEST

I'VE BEEN EVERYWHERE
Hill & Range Songs, Inc.
GEOFFREY MACK

I'VE ENJOYED AS MUCH OF THIS AS I CAN STAND
Moss Rose Publications, Inc.
BILL ANDERSON

KICKIN' OUR HEARTS AROUND
Central Songs, Inc.
WANDA JACKSON

LEAVIN' ON YOUR MIND
Cedarwood Publishing Co., Inc.
WAYNE P. WALKER, WEBB PIERCE

LONESOME (7-7203)
Cedarwood Publishing Co., Inc.
JUSTIN TUBB

MAKE THE WORLD GO AWAY
Pamper Music, Inc.
HANK COCHRAN

THE MAN WHO ROBBED THE BANK AT SANTA FE
Trio Music Co., Inc.
Silverbell Music, Inc.
JERRY LEIBER, MIKE STOLLER

A MILLION YEARS OR SO
Central Songs, Inc.
CHARLIE WILLIAMS

NOT WHAT I HAD IN MIND
Glad Music Company
Jack Music, Inc.
JACK CLEMENT

PRIDE
Cedarwood Publishing Co., Inc.
WAYNE P. WALKER, IRENE STANTON

RING OF FIRE
Painted Desert Music Corp.
JUNE CARTER, MERLE KILGORE

ROLL MUDDY RIVER
Sure-Fire Music Company, Inc.
BETTY SUE PERRY

RUBY ANN
Marizona Music
LEE EMERSON

SANDS OF GOLD
Cedarwood Publishing Co., Inc.
WEBB PIERCE

SECOND HAND ROSE (Second Hand Heart)
Pamper Music, Inc.
HARLAN HOWARD

SING A LITTLE SONG OF HEARTACHE
Yonah Music, Inc.
DEL REEVES

SIX DAYS ON THE ROAD
New Keys Music
Tune Publishers, Inc.
EARL GREEN, CARL MONTGOMERY

STILL
Moss Rose Publications, Inc.
BILL ANDERSON

SWEET DREAMS (Of You)
Acuff-Rose Publications, Inc.
DON GIBSON

T FOR TEXAS
Peer International Corporation
JIMMIE RODGERS, GEORGE THORN

TAKE A LETTER, MISS GRAY
Tree Publishing Co., Inc.
JUSTIN TUBB

TALK BACK TREMBLING LIPS
Acuff-Rose Publications, Inc.
JOHN LOUDERMILK

TIPS OF MY FINGERS
Tree Publishing Co., Inc.
Champion Music Corporation
BILL ANDERSON

WALK ME TO THE DOOR
Pamper Music, Inc.
CONWAY TWITTY

WALL TO WALL LOVE
Acuff-Rose Publications, Inc.
HELEN CARTER, JUNE CARTER

WE MISSED YOU
Tree Publishing Co., Inc.
Champion Music Corporation
BILL ANDERSON

WE MUST HAVE BEEN OUT OF OUR MINDS
Glad Music Company
MELBA MONTGOMERY

YELLOW BANDANA
Screen Gems-Columbia Music, Inc.
AL GORGONI, STEVE KARLISKI, LARRY KOLBER

YOU COMB HER HAIR
Pamper Music, Inc.
HARLAN HOWARD, HANK COCHRAN

YOU TOOK HER OFF MY HANDS
Central Songs, Inc.
WYNN STEWART, SKEETS McDONALD, HARLAN HOWARD

BMI

BROADCAST MUSIC, INC.
589 FIFTH AVENUE
NEW YORK 17, N. Y.

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL

Packers 23, Cards 0, the Packers' quarterback received an elbow in the face. The announcer said "It's a good thing the Cards are playing with their hometown fans in the stands." He then said to the Cards player who threw the elbow "Get out of the game you (audio cut off)." Either the audio director should get a well-earned raise, or CBS-TV sports should transfer the announcers, perhaps to Cuba.—*Erv Siemoneit, Hastings, Neb.*

Thanks and thanks, but

EDITOR: Many, many thanks for the fine piece on Red Skelton (BROADCASTING, Oct. 7).—Al Weisman, *Foote, Cone & Belding, New York.*

EDITOR: Talk about mixed emotions! Many thanks for using the WSM-TV news item [about a special newspaper section announcing the opening of WSM-TV's new studios] (BROADCASTING, Oct. 7), but your typo really killed it. The section was 44 pages, not "4 pages."—*Gerald T. Carden, director of sales promotion, WSM-TV Nashville.*

Character assassins

EDITOR: I am pleased to note that the FCC has at last caught up with those "religious broadcasters" who have been using radio and TV for the purpose of character assassination. Just because one can buy time does not give the right to use federally licensed stations for the worst kind of accusations.

The fairness doctrine of the FCC appears to be very fair to me. I hope it will be carefully and strictly enforced. —*Stanley L. Stuber, DD, executive director and ecumenical minister, Missouri Council of Churches, Jefferson City, Mo.*

(A story on Missouri broadcasters' reaction to Dr. Stuber's position is carried in this issue.)

Memorials

EDITOR: I join all those who will miss Frank Beatty. . . . He had a great depth of knowledge about broadcasting and its potential, and certainly his contributions to a better understanding of the medium will last a long time.— *Newton N. Minow, executive vice president and general counsel, Encyclopaedia Britannica, Chicago.*

EDITOR: I was shocked and saddened to read of Frank Beatty's death. . . . He made a great contribution to our business.—*John Crichton, American Association of Advertising Agencies.*

EDITOR: I share the sadness of you and all of Frank Beatty's host of friends.— *Ernest Lee Jahncke Jr., vice president, NBC; president, Broadcast Pioneers, New York.*

(These letters are typical of many that have been received since the death of J. Frank Beatty, senior editor [BROADCASTING, Oct. 21].)

So good to wake up with . . . 1-1-3



Bright-eyed youngster . . . bright music and crisp news . . . with your radio dial at **1-1-3**

W-CAR *radio 1-1-3*

Detroit's good music station . . .

One of a series in Detroit newspapers and Adcrafter

Representation: AM Radio Sales

United Press International news produces!



Mr. Benjamin Rosenstein

President

Sanitary Supermarkets

"Seven years ago, Sanitary Supermarkets turned to WFBR hoping to make 24-hour shopping and Sanitary Supermarkets synonymous. Thanks to WFBR we have that image, and for the past five years, our entire radio budget has been placed on WFBR."

Mr. Rosenstein is a longtime advertiser on WFBR, Baltimore, which carried more local advertising volume during the first ten months of 1963 than during any corresponding period in the station's 41 year history.

You, too, can sell an important segment of the Maryland market on WFBR. So join our host of friendly and happy local advertisers. Call your Blair man today.

RADIO WITH REASON

WFBR

BALTIMORE

DATEBOOK

A calendar of important meetings and events in the field of communications

•Indicates first or revised listing

OCTOBER

Oct. 28—Chicago chapter of **National Academy of Television Arts and Sciences,** special luncheon in tribute to *Hallmark Hall of Fame* TV series, Knickerbocker hotel, grand ballroom at noon.

Oct. 28-30—**National Electronics Conference,** McCormick Place, Chicago.

Oct. 28—**ASCAP symposium** for young composers and lyricists, 8 p.m., Lytton Center of Visual Arts, Hollywood. Irving Townsend will speak on recording of movie and TV music; Larry Shayne on the publisher's function.

Oct. 28-30—Third annual meeting, **Institute of Broadcasting Financial Management,** New York Hilton at Rockefeller Center. Speakers include Pete Cash, president of the Television Bureau of Advertising, "Television Today and Tomorrow;" Edmund Bunker, president of the Radio Advertising Bureau, "Radio Today and Tomorrow;" Robert Kingston, partner in Ernst and Ernst, New York, "Internal Control;" Warde Ogden, partner in Price Waterhouse & Co., New York, "Broadcasting Accounting — New Theory and Practices," and FCC Commissioner Robert E. Lee.

Oct. 28-31—Public hearing on S-1666, freedom of information bill, **Senate Subcommittee on Administrative Practice and Procedure,** room 2228, New House Office building, Washington, 10 a.m. each day.

Oct. 28-31—**Senate Special Subcommittee on the Arts,** public hearing on S. 1316 and S. 165, bills to provide federal assistance to the arts.

Oct. 29—**Time Buying and Selling Seminar,** sponsored bi-annually by International Radio and Television Society, CBS Radio, 49 East 52nd Street, New York. Speakers include Julius Barnathan, vice president and general manager of ABC-TV network, and Herbert Zeltner, vice president and media director of Lennen & Newell. Their subject will be "Broadcasting: Key to the Marketing Era." Other speakers are Don Leonard, media director at Kudner Advertising; Robert F. Hurleigh, president of Mutual Broadcasting System; and Richard Pinkham, vice president in charge of media and programing at Ted Bates & Co.

Oct. 30—**Newsmaker luncheon, International Radio & Television Society,** Grand Ballroom of Waldorf Astoria, New York. John Crichton, president, American Association of Advertising Agencies, is speaker.

•Oct. 31—**UPI Broadcasters Association of Connecticut** semi-annual meeting, at Sikorsky Aircraft Corp., Stratford, Conn.

Oct. 31-Nov. 1—Fall convention of the **Ohio Association of Broadcasters,** The Christopher Inn, Columbus. Speakers include Governor James A. Rhodes and Maurie Webster, vice president and general manager of CBS Radio Spot Sales.

Oct. 31-Nov. 1—**Electron Devices Meeting** of the Institute of Electrical and Electronics Engineers, Sheraton Park hotel, Washington. Speakers include John Hornbeck, formerly of Bell Telephone Labs and now president of Bellcom Inc., "Electron Devices for Space Applications"; Victor H. Grinich, Fairchild Semiconductors, "Why Field Effect Transistors?" Program chairman for the meeting is Mason A. Clark, Hewlett-Packard Associates, Palo Alto, Calif.

Oct. 31-Nov. 3—**WSM's Grand Ole Opry** 38th anniversary celebration, Nashville. Programing and sales discussion, Friday, Nov. 1, with Dan Scully, Leo Burnett; Cohen Williams, Martha White Mills; Joseph H. Epstein Jr., Walker Saussy Advertising, and James Faszholz, Gardner Advertising, participating.

NOVEMBER

Nov. 1-2—**Oregon Association of Broadcasters** convention, Hilton hotel, Portland. Speakers include FCC Commissioner Lee

Now . . .

No. 1

. . . WVON is Chicago's leading Negro radio station!

MONDAY THROUGH FRIDAY

	6 AM 12 Nn	12 Nn 6 PM	6 PM 12 Mid.
Pulse	30	41	29

	7 AM 12 Nn	12 Nn 6 PM
Hooper	17.1	27.2

NOTE: The data quoted are estimates: Hooper, Chicago city only—predominantly Negro areas, August 26 thru 30, '63 and Pulse, Chicago city Negro audience, July-August '63. These ratings are subject to limitations of sample size and other qualifications which are available on request.

WVON

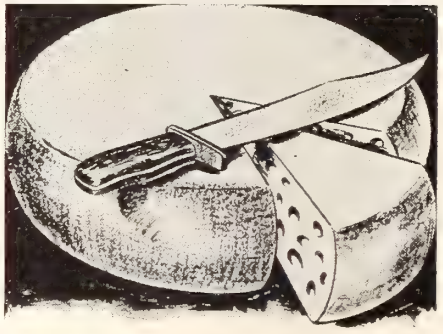
Voice of the Negro

1450 Kc. 1,000 watts Non Directional

BOB DORE associates

National Representative—NYC

or call Lloyd Webb, Commercial Manager 312-847-2600



Get Your Slice

OF THIS RICH AGRICULTURAL AND INDUSTRIAL MARKET

with

WREX-TV

FOR DOMINANT COVERAGE OF NORTHERN ILLINOIS and SOUTHERN WISCONSIN

Represented by H-R TELEVISION, Inc.

WREX-TV

CHANNEL 13 ROCKFORD

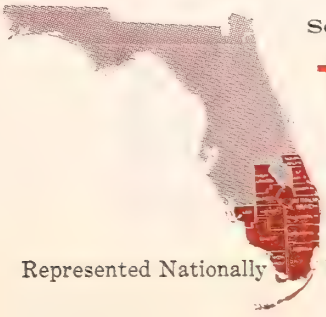
abc CBS

J. M. BAISCH

Vice Pres. & Gen. Mgr.



Only the sunshine covers South Florida better than WTVJ



South Florida's Largest Daily Circulation

WTVJ

A WOMETCO ENTERPRISES, INC. Station

Represented Nationally by Peters, Griffin, Woodward, Inc.

WTVJ
WLOS-TV
WOMETCO ENTERPRISES INC.
KVOS-TV
WTCA-TV

WAPI-TV OWNS EVERY MAJOR FEATURE FILM PACKAGE!

Examples of WAPI-TV's exciting film packages that will be seen on:

Friday Night Movie (Fridays, 9:00 PM)

Hollywood Hit Parade
(Monday—Friday, 1:00 PM to 2:30 PM)

Best of Hollywood (Monday—Friday,
11:30 PM to conclusion)

Seven Arts—Vol. 1, 3, 4, 5, 7
Screen Gems—Post '48
Screen Gems—Group 6
Columbia—Post '50
Selznick Movie Theatre
MGM Library
RKO Library
Paramount Library
NTA—Santa Monica Features
NTA—Wilshire Features
NTA—61 for 61
NTA—Sunset Features
Warner I — Showcase for 60's
Warner II — Embassy

CHANNEL 13

WAPI-TV

BIRMINGHAM, ALABAMA

WAPI-TV: represented by Harrington, Righter and Parsons, Inc.

Loevinger; Victor Diehm, RAB board chairman; Edward Argow, McGavren-Guild; Thomas Swafford, KDEF Albuquerque, N. M.; Edmund Bunker, RAB president; Larry Cervone, Gates Radio Co.; Howard Bell, NAB; Ray Johnson, KMED-TV Medford, Ore., and Paul McKee, Pacific Power & Light Co., Portland.

Nov. 4—**Hollywood Advertising Club,** luncheon meeting, Hollywood-Roosevelt, 12 noon. John Guedel, radio-TV producer and vice president of the Hollywood museum, will speak on "The Most Unusual Museum In The World."

Nov. 4-5—Central Canadian Broadcasters Association management and engineering convention, Royal York hotel, Toronto.

*Nov. 6—Annual meeting of **Maine Association of Broadcasters,** Eastland hotel, Portland, Me. Among the speakers will be Paul Comstock of the National Association of Broadcasters.

*Nov. 6-8—Hearing on bills to block FCC from regulating commercial time, **House Communications Subcommittee.** Witnesses not announced, but National Association of Broadcasters President LeRoy Collins and FCC Chairman E. William Henry are expected to testify.

Nov. 6-8—**American Association of Advertising Agencies (AAAA)** eastern annual conference, Waldorf-Astoria, New York. "Going public" by agencies, changes in the consumer society, untapped reservoirs of research, "creative youth," new product advertising and "the expanding Negro market and its importance" are among subjects on agenda.

Nov. 6-9—National convention of Sigma Delta Chi, professional journalistic society, Golden Triangle Motel, Norfolk, Va. Keynote speaker will be Barry Bingham, editor and publisher of the *Louisville Courier-Journal & Times.* Other speakers include Dr. Glenn Seaborg, chairman of the Atomic Energy Commission; Turner Catledge, managing editor of the *New York Times;* Blair Clark, vice president and general manager of CBS News; Palmer Hoyt, publisher of the *Denver Post;* Walter Cronkite, CBS news correspondent; Gardner Cowles, publisher of the *Des Moines Register & Tribune* and *Look* Magazine; and Charles Ferguson, senior editor of *Reader's Digest.*

Nov. 7-8—Sixth annual **Freedom of Information Conference,** sponsored by University of Missouri School of Journalism, Jay H. Neff auditorium, Columbia, Mo.

Nov. 7-8—**College Majors Conference,** series of seminars for college seniors majoring in broadcasting and advertising, sponsored by International Radio and Television Society, Hotel Roosevelt, New York.

Nov. 7-9—Annual fall meeting of the Washington State Association of Broadcasters, Ridpath hotel, Spokane.

*Nov. 8—Technical committee meeting of **Association of Maximum Service Telecasters,** WSM-TV headquarters, 301 Seventh Ave., Nashville, Tenn.

*Nov. 8-9—**Conference on News Coverage of the Courts,** co-sponsored by Oregon Association of Broadcasters, Eugene hotel, Eugene, Ore.

Nov. 8-10—**California Exposition of American Progress** (acknowledging the Negro consumer) 12 noon to 10 p.m., Long Beach Sports Arena, Long Beach, Calif.

Nov. 10—Sixth annual **National Press Photographers Association** cross country seminars in photojournalism, Norfolk, Va.

Nov. 10-12—ACRTF Convention, Quebec City, Canada.

Nov. 10-13—Annual meeting of the Association of National Advertisers, The Homestead, Hot Springs, Va.

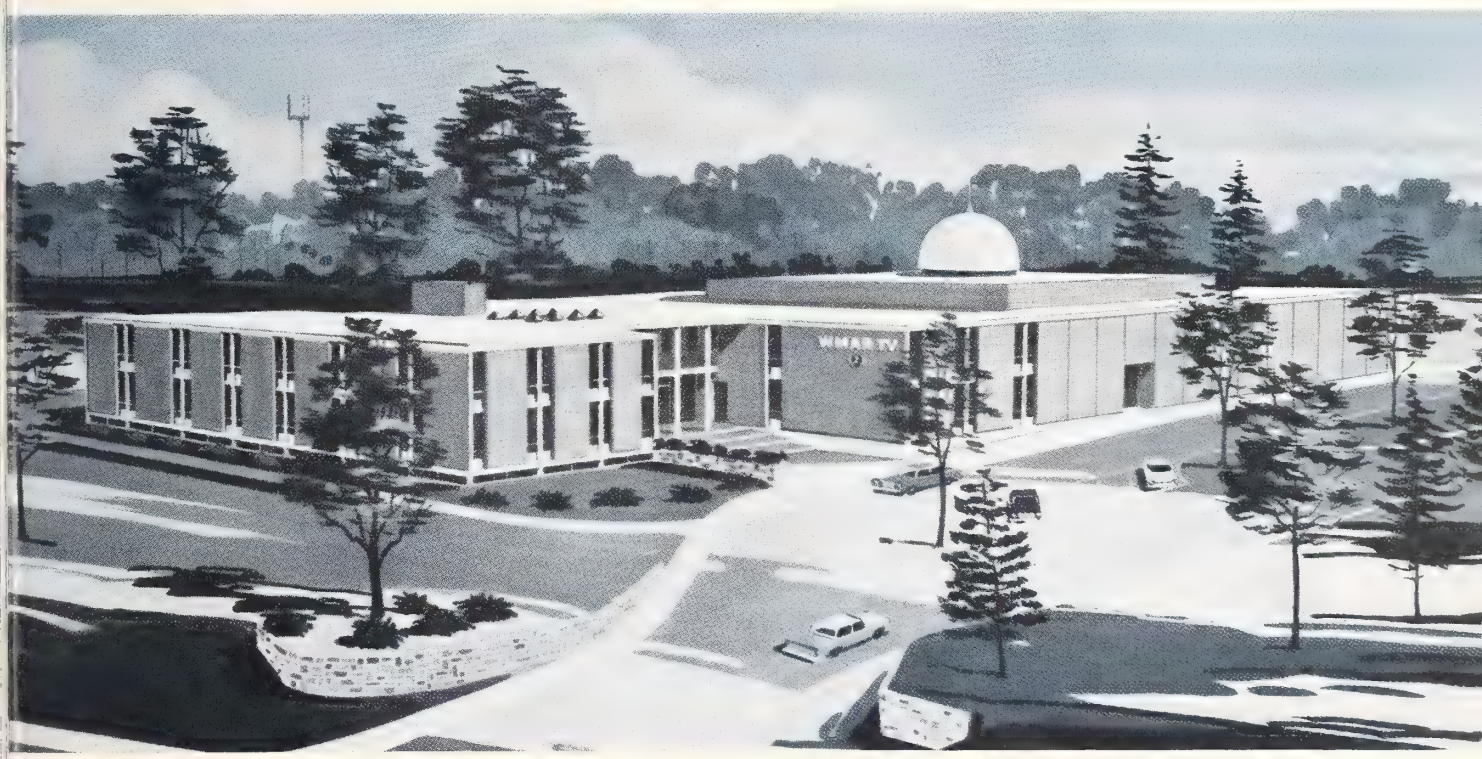
Nov. 11-13—Fall radio meeting, sponsored by **Electronic Industries Association Engineering Department.** Among speakers will be Charles F. Horne, EIA president, and Rear Admiral B. F. Roeder, assistant chief

A 16-YEAR PIONEER LOOKS TO NEW HORIZONS

The FIRST television station on the air in Baltimore—and Maryland—and the second in the nation to join the CBS Television Network . . . starts its 17th year . . . with enlarged production facilities for advertisers . . . new programming concepts . . . expanded public service to the city and state . . . in its recently completed station, one of America's finest.

SUNPAPERS TELEVISION

CHANNEL 2, BALTIMORE, MARYLAND



In Maryland Most People Watch

WMAR-TV

TELEVISION PARK, BALTIMORE 12, MD.

Represented Nationally by THE KATZ AGENCY, INC.

CBS

1 Shown on the handsome cantilevered staircase in the main lobby of WMAR-TV are some of Channel 2's on-air personalities. From left to right: Ron Meroney, Sylvia Scott, Dave Stickle, Kathy, Don Bruchey, Dick Strader, Jack Dawson.

2,3 Two 45′ x 65′ studios, with duplicate lighting, camera and control facilities, comprise the inner core of the WMAR-TV production center. Each studio can seat an audience of 200 people.

4 WMAR-TV's experienced mobile crews, working with a variety of the most modern equipment, TV and sound-film cameras, printers, processors, fully equipped station wagons, two remote units for on-the-spot "live" and tape programming, prepare regularly scheduled daily news programs. A total of 3,427 "live" pick-ups have been made since the station's inaugural program on October 27, 1947.

5 A revolving turntable is available for "on-camera" showing of automobiles, appliances, fashion shows, etc. An outdoor studio is also available.

6 To accommodate kitchen-type productions, each of the studios has a direct connection with water, gas and drainage facilities. A completely equipped portable kitchen is used "on-camera" for women's service programs.

7 An unusual feature is the separate "food preparation center" where foods can conveniently be prepared "off-camera". Both kitchens are available to advertisers for "live" or taped commercials.

8 Studio "A" and Studio "B" control booths are adjacent to "Master Control", and overlook the studios they control.

9 The WMAR-TV videotape center, located within the "Master Control" area, is equipped with three RCA videotape units.

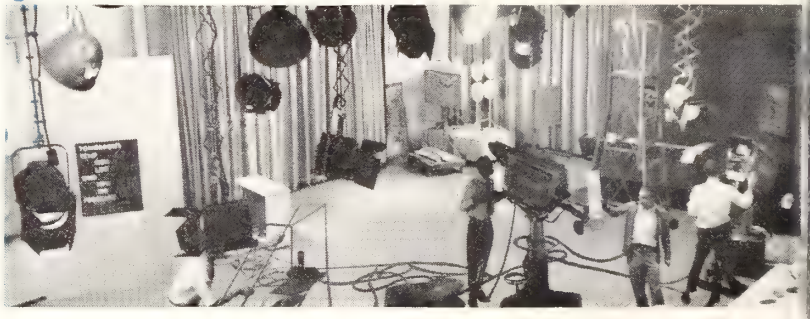
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3



10 "Master Control" is a large central area on the second floor overlooking the studios. Here are three videotape machines, projection facilities to handle black and white and color programs, two control booths, announce booths, clients' viewing rooms and associated equipment providing maximum flexibility of operations.

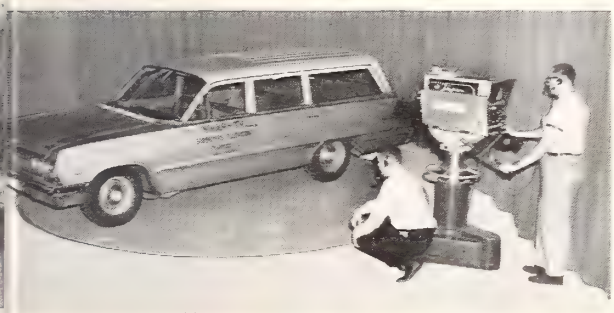


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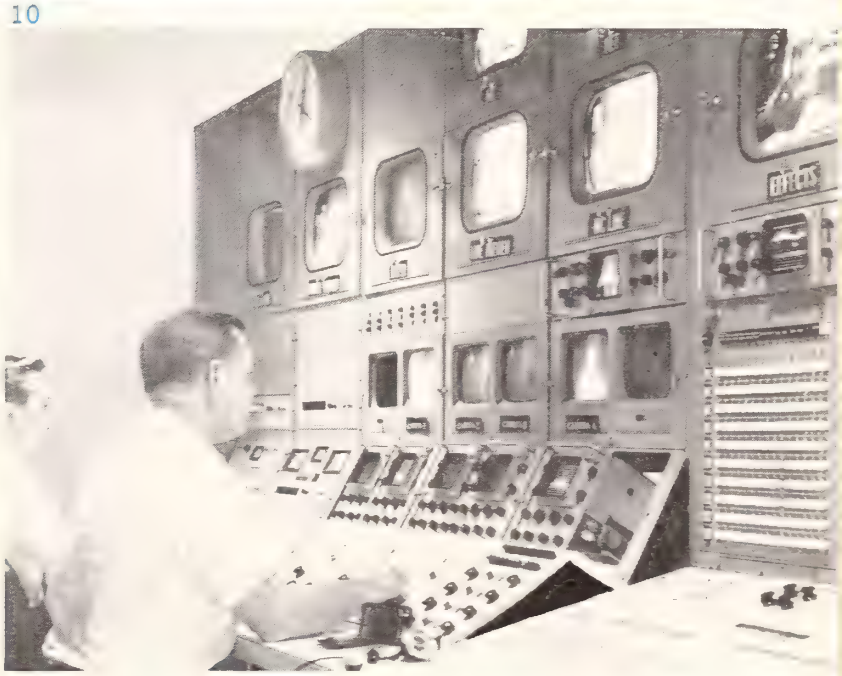


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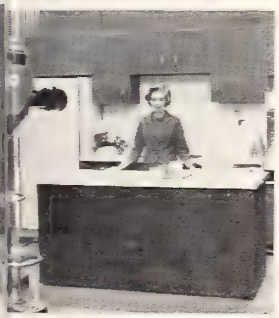




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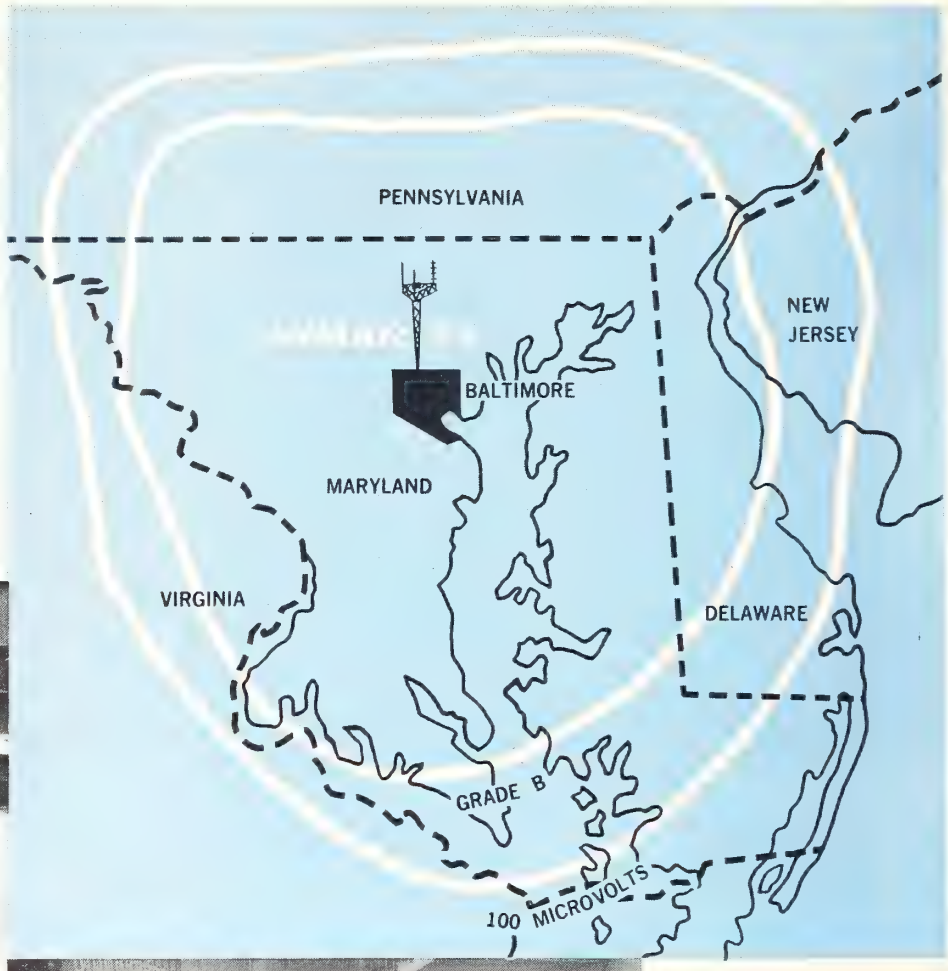
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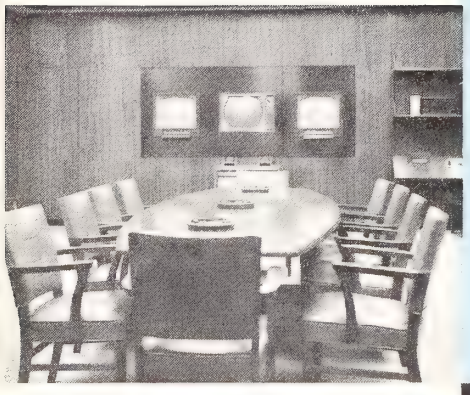




In Maryland Most People Watch
WMAR-TV
CHANNEL 2—SUNPAPERS TELEVISION

WMARyland encompasses 22,540 densely populated square miles of land area—one of the nation's top markets!





WMAR-TV's conference/viewing room serves multiple purposes. Clients may view films, videotapes or programs in privacy. An electrically operated motion picture screen drops from the ceiling when needed. Three monitors, with ten operating positions, can be dialed to receive any video channel within the building whether black or white or color or on-air programs of other local stations. Adjoining the conference room is a compact pantry where food is prepared and served at luncheon meetings.



The main lobby in WMAR-TV's new facility is 60′ long and 30′ wide. It extends the width of the building, separating the office area from the production center, with outside entrances at either end. The lobby section is two floors high terminating in a rectangular roof sky light. A white cantilevered stairway is in this central area and overlooks a pool decorated by tropical plants.

In Maryland Most People Watch
WMAR-TV
TELEVISION PARK, BALTIMORE 12, MD.
Represented Nationally by THE KATZ AGENCY, INC.

BROADCASTING PUBLICATIONS INC.
PRESIDENT ..... SOL TAISHOFF
VICE PRESIDENT ..... MAURY LONG
VICE PRESIDENT ..... EDWIN H. JAMES
SECRETARY ..... H. H. TASH
TREASURER ..... B. T. TAISHOFF
COMPTROLLER ..... IRVING C. MILLER
ASST. SEC.-TREAS. .... LAWRENCE B. TAISHOFF

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales Street, N.W., Washington, D. C. ZIP code 20036. Telephone: 202 Metropolitan 8-1022.

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EDITORIAL DIRECTOR (New York)
Rufus Crater

MANAGING EDITOR
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COMPTROLLER: Irving C. Miller; ASSISTANT AUDITOR: Eunice Weston.

Publications and Circulation

DIRECTOR OF PUBLICATIONS
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Joan Chang, William Criger, Christer Jonsson, David Lambert, Edith Liu, Natalie D. Lucenko, German Rojas.

Bureaus

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EDITORIAL DIRECTOR: Rufus Crater; BUREAU NEWS MANAGER: David W. Berlyn; ASSOCIATE EDITOR: Rocco Famighetti; STAFF WRITERS: John Gardiner, Charles E. Karp, Ellen R. McCormick. ASSISTANT: Francis Bonovitch.

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Hollywood 1680 North Vine Street, ZIP code 90028 Telephone: 213 Hollywood 3-3148.

SENIOR EDITOR: Bruce Robertson; WESTERN SALES MANAGER: Bill Merritt; ASSISTANT: Gail Learman.

Toronto: 11 Burton Road, Zone 10. Telephone: 416 Hudson 9-2694. CORRESPONDENT: James Montagnes.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953. BROADCASTING-TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office
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of naval operations in charge of communications. Manager hotel, Rochester, N. Y.

Nov. 12—Sixth annual **National Press Photographers Association** cross country seminars in photojournalism, Omaha, Neb.

Nov. 12—**Group W** (Westinghouse Broadcasting Co.) public service conference, Cleveland. FCC Chairman E. William Henry will be luncheon speaker.

Nov. 14—Sixth annual **National Press Photographers Association** cross country seminars in photojournalism, Memphis, Tenn.

Nov. 16—**Advertising Career Conference**, sponsored by the Advertising Women of New York Foundation Inc., Commodore hotel. Speakers include Chet Posey, senior vice president at McCann-Erickson, and Jean Rindlaub, vice president of BBDO.

Nov. 16—Sixth annual **National Press Photographers Association** cross country seminars in photojournalism, Hartford, Conn.

Nov. 16—Annual meeting of **UPI Broadcasters of Pennsylvania**, Governor's Room, Penn-Harris hotel, Harrisburg.

Nov. 16—Second annual **Wyoming Associated Press Broadcast News Clinic**, Gladstone hotel, Casper, Wyo.

Nov. 17-20—National Association of Educational Broadcasters national convention, **Hotel Schroeder, Milwaukee, Wis. Banquet speaker is FCC Chairman E. William Henry.** Other speakers include Robert Lewis Shayon ("Responsibility in Educational Broadcasting"), radio-TV critic for the *Saturday Review*, and Arthur Sylvester ("Broadcasting Public Affairs"), assistant secretary of defense for public affairs.

Nov. 17-20—Broadcasters Promotion Association annual convention, Jack Tar hotel, San Francisco. Joseph P. Constantino, KTVU(TV) Oakland-San Francisco, is convention general chairman.

Nov. 19-21—**Television Bureau of Advertising** holds its annual membership meeting, Sheraton-Blackstone hotel, Chicago.

Nov. 20—American Association of Advertising Agencies (AAAA) east-central region meeting, Statler Hilton, Cleveland.

*Nov. 21—**National Conference of Christians and Jews** first annual Brotherhood Testimonial Dinner of the Broadcasting and Motion Picture Industries. Chairman: Thomas W. Sarnoff, NBC VP. Beverly Wilshire hotel, Beverly Hills, Calif. Formal. $100 a plate.

Nov. 22—National Academy of Television Arts and Sciences, New York chapter, holds "Close-Up" dinner and show lampooning comedian Jackie Gleason. Hilton hotel, New York.

Nov. 22-23—Combined meeting of Wisconsin Associated Press newspaper and broadcasting members, Milwaukee.

DECEMBER

*Dec. 2-3—**NBC Affiliates** annual convention: radio meetings and radio network luncheon-presentation followed by evening banquet on Dec. 2, TV meetings and NBC Board Chairman Robert W. Sarnoff address to joint radio-TV affiliates luncheon and an evening banquet on Dec. 3. Robert W. Kintner, NBC president, addresses radio and TV affiliates meetings. Beverly-Hilton hotel, Los Angeles.

NAB CONFERENCE DATES

National Association of Broadcasters fall conference dates:
Nov. 14-15, Dinkler-Andrew Jackson hotel, Nashville.
Nov. 18-19, Texas hotel, Fort Worth.
Nov. 21-22, Cosmopolitan hotel, Denver.
Nov. 25-26, Fairmont hotel, San Francisco.



WLW COLOR TELEVISION

We're the national color TV leader. And our big color TV survey startled the industry when we proved that color programs rate double the popularity of the same programs in black and white. And color commercials rate 3½ times the impression as the same commercials in black and white.

WLW Television is ranked at the top in all phases of color TV—programs, production, talent, direction, sales, engineering. So let us tune your products to color programs and color commercials with all their golden rewards!

Call your WLW TV man!

CROSLEY COLOR TV NETWORK

WLW-D Television Dayton · WLW-C Television Columbus · WLW-T Television Cincinnati · WLW-I Television Indianapolis

WLW Radio—Nation's Highest Fidelity Radio Station

CROSLEY BROADCASTING CORPORATION
a subsidiary of Avco

MONDAY MEMO from FAIRFAX CONE, Foote, Cone & Belding

The hallmark of culture and commercialism

When Lee Vine's voice speaks out from some millions of television sets, above a fanfare of trumpets, intoning the words "Hallmark presents," all the cliches of advertising are banished for an hour or two from the suddenly rarefied air.

The long list of famous plays and players needs only to be sampled to set the stage for this most immodest assertion: the *Hallmark Hall of Fame,* acknowledged by the TV industry to be its greatest continuing artistic success, also is an unsurpassed advertising success.

The plays you will recall. They have included Shakespeare's "Hamlet," "Richard II," "Taming of the Shrew," "Twelfth Night," "The Tempest" and "Macbeth"; Shaw's "Man and Superman," "The Devil's Disciple," and "Pygmalion"; Marc Connolly's "The Green Pastures," Eugene O'Neill's "Ah, Wilderness," Maxwell Anderson's "Winterset," Jean Anouilh's "The Lark" and "Time Remembered"; and Gian Carlo Menotti's "Amahl and the Night Visitors," TV's first original opera.

The players have been no less distinguished: Maurice Evans, Christopher Plummer, Judith Anderson, Julie Harris, Alfred Lunt and Lynn Fontanne, Charles Boyer, Eli Wallach, Burgess Meridith, Hume Cronyn, Jason Robards Jr., Walter Slezak, Eva LeGallienne, Siobhan McKenna, Mary Martin, Greer Garson, Helen Hayes and Dame Edith Evans. Small wonder that the *Hallmark Hall of Fame,* produced and directed by the inimitable George Schaefer, is TV's most honored program.

17 Emmys ▪ I think it is a fact that not once in the history of the annual awards made by the National Academy of Television Arts and Sciences has Hallmark failed to score. It is now the proud possessor of 17 of the coveted Emmys.

Two years ago the academy made a special award to Joyce C. Hall for his singular contributions to the advancement of television through the *Hall of Fame* program. Today the *Hall of Fame* is being saluted at a special luncheon sponsored by the academy's Chicago chapter.

For the last 19 years, which is how long Foote, Cone & Belding has been associated with Hallmark, the major portion of their advertising budget has been spent in broadcast.

One might wonder, I suppose, in the face of much larger audiences week in and week out for such unpretentious programs as the raucous *Beverly Hillbillies,* the rip-roar of *Gunsmoke* and *Bonanza,* and the high jinks of the *Any Griffith Show* and the *Lucy Show,* perennial leaders, whether "quality dramatic entertainment" may really be justified. But I think the answer is clear.

Sponsor Identification ▪ In the first place the *Hall of Fame* is unique. It is one of the very few shows left that has any real benefit from sponsor identification. Almost all the rest have multi-sponsorship, which is in effect no sponsorship at all, but only commercial participation; or, if you please, commercial circulation.

The acceptance of *Hallmark Hall of Fame* leadership by critics and public alike is an important element in the program's value both as advertising and in public relations. Almost everyone knows Hallmark through TV. No other program receives so much attention from the newspaper critics and columnists. None receives so much publicity in schools where millions of pupils are urged by their teachers to view it. All these are unique values in the *Hall of Fame.* But then a unique selling situation faces Hallmark Cards.

Among the clients of my company, Kraft sponsors the *Perry Como Show;* Johnson's Wax sponsors Red Skelton and the *Garry Moore Show;* General Foods, the *Lucille Ball Show, Danny Thomas Show, Andy Griffith Show* and *Phil Silvers Show;* Lever Brothers, *Bing Crosby Show;* Clairol, *Candid Camera* and Contac, *Judy Garland Show.* These provide the very large audiences and the frequency that is necessary to maintain the consumer franchise of each of the products involved in daily competition on the identical shelves in the very same stores and against vast advertising and merchandising expenditures and frequent drastic price cutting.

These are not Hallmark problems. There are department stores and card shops and other retail establishments where Hallmark shares displays with one or more competitors. But the trend is toward exclusive displays of cards, gift wraps and party goods and the best displays belong to Hallmark Cards.

The Consumer's Choice ▪ Thus it is the unique problem of Hallmark advertising to convince shoppers not simply to make a choice between two or more brands that stand side by side in a rack but actually to pass by other brands of greeting cards, etc., in places where so much of their shopping is done (in supermarkets and variety stores, for instance) and seek out the store, wherever it may be, that features Hallmark.

That millions of people do this every week reflects the excellence of Hallmark products, a first-rate selling organization and unqualified public confidence. That Hallmark sells in the magnitude of 5 million cards every day and is favored over all other brands by as much as 11-to-1 is not happenstance.

Hallmark commercials are done mostly live with the same production staff and facilities that guarantee the dramatic excellence of the *Hall of Fame.* They are placed before and after each play and between acts so that they won't interrupt either the mood or the action that provides their dramatic setting.

Perhaps one of the most telling if totally unexpected remarks concerning the success of the *Hallmark Hall of Fame* was made last year before a Senate investigating committee. Comedian George Jessel, testifying during the ratings investigation, said in a burst of "Jessel-like" enthusiasm, ". . . take the *Hallmark Hall of Fame,* for instance, I see it every week!" A statement, mind you made about a program that never in the 13 years of its existence has been seen more than half a dozen times a year.



Fairfax M. Cone is chairman of the executive committee and creative director of Foote, Cone & Belding, Chicago. He joined Lord & Thomas Advertising Agency in 1929 as a copywriter and rose through the ranks of that agency becoming a vice president in 1939 and creative director in 1941. When Lord & Thomas ceased operation in 1943, he and two associates —Emerson Foote and Don Belding— joined forces to establish FC&B, which is now one of the 10 largest ad agencies.

MON. TUES. WED. THURS. FRI.



THE GABRIEL HEATTER SHOW

TELEVISION MANAGEMENT FACT SHEET

SUBJECT:

CONTENT PROBLEM LOCAL LIVE NEWS BLOCK.

RECOMMENDATION:

ADD—5 MINUTE GABRIEL HEATTER SHOW—"LIVE" ON VIDEOTAPE.

Accomplish the following—

1. Add Mr. Heatter "Live" to weather, sports, news team.
2. Hypo the block with the impact of a really strong, powerful personality either as a 3½ minute feature or as a 5 minute program.
3. Create an additional program for sale and/or an additional adjacency.

ABOUT THE PROGRAM:

Designed for stripping on a multiple play basis. This series contains 110 shows. These programs contain stories pertinent to the problems all of us experience in day to day living. Many using actual incidents from the lives of famous men and women. The Gabriel Heatter style of presentation leaves a lasting, powerful impression—one that grips your audience. Millions who are familiar with his dynamic voice will eagerly look forward to seeing him.

COMMENTS:

Gentlemen—this show is GREAT on videotape—Mr. Heatter is "In Your Studio." His "Live" TV presentation is as powerful and as direct to the TV viewer as you have ever seen.

CALL OR WIRE! HAL FROELICH OR GENE DENARI

WINNEBAGO PRODUCTIONS
MERIDIAN ROAD, ROCKFORD, ILLINOIS—PHONE 963-5413

puzzle:

Lowerglyphics

Rosetta Stone, a part-time employee in WMAL's Bookkeeping Department, took a coke break at her desk one afternoon. Unfortunately, the coke spilled, drenching some figures she had been working on. When it was discovered that the sodden leftover constituted the only written record of an important transaction, it fell to John Curtin, Financial Accountant and Billing Certifier, to provide a solution. Reading between the drops, he was able to decipher the following: → Can you help him reconstruct this problem in long division so we can get back on our regular billing schedule? Cries of delight and a small material reward will come your way.

* * * * * *

Solve client problems with a daytime spot program on WMAL-TV, where every day is ladies' day. Information, news, special features, quiz shows—beamed toward the gals who do the buying. Harrington, Righter & Parsons, Inc. can give you the latest dope.

Puzzle adaptation courtesy Dover Publications, New York, N. Y. 10014
Address answers to: Puzzle #90, WMAL-TV, Washington, D. C. 20008



** Ok, wise guys, we know Egyptians used Egyptian numerals and Hindu-Arabic numerals first showed up in Spain around 976 A. D. We've adjusted history a bit to make it easy for you to solve this one.*

wmal-tv abc
Evening Star Broadcasting Company
WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.
Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
October 28, 1963, Vol. 65, No. 18

WHAT OMAHA TAUGHT HENRY

The public has to be told what TV ought to be doing
It isn't enough that the people like what's on the air
There's need for local hearings on radio programing

If television stations are to fulfill their responsibilities in meeting local programing needs, the public must play a role in the stations' programing decisions. And the FCC should help the public perform this function.

This was the major conclusion reached last week by FCC Chairman E. William Henry in the long-awaited report on the commission's inquiry into local TV programing in Omaha, Neb., over which he presided last winter (BROADCASTING, Feb. 4, et seq.).

The chairman concluded that the three Omaha stations—KETV(TV), KMTV(TV) and WOW-TV—"make a genuine, good faith effort to determine and meet their community's needs, interests in the local sphere." He added that these efforts are not limited to programs that are profitable.

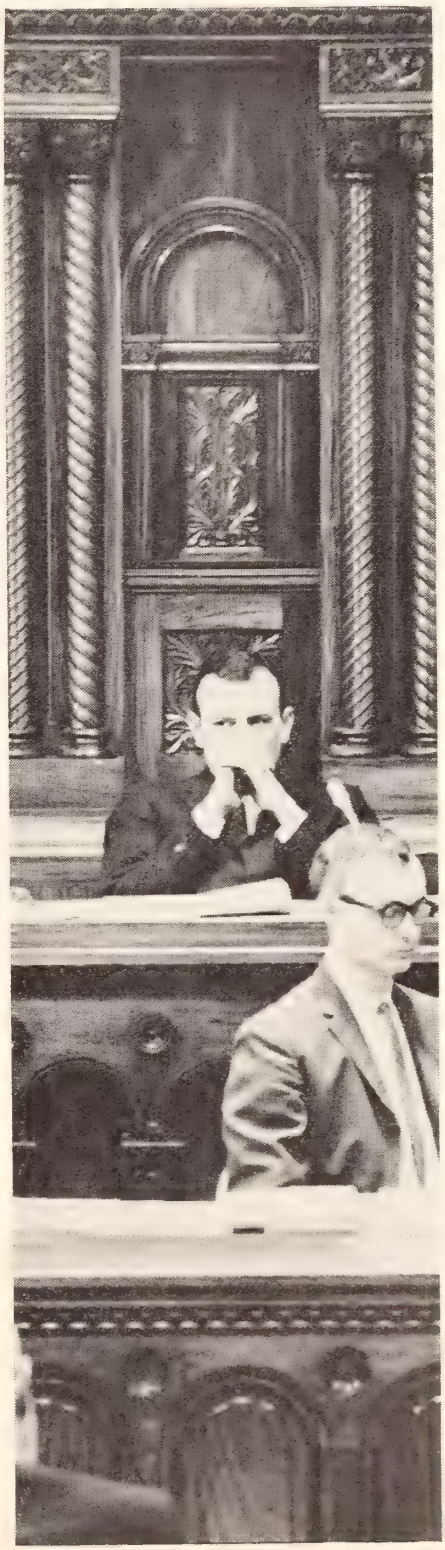
But, he said, no one really knows what the public wants, for this issue has not been resolved in a station-community dialogue and "has barely been considered."

Nobody Knows ▪ He added that the same facts "underline the extraordinary arrogance of any claim—by a broadcaster, government agency or anyone else—to know, conclusively and finally, what a community's needs for television service really are."

The 66-page report concludes that these facts "point to a need for further evaluation of Omaha's needs by its television broadcasters and its citizens generally." The report also makes clear, however, that Chairman Henry feels this "further evaluation" should be undertaken by all other TV stations and their audiences, as well.

He said the Omaha inquiry revealed many "obstacles" to the "meaningful dialogue" between broadcasters and the public that, he said, FCC policies require. To remove these obstacles, he made a number of recommendations. These do not include further local TV programing inquiries—at least for now.

Consider Other Hearings ▪ But he did say the commission should "seriously consider" additional public hearings on other subjects. He would favor inquiries "in representative communities" on the factors going into television broadcasters' decisions in selecting programs, as well as on AM and FM programing.



He also urged a number of commission actions, some of which are already under consideration, that, he said, would enable the public to have greater familiarity with the legal obligations and the operations of stations in their communities. He would:

- Require broadcasters to carry periodic announcements in prime time concerning their "legal duties and the public's corresponding rights." He first offered this suggestion in a speech in May (BROADCASTING, May 6).
- Revise the FCC's program reporting form to make it more meaningful and useful to the commission, the public and the broadcasters. The commission has been struggling with the task of revising the form for three years.
- Require broadcasters to make available to the public at their stations the applications for licenses and renewals that they file with the commission. Chairman Henry said the information would give the public a better picture of the programing carried and proposed by a station, as well as the station's financial ability to do more. A rulemaking embodying this proposal is now under consideration by the commission.
- Require broadcasters to keep on hand for public inspection copies of the commission's annual reports on television revenues in particular communities. He said this would enable interested viewers to assess the "capabilities of their television stations."

The chairman conceded that broadcasting "cannot be a full-time preoccupation for the public at large" and that programing decision cannot be made by a "sort of town meeting," in which all citizens have a voice.

He also said a station "is free to make its own judgment, and in fact use its own imagination concerning community needs, over and above those that are pressed upon it by members of the public."

But, he said, "The essential fact demonstrated by this inquiry is that members of the public need and are entitled to help from the commission and the broadcaster—help in obtaining knowledge of the relevant facts and help in articulating their own needs and

those of the community as a whole." He said such help could make a broadcaster-public dialogue an effective basis for program planning.

Significance Grows ▪ The report and its recommendations are more significant now than would have been expected at the time the Omaha hearing was begun. At that time, the presiding officer was merely the junior member of the commission, with only five months service in the agency behind him. Today he is chairman, with the additional leverage that position gives him in implementing his suggestions.

The report makes the point that ratings, which are relied on by the Omaha stations as one means of determining public wants, should not be given much weight as a factor in evaluating the service a station should provide.

Chairman Henry said that however reliable ratings may be—and congressional investigations, he noted, have cast doubt on their reliability—they do not reflect audience desires for programs beyond those already broadcast. Furthermore, he said, they "fail to measure the broader public interest." The value to a community of some local programs—both in entertainment and public affairs fields—cannot be measured in terms of audience size, he said.

Controversial ▪ The Omaha hearing followed one held last year in Chicago under Commissioner Robert E. Lee. Both touched off heated controversy, with members of Congress, as well as industry spokesmen, accusing the commission of meddling in local affairs and with attempting to dictate programing.

Chairman Henry didn't refer to this criticism directly. But he defended local inquiries as a means of giving the commission an opportunity "to gain a 'grass roots' insight into the thinking of community leaders and the public at large concerning the local service they receive."

He said the commission, which attempts "to keep in touch with the thinking of the broadcasting industry," has at least "as heavy an obligation to keep in touch with the thinking of the public for whose sake the FCC was created."

He also said the commission's concern with local programing is dictated by two considerations—requirements imposed on it by the Communications Act and the fact that far more frequencies have been allocated for broadcasting than would be necessary to provide the country with network programs.

"The public," he said, "has paid dearly, in terms of available frequencies. Its bargain would be hollow indeed if those authorized to operate local broadcast stations made no effort to produce local programs, and operated their facilities solely as outlets for programs produced in Hollywood and New York."

Network Useful ▪ He acknowledged that network and other nationally distributed programs serve a useful purpose. But, he said, the Communications Act "recognizes a public interest in the preservation and strengthening of indigenous local institutions—in the service of needs and interests that distinguish one's home town from all other spots on the map."

The chairman determined, however, that in view of the information already obtained in the Chicago and Omaha hearings there is no pressing need for further local TV inquiries now.

Whose Criteria? ▪ But he suggests hearings in other areas. In view of the commission's action in banning option time (BROADCASTING, June 3), he said, the commission should know more about the criteria used by TV broadcasters in selecting network and syndicated programs, the degree of initiative licensees exercise and the extent to which this is affected by the views of community leaders.

He also said the commission should learn more about the manner in which AM and FM radio stations are determining and meeting community needs and interests. "The time has long since passed," he said, "when it was enough to note that the advent of television has forced a new role upon radio. We need to know what the role is and what it might reasonably become."

In a lengthy analysis of the Omaha stations' programing, Chairman Henry discusses the question that has become a controversial one in the consideration of renewal applications—the scheduling of local live programing.

Liked Omaha Programs ▪ "Fundamentally," he said, this "must be resolved by the stations themselves and the community." He noted that the "great majority of the community witnesses in this proceeding" approved of the Omaha stations' service in this area.

But, he said, he was disturbed by the fact that the stations' programing judgments were not based on qualitative studies of viewer desires. He also said the stations have not experimented with programing to test viewer reaction and that broadcasters' discussions with community leaders were "obscured" by the lack of public knowledge of the stations' responsibilities.

"There was a tendency on the part of witnesses for local organizations," he said at one point in the report, "to view any station effort in their behalf as an act of generosity which the station had no duty to perform."

He noted the only local programs regularly scheduled in prime time in Omaha were news and sports. The stations were reported to have said that, outside of these shows, they didn't feel they could produce anything that would be as popular as network, syndicated, or feature film presentations.

They didn't argue that they couldn't afford to schedule less popular shows in prime time, according to the report. But they were said to have maintained that daytime scheduling is just as effective, that programs appealing only to minority audiences are not entitled to the most effective scheduling, or that their local "specials"—some of which do appear in prime time—are more effective than anything they can produce on a regular basis.

The program reporting form revisions suggested by Chairman Henry would, among other things, require a concise portrayal of station programing in prime

And now a word from our government

FCC Chairman E. William Henry has provided a tentative script to go along with his recommendation that television stations make periodic announcements, in prime time, concerning their "responsibilities" to the public (see story on page 31).

"Station , Channel , is licensed by the Federal Communications Commission to the community of and surrounding areas, his suggested script begins." This means that we have a legal duty to determine the kinds of television programs this community wants and needs and to provide those programs to the best of our ability.

"Members of the public who want information about our program plans and operations may inspect the applications we have filed with the Federal Communications Commission at our studios at between the hours of and .

"We welcome your comments and letters about our programing. Your opinions are important to us as we strive to bring you the programs you want."

The mention of applications is a reference to another of the chairman's recommendations—that copies of such documents submitted to the FCC be made available by television station's for local inspection by anyone who asks to see them.

time versus other times of day.

Biggest Audience ▪ "For millions of Americans," he said, "television consists primarily of the programs that appear on their sets during prime evening hours. A description of television programing that fails to take account of this fact paints a picture that would be unrecognizable to a viewer, or an advertiser."

Other proposed changes would require broadcasters to list important community issues, to report on programs carried less frequently than once a week on which the broadcaster relies to serve a community need, and to break down their programing department employes in terms of their general functions (producer-directors, floor managers, newscasters, newsmen, announcers) and list employes available to help local groups create programs.

His proposals also include a revision in the definition of local programing to permit separate reporting of local segments in programs that are not predominantly local in origin, and a provision for the separate reporting of programs produced by another, independently owned station.

BROADCAST ADVERTISING

Spot TV determines new products' fate

RECORD NUMBER LAUNCHED ON TELEVISION SINCE BEGINNING OF YEAR

A record number of new products are being tested in spot TV in 1963 and will contribute heavily to the peak billing the medium is expected to achieve this year.

During the first six months of the year, approximately 165 new products became active in spot TV. Although authorities last week would not predict the total number to be reached by the end of December, a conservative guess is that the aggregate will be in excess of 300.

Spot TV volume has been up appreciably over 1962 during the first two quarters of this year. The first-quarter estimates from the Television Bureau of Advertising show that spot TV business rose by 20% to $219.7 million while the second quarter volume rose to $223.1 million, an increase of 18.5% over the comparable 1962 quarter. Though figures are not available for the third quarter, there are encouraging signs that this period and the remainder of the year will push spot TV volume to peak levels.

The importance of new product campaigns to spot TV's volume was underlined last week in a study made by Edward Petry & Co. (story below). It points up that the $116 million gain in spot TV volume between 1959 and 1962 can be traced largely to introductory campaigns in spot TV and asserts that the medium is the dominant one

Testing new products accounts for gain in spot TV volume

A study prepared by the Television Division of Edward Petry & Co. attributes the $116 million increase in spot TV volume from 1959 to 1962 largely to campaigns introducing new consumer products.

Titled *Spearheading the New Product Boom of the Sixties*, the 17-page report, which was distributed last week to advertisers and agencies, analyzes media trends in the food, drug, cosmetic-toiletry and laundry products fields. It was stressed that 80% of all new products are concentrated in these categories.

The report notes that the nation's largest packaged goods advertisers also are the most new-product conscious, with the 10 leading advertisers (grocery, drug and cosmetic products) in 1962 having marketed 140 new brands since 1959. While these companies increased their spending in the measured media by an average 18% between 1959 and 1962, they expanded their spot TV investment by 60%, amounting to a $69.5 million gain over the period. In contrast, network TV expenditures for new products rose by $29.8 million and magazines by $700,000 while newspapers declined by $19 million over the same three years.

Here is how products introduced since 1959 are contributing to spot TV growth among the Top Ten:*

Company	Spot TV Increase 1962 over 1959	New Product Spot TV
Procter & Gamble	$15,199,060	$13,406,200
General Foods	7,321,150	1,329,400
American Home Products	771,130	2,117,420
Lever Brothers	7,960,440	4,086,180
Bristol Myers	6,689,330	3,465,370
Colgate Palmolive	8,897,930	12,524,080
General Mills	6,342,690	3,038,400
Campbell	5,479,400	3,401,460
Alberto-Culver	9,619,860	6,855,340
Kellogg	1,063,020	730,350**
	$69,344,010	$50,954,200

*TvB-Rorabaugh
**Estimated

The importance of new product campaigns in spurring spot TV growth is underlined in a section of the report, which itemizes the overall spot TV increase for 1962 over 1959 for the 10 leading companies and compares this total with the new product spot TV spending. For example, the Procter & Gamble increase was almost $15.2 million, of which $13.4 million was contributed by new product spot TV spending. For the 10 leading companies the 1962 spot TV increase amounted to $69.3 million, of which almost $51 million could be traced to new product spot TV investment.

The largest new product spot TV advertisers in 1962 were Procter & Gamble, $13.4 million; Colgate-Palmolive, $12.5 million and Alberto-Culver, $6.9 million. The report cites other examples of the key role of new product spot TV, stressing that between 80% and 100% of the 1962 spot TV expenditures of Johnson & Johnson, Menley-James, Pfizer, Heinz, Shulton, Aerosol Corp., Armstrong Cork and J. Nelson Prewitt were in support of new products.

The study lists 21 brands introduced since 1959 which received more than $1 million in spot TV support in 1962. These products, including Salvo, Soaky, Ajax liquid, Contac and Knorr soup, accounted for more than $40 million in spot TV spending last year, according to the Petry study.

for test marketing of products.

A check with leading advertising agencies and station rep companies indicates that one reason for the increasing volume of new products is a movement toward diversification, particularly by the large packaged goods manufacturers. Typical of this trend is Philip Morris entering the razor blade field and Borden's moving more heavily into the prepared foods and cosmetic areas among others.

New Pattern ▪ One rep explained that a pattern emerging in new product introduction was this: the use of spot TV as a test, the subsequent use of network TV on the franchises held by these advertisers, most of which market multiple-brands and later, the re-use of spot TV in flights throughout the year.

The multiple-brand advertisers dominate the field of new products and the use of spot TV. For example, according to the Petry study, the leaders in brand introduction from 1959 through 1962 are the top users of spot TV. In a three-year period the number of brands (not including the various product types within each brand) introduced by the leaders were as follows: Colgate-Palmolive, 20; Procter & Gamble, 18; Lever Brothers, 18; American Home Products, 17; General Foods, 16; General Mills, 16; Bristol-Myers, 13; Alberto-Culver, 10; Campbell Soup, 7 and Kellogg, 5.

Sample Of Tests ▪ Though the multiple advertisers predominate in new product testing on spot TV, other sponsors also are active from time to time. A sampling of some of the test campaigns launched in recent months follows:

The Borden Co. is in the process of introducing 16 new products in test campaigns, using spot TV and other media, and many of them are products that veer away from the established Borden line.

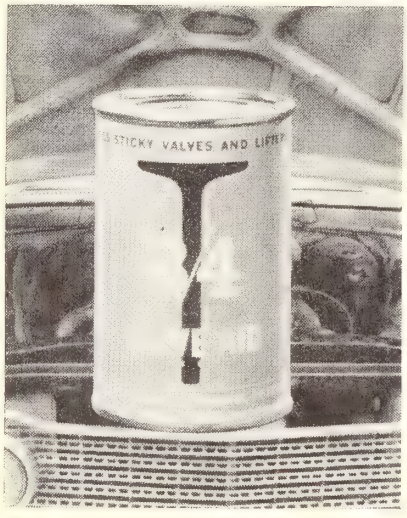
Among them are instant omelette mixes, None Such Pie fillings, Butterhor refrigeratory-type packaged rolls, Bif Ten flaky biscuits, None Such frozen pies, and None Such brandy and rum ready-to-use-mince pies. These are handled by Benton & Bowles, New York, and are being tested in several Midwest and New England markets.

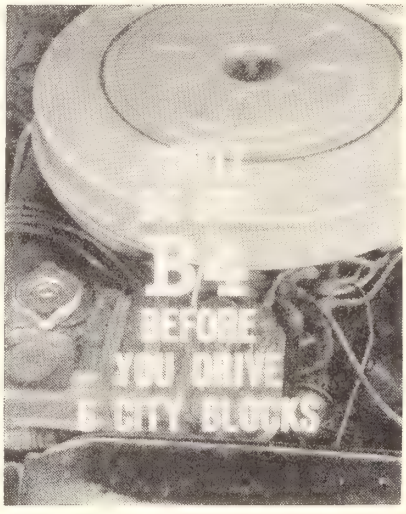
Pillsbury is testing a line of 20 different family suppers in spot TV in Topeka, Kans., and Springfield, Mo. The agency is Campbell-Mithun, Minneapolis.

Cudahy is introducing via spot TV and other media its new Bar S margarine, testing in Phoenix, Ariz., Tacoma, Yakima, Seattle and Spokane, Wash., Portland and Eugene, Ore., and San Diego. The agency is Knox Reeves, Minneapolis.

Alberto-Culver Co. and Iodent Chemical Co. joined hands to introduce fluoride toothpastes designed specifically for children. One product called Mighty White (BBDO) was tested this summer in Seattle and Portland, Ore., while the other, Iodent Junior (W. B. Doner) was tried out in Detroit.

Brown & Williamson is marketing two new cigarettes—Breeze and Avalon —with spot TV for the former in Dal-







COMMERCIAL PREVIEW: B/4 to smooth engines in 12 markets

A campaign for newly introduced B/4 engine additives is being launched by B/4 Laboratories, Indianapolis, using spot television as the basic advertising medium and spot radio as supplementary.

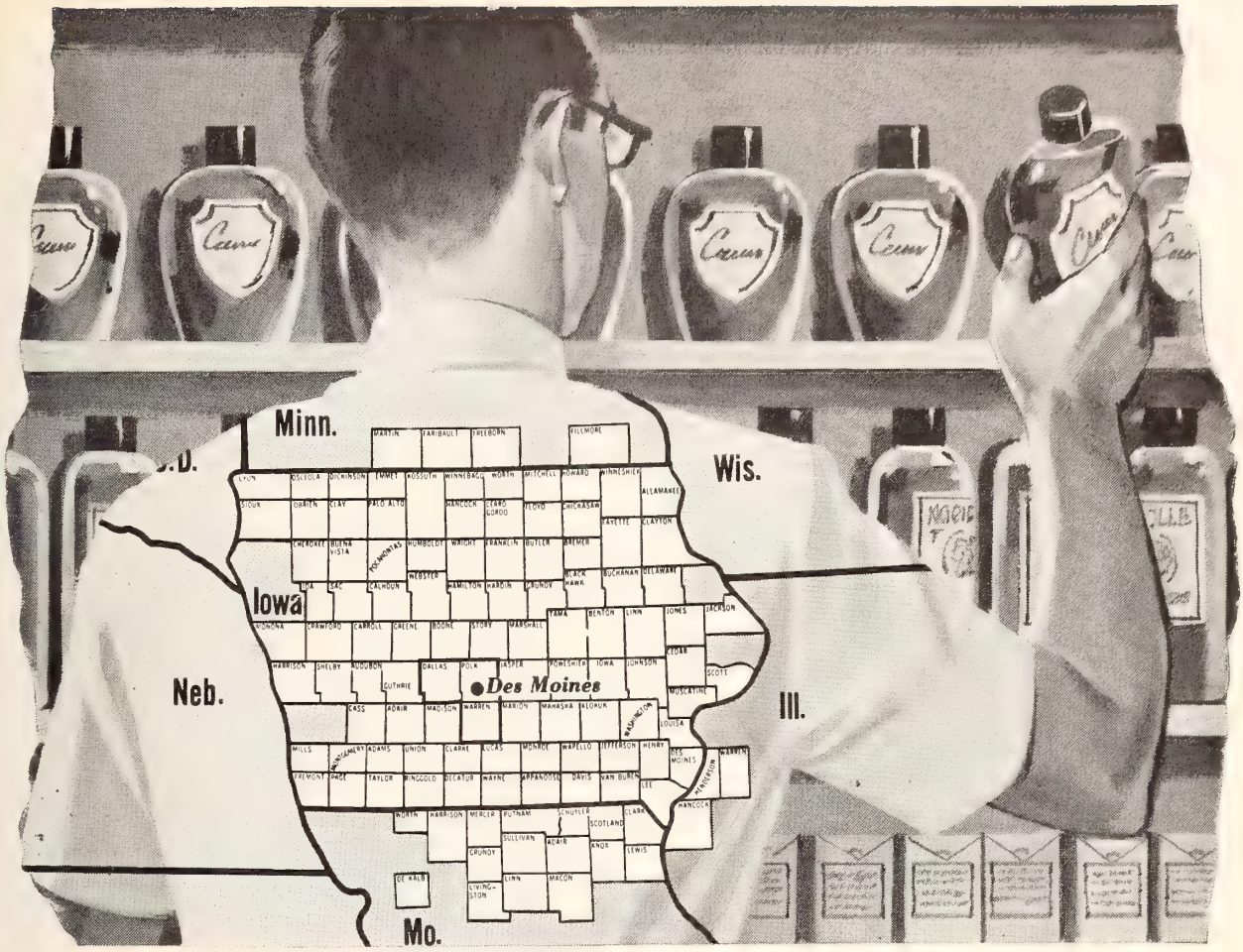
According to Richard MacGill, account supervisor, Caldwell, Larkin & Sidener-Van Riper Inc., Indianapolis, the agency for B/4, the four new engine additives will be introduced shortly in 12 major markets in a series of 10-second, 20-second and one-minute announcements.

The public will be introduced to the new products on a market-by-market basis—15 cities expected at first in a geographic spread, and by next spring, the advertiser hopes its national distribution will be complete. Spot TV is earmarked for the heaviest advertising support.

In the introduction, B/4 will use 15 weekly TV announcements in each market on a 26-week basis, with 20-25 radio spots weekly for a firm 26 weeks.

Commercials were prepared for B/4 Laboratories by Film-makers, Chicago, under the supervision of Mr. MacGill. The agency and client, working with the production company, developed sales copy that is in rhyme and which synchronizes with key visual devices. In one commercial for the new B/4 Valve Aid (frees sticking valves) an automobile drives a six-block area. As the blocks are counted off, the theme is used: "You'll be for B/4 before you drive six city blocks." Other commercials are themed similarly on a "count-down" basis.

The radio-TV commercials are directed at a predominately male audience, with stress on weekend sports programs for TV and commuter hours on radio. The additives are being distributed through gasoline service stations. Other additives in addition to the valve aid: an oil conditioner, an oil cleaner and a carburetor cleaner.



ALL 8 IOWA METRO AREAS, COMBINED, account for only 59.1% of DRUG SALES in "Iowa Plus"

It's entirely possible that 100% of your actual shipments into "Iowa Plus" are made to distributors in Iowa's 8 metro areas — but don't forget that these 8 areas, *combined*, account for only 59.1% of consumers' drug purchases in these 117 counties.*

The Des Moines metro area, for example, accounts for 16.9% of retail drug sales. This is of course important, but it leaves 42.2% to be divided among 7 *other* metro areas — and another 40.9% from outside *any* Iowa metro area!*

WHO Radio covers 5 of Iowa's 8 metro areas — covers 808,480 radio homes in "Iowa Plus" — has *daily* listenership in 239,000 homes (more than all five other radio stations in Des Moines combined, *far* more than any other station in the state).**

In fact, only 22 other radio markets in America contain more people than WHO Radio's NCS '61. Ask PGW for all the spectacular facts.

**These figures are for Sales Management's newly-defined and frequently larger metro areas, as found in the 1963 Survey of Buying Power Issue.*

**NCS '61, updated by SRDS, '62

WHO RADIO

for Iowa PLUS!

Des Moines . . . 50,000 Watts . . . NBC Affiliate



Peters, Griffin, Woodward, Inc., *National Representatives*

las, Fort Worth and Waco, Tex. and for the latter in San Francisco, Oakland and Sacramento. The agency is Ted Bates & Co.

Detergent Launched ▪ Colgate-Palmolive Co. has been testing a new detergent, Spree, utilizing a 60-second spot in Denver (via D'Arcy Advertising) and a new deodorant for women, Barrier, using spot TV in Montgomery, Ala.; Atlanta and Savannah, Ga. and Corpus Christi, Tex. (via Norman, Craig & Kummel).

Iron City Brewery launched its draft beer in a can with TV spots in Pittsburgh in September. The agency is Ketchum, McLeod & Grove, Pittsburgh.

Caryl Richards Inc., New York, is introducing Just Wonderful hair spray in TV spots in Syracuse, San Diego, Houston, Denver, Minneapolis and Indianapolis. Agency is Pritchard, Wood Inc., New York.

General Mills, through Doyle Dane Bernbach, New York, has introduced three new rice products by spot TV in top markets across the U. S. The new products are Rice Milanese, Rice Valenciana and Rice Provence—all introduced together by 60-second spots in a sectional campaign.

The first flight of the drive officially ended Oct. 20 after five weeks, and a second campaign segment, this one for three weeks, is scheduled to get underway Nov. 5. A third segment is in the works, but no dates have been set.

Lever Products ▪ Lever Bros., through Ogilvy, Benson & Mather Inc., New York, is using spot TV for two new products—now being displayed in test markets. Dove shampoo is being introduced on three stations in Dallas, three stations in Columbus, Ohio, and four stations in Minneapolis. The shampoo's campaign, devoted to nighttime 60-second spots, has been running since last March, and no cutoff has been scheduled.

Another new Lever product, Dove liquid for dishes, is being tested with 60-second spots on three stations in Denver. This campaign was started in October and has no planned cutoff date.

Ogilvy, Benson & Mather is also using spot TV for General Food's new dog food product, Prime. The new product is being seen on fringe 60-second spots and prime 20-second spots in Denver and Cleveland—both test markets. The Prime campaign started this month and will continue indefinitely.

Sullivan, Stauffer, Colwell & Bayles, New York, reports that it has handled the introduction of at least four new products over spot TV this year. New product names displayed in major markets on 60-second spots by SSCB are: Montclair cigarettes, American Tobacco Co.; Lever Final Touch; cold water All; and Silver Dust laundry detergent, all from Lever Bros. Noxzema Covergirl Lipstick, from the Noxzema Chemical Co., is being introduced now by spot TV in a test market.

Low-nicotine cigarette

A new low-tar, low-nicotine cigarette called "Gemini" is being introduced in selected markets, starting next month. It will be priced at 50 cents per package and hopes to secure a place for itself among the "class market" of smokers. Budget for the first nine months is about $250,000 and media plans now include class magazines and radio stations of the "good music type." The product is being manufactured by Adriatic Group Ltd. The agency is Kudner Advertising, New York. As distribution spreads and sales mount, television may be added, an agency spokesman said.

New Cosmetics ▪ The Borden Company is introducing a new line of cosmetics especially produced for sensitive skin—Marcelle. The new line is being promoted in eight markets on spot TV: Detroit, Cleveland, Pittsburgh, Columbus, Kalamazoo, Grand Rapids, Cincinnati and Youngstown. The campaign is expected to run for approximately 13 weeks with an expanded campaign being planned after the 13 week period. Agency is Lynn Baker Inc., New York.

Jack Winter sports clothes is using spot TV to promote its stretch pants. The campaign is expected to begin in early November and the market list is now being drawn up. The agency, Chirug & Cairns, expects to use approximately 12 markets.

La Rosa's new Mac 'n Rice is being test-marketed in the New York area in a campaign that includes 37 spots per week on WCBS-TV, seven on WOR-TV and six on WNEW-TV. The campaign is due for expansion later in the year. Agency is Hicks & Greist, New York.

Dixie Cup bathroom dispensers are being promoted with spot TV in 8-10 markets. The campaign began in early 1963.

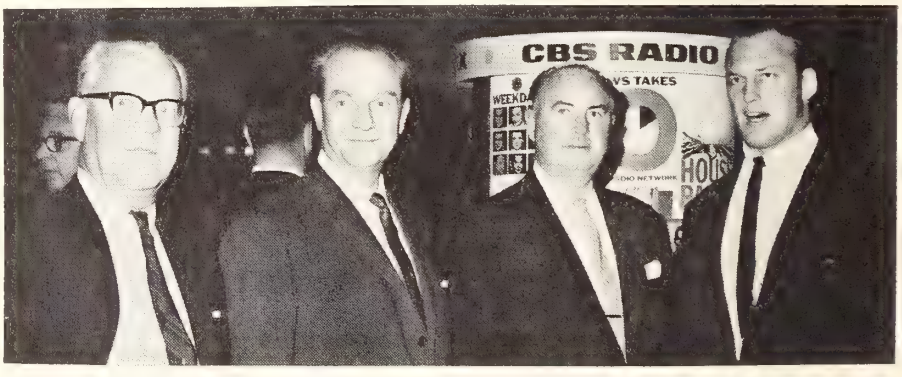
Among other products reported in tests in spot TV, some in a large number of markets and others in a few, are General Mills' Wondra instant flour (Dancer-Fitzgerald-Sample); Scott Paper's Cut Rite aluminum foil (J. Walter Thompson); Whitehall Laboratories, Denalon denture cleanser (Ted Bates); Alberto-Culver's New Dawn color shampoo (Compton); Johnson & Johnson's bi-phase antacid (Norman, Craig & Kummel) and Maradel's Tenderlip medicated lipstick (Mogul, Williams & Saylor).

Agency executives back radio for sales

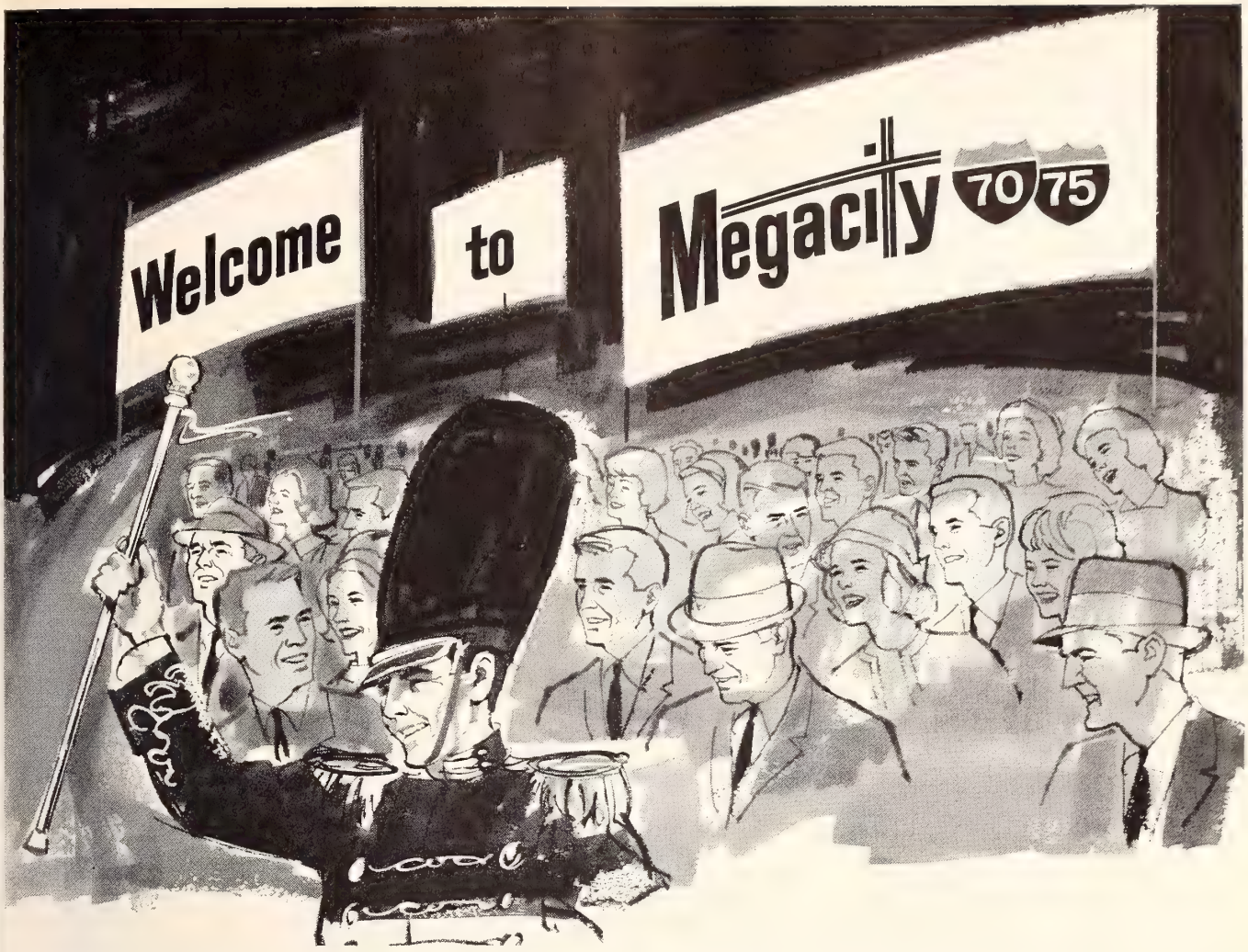
FACTS TO DISPEL RADIO MYTHS PRESENTED TO BUYERS

The CBS Radio network put its 1964 sales presentation on display last week in showings before close to 500 agency executives and newsmen at a series of three luncheons in New York. During the next several weeks it will be shown to similar groups in Chicago, St. Louis, Minneapolis, Los Angeles, San Francisco, Philadelphia, Boston and other principal cities.

The color slide-and-film presentation, pre-previewed by CBS Radio network affiliates at their annual convention early this month, cites facts to dispel radio "myths, legends and old-wives tales"—that "television has replaced radio," that radio is a teen-agers' (or old people's) medium, that network radio is on the



Among those who saw the CBS Radio 1964 sales presentation were (l to r) Robert H. Boulware, vice president of Fletcher Richards, Calkins and Holden; Bill Wernicke, vice president of Geyer, Morey, Ballard; James J. Delaney, advertising manager of Sinclair Refining Co., and Jack Stroud, CBS Radio sportscaster and member of the New York Giants.



...the tenth largest consumer market in America

Within about an hour's drive of Dayton are seven metropolitan areas... three and one-half million people... a buying potential of *seven billion dollars*. That's Megacity 70-75... *tenth* largest consumer market in America!

A huge segment of this market lies within the powerful range of WHIO-TV, AM, FM... a segment long partisan to these stations. Let George P. Hollingbery tell you how to best employ their selling power—individually or in combination.



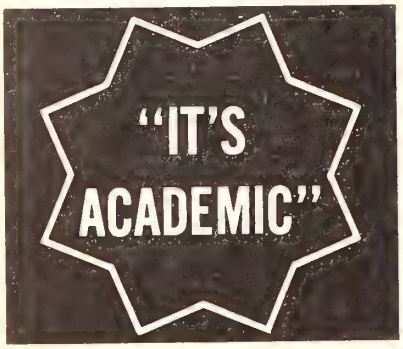
WHIO-TV • CBS • CHANNEL 7

WHIO

WHIO-AM-FM • DAYTON, OHIO

Associated with WSB, WSB-TV, Atlanta, Georgia, WSOC, WSOC-TV, Charlotte, North Carolina and WIOD-AM-FM, Miami, Florida

ANOTHER VALUABLE ADVERTISING OPPORTUNITY ON **WNBC•TV** NEW YORK



Delivers substantial all-family audience at reasonable cost; plus an exceptional community relations-public service bonus.

HERE'S HOW IT WORKS

YOU BUY full sponsorship ($5400 net commissionable) or half sponsorship ($2700) of this live local show which translates the excitement of high school sports into a fast-paced scholastic quiz. Art James is host, 6:30-7 PM, Sunday.

YOU GET, with full sponsorship, four :60 commercials plus opening and closing billboards; for half sponsorship, two :60 spots and one billboard.

PLUS the proven audience appeal of a program that represents a unique fusion of family entertainment and creative public service.

IT GIVES YOU MORE FOR YOUR TELEVISION DOLLAR

Ask your WNBC•TV or NBC Spot Sales Representative for complete details.

WNBC•TV 4 NEW YORK

rocks, too complicated to buy or just can't sell products without pictures (BROADCASTING, Oct. 7).

It also presents leading agency and advertiser executives in testimonials to radio. Among them:

Paul Harper Jr., president of Needham, Louis & Brorby: "Our agency will be placing over $3 million in network radio this year. Network radio fills a particular media need for some of our clients and has proven it sells their merchandise."

Bill Mennen, vice president, Mennen Co.: "dollar for dollar, radio has done more for our sales than any other medium."

Jack Izzard, advertising director, Chevrolet: "we believe in radio—we sell a radio with practically every car we make. And we buy radio to sell ourselves—and for 10 years now we've been on the CBS Radio network."

Jim Delaney, Sinclair Oil: "Sinclair has been using radio ever since the dinosaur age. It pays off for us."

George J. Arkedis, sales vice president of the CBS Radio network, introduced the presentation, reported a resurgence in network radio business and attributed the new interest to a number of factors. These included a growing number of new products on the market, the general population growth, and an increasing awareness that "no one medium is the answer to a sales problem."

The presentation was written and directed by Gordon Auchincloss and produced by Leon Luxenberg, director of sales promotion, under the supervision of W. Thomas Dawson, information services vice president of CBS Radio.

Agencies are called small businesses

The agency business is "a small-business," and mostly it's a people business, John Crichton, president of the American Association of Advertising Agencies, said in a speech prepared for delivery at the annual Chicago conference of the Associated Business Publications last Friday (Oct. 25).

He noted the average net profit of 4A member agencies amounts to 3.39% of gross income. And the median 4A agency "bills $1.5 million or less, has 25 or fewer employes, and has a gross income of $250,000 or less." The biggest expense item is people, with payroll accounting for almost 70% of costs, and entertainment "is the only item of agency cost to be reduced significantly in six years."

Entertainment amounts to about 1.7% of gross income, down 20% from six years ago and "far smaller than gossip would make you think," Mr. Crichton said. He put miscellaneous expenses, including taxes, at 17%.

He assured the business paper representatives that studies have disproved the "misimpression" that agencies can't make money from handling advertising in business papers, and offered suggestions for improving the agency-business paper relationship.

Business papers he said, "are an indispensable communications medium in our kind of society" and "an irreplaceable advertising medium as well."

William A. Marsteller, chairman of Marsteller Inc., New York, another speaker at the ABP conference, called again for improved agency-media liaison and an appreciation of both commission and fee systems of agency compensation.

Mr. Marsteller, who is also chairman of the 4A board's committee on media policy, had voiced similar suggestions two weeks ago at the 4A's regional meeting in Chicago (BROADCASTING, Oct. 21).

He repeated the charge that too many agency people are "being bred to look upon media representatives as a nuisance."

Addressing himself once more to the subject of commissions, Mr. Marsteller noted that "if a medium believes that advertising agency health is essential to the economics of its business . . . if it believes agencies perform a service in keeping with what it pays them, then there is a reason for it to allow commissions to agencies."

Metropolitan areas

A complete list of the 219 standard metropolitan statistical areas, as approved by the Bureau of the Budget, is on page 85. The table includes revisions to the 58 areas announced by the bureau two weeks ago (BROADCASTING, Oct. 21) as well as the addition of four new areas.

Agency appointments...

▪ KATU-TV Portland, Ore., has appointed Geyer, Morey, Ballard as advertising agency.

▪ Grandma's Spanish Seasoning Co., San Francisco, has appointed Resor-Anderson-Etcetera, Oakland, Calif., as its advertising-sales promotion agency. While no budget figures were given, it was indicated that radio and newspapers probably would be the primary advertising vehicles. An interim schedule of one-minute participations on the *Evangaline Baker Show* over KNBR San Francisco is now underway.

▪ Western 65 Health Insurance Association names BBDO, Los Angeles.

VOLUME 8–
"FILMS OF THE 50's"
NOW FOR TV

FORTY-TWO OF THE FINEST
FEATURE MOTION PICTURES
FROM SEVEN ARTS

The Lieutenant Wore Skirts



TOM EWELL
SHEREE NORTH
RITA MORENO

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 200 Park Avenue YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105
DALLAS: 5641 Charleston Drive ADams 9-2355
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193
LONDON W1 ENGLAND: 24 Berkeley Sq. Hyde Park 0671
Distributed outside of the United States and Canada
Cable: SEVENLON London

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)
Individual feature prices upon request.

ALL-MEDIA AUDIT LOOMS

Boggs suggests Audit Bureau of Circulations might expand into 'Advertising Audit Bureau'

Should the Audit Bureau of Circulations expand its horizon beyond its long historic role exclusively within the print media field and also provide a similar auditing function for all communication media, including radio and television?

This question was put before the Audit Bureau's membership in Chicago last week for serious consideration during the coming year. And behind the scenes at the ABC's 49th annual meeting last week it also was apparent that among "buyer" members—those representing advertisers—there is a strong feeling the answer should be "yes" and that a "broadcast division" should be established.

The question of the ABC's possible venture into auditing of other media was raised during the annual report of the retiring ABC board chairman, Robert W. Boggs of Union Carbide Corp. He suggested that an "Advertising Audit Bureau" might be able to achieve "true comparability and validity for all media" and called upon the ABC membership to consider the issues involved and make their feelings known during the next year.

Kenneth Laird, president of Tatham-Laird, Chicago, was named chairman of the ABC board Thursday (Oct. 24) to succeed Mr. Boggs. Mr. Laird's agency partner, Arthur E. Tatham, board chairman of Tatham-Laird, is chairman of the board this year of the American Association of Advertising Agencies. Tatham-Laird places more than half of its billings in the broadcast media.

The ABC membership also re-elected several incumbent board members whose terms were to expire. The ABC board totals 31, with a majority (17) coming from the advertiser and agency fields. Among those directors from the print media field are some representing interests also having broadcast properties.

Echoe Continue ▪ Retiring Chairman Boggs noted that over the years, "especially since the growth of television, there have been repeated calls for the creation of authenticated 'complete audience measurement' so that print might show its total coverage for comparison with other media." He said the ABC more recently also has been asked "to consider the measurement or validation of data regarding billboards and trade shows."

Mr. Boggs recalled the congressional probe of broadcast ratings earlier this year and observed that "on more than one occasion witnesses commented upon the differences in procedures used in the 'audited circulation' of print media versus the 'sampled exposures' of the electronic media."

He said the broadcasting industry "was importuned to take immediate steps to emulate print media's standards. There were many discussions—each concluding with 'something must be done.' In some cases it was said 'ABC should do it.'"

Moment Of Truth ▪ Mr. Boggs said he wished that he could report "at this time that ABC is ready to perform all of these services, but I cannot. I believe that the time has come when the decision must be made as to whether these should be areas of ABC service, a decision really as to the future course of ABC."

Speaking as an advertiser, Mr. Boggs said members "must decide whether you want the bureau to audit all chan-

Men aren't the only baseball fans

The results of a Trendex survey conducted for WJZ-TV Baltimore indicate that more than half of the women in one typical major-league market watch baseball, are regular viewers and are aware of the advertising message involved.

The survey, made last summer on viewing of Baltimore Orioles TV games, showed that 56% of the women who said they watch baseball had seen at least half of the televised Oriole games. The survey also showed that 39% of the female viewers watched 30 or more of the 40 baseball telecasts. This viewing pattern closely paralleled that of men surveyed by Trendex during the same period. Of the men questioned in the Baltimore area, 86% watched the Oriole games and six out of ten had seen more than half of the telecasts.

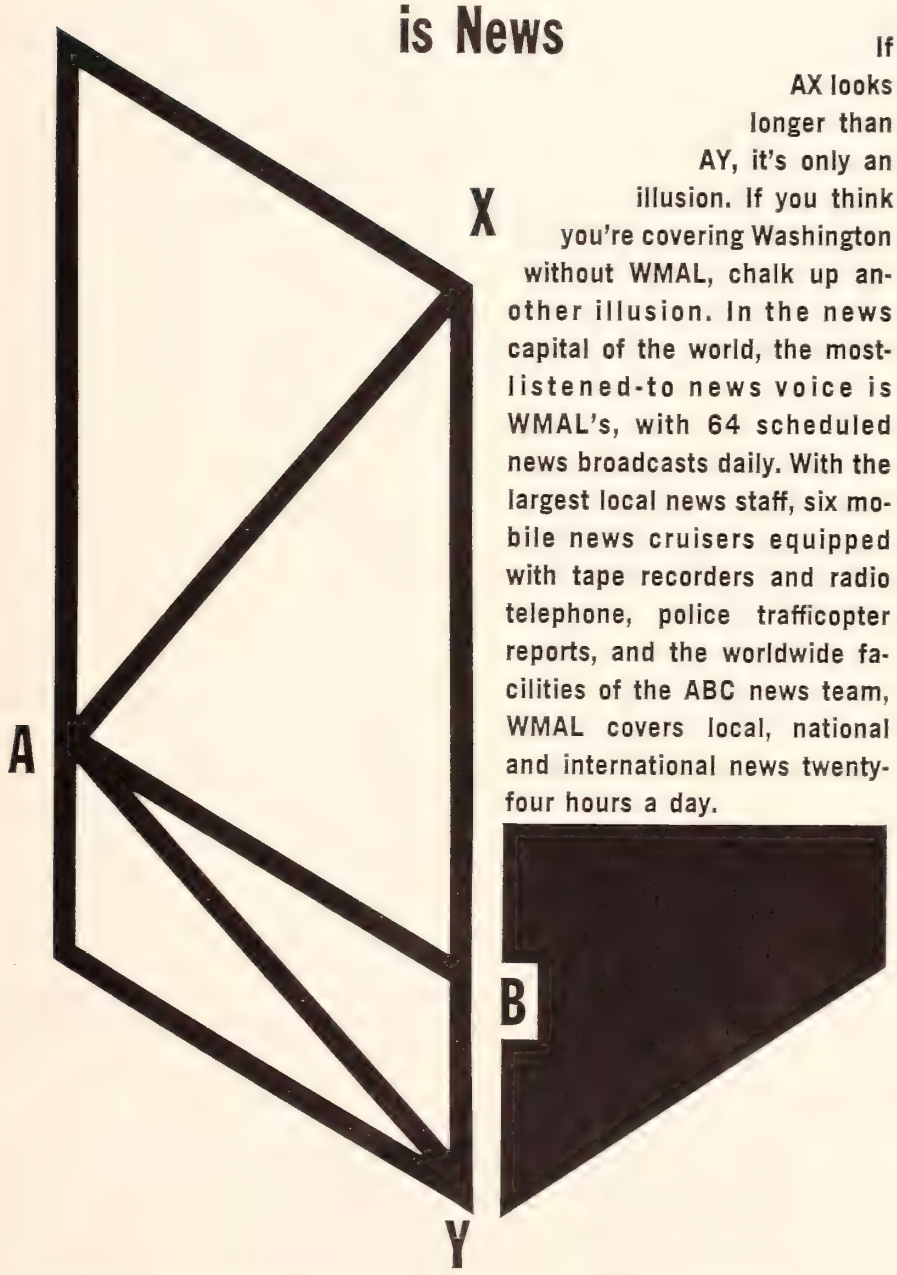


Scoring for WJZ-TV and station representative, TvAR, with three agency men is Jackie Leathers of WJZ-TV. Her presentation is on a new study detailing the number of women in the baseball viewing audience. The agency people (l to r) are Manny Klein, media director of W. B. Doner & Co., Ronald Wilner, vice president, Robert Goodman Agency, and Albert G. Salter, vice president of Doner.

Trendex asked women whether they watch baseball on TV only because other family members tune in, and 55% said they viewed the Orioles because they enjoy the games. Seventy-six percent of the women viewers correctly identified National Beer as one of the sponsors of the games.

The Trendex survey was supervised by Robert Hoffman, vice president for marketing and research for TvAR station representatives. Mr. Hoffman said last week that female baseball viewers are often considered a "secondary, captive" audience. He said, "This is a highly erroneous assumption that has kept many companies from [using] baseball sponsorship as an effective way to reach and sell men and women alike."

The shortest distance from A to B is News



If AX looks longer than AY, it's only an illusion. If you think you're covering Washington without WMAL, chalk up another illusion. In the news capital of the world, the most-listened-to news voice is WMAL's, with 64 scheduled news broadcasts daily. With the largest local news staff, six mobile news cruisers equipped with tape recorders and radio telephone, police trafficopter reports, and the worldwide facilities of the ABC news team, WMAL covers local, national and international news twenty-four hours a day.

WMAL RADIO ABC RADIO WASHINGTON, D.C.

630 KC ■ 5,000 POWERFUL WATTS ■ WASHINGTON'S BEST FULLTIME RADIO SIGNAL

Represented Nationally by McGavren-Guild Co., Inc.

The Evening Star Broadcasting Company

nels of advertising communication where such is feasible. Perhaps only in this way with an Advertising Audit Bureau can we obtain true comparability and validity for all media."

Mr. Boggs explained that it would not necessarily follow that the audit procedures for the different media would be identical. He did not believe that the ABC should become a research or survey organization, but feels "there is a basic need for validation of research 'procedures and execution' which an auditing organization such as ABC could supply."

Charles T. Lipscomb Jr., president of the Bureau of Advertising of the American Newspaper Publishers Association, in a talk "Never Underestimate the Power of Integrity," also made reference to the broadcast ratings probe in Congress.

Word To The Wise ▪ "We have been glad to hear that the broadcast industry now plans to set up a way of handling the problem of verification in the ratings business," Mr. Lipscomb said. "But this may be a good time to remind them and ourselves that ABC has always worked on the premise that verification, to be truly objective, has to be supervised by all three parties—the medium, the agency and the advertiser. It cannot be handled by the medium alone."

He felt that this "three-way relationship is one of the great strengths of the ABC which we hope our broadcasting friends will keep in mind as they get into this area." He added he felt two other ABC principles are as important as verification: full description of the methods and adequate analysis of the data.

The ABC meeting also included a panel session on progress in the use of computers by advertisers and agencies with chief points being made that these machines are but sophisticated tools which won't supplant people in decision making and will be only as good as the data put into them. Panelists included Joseph St. Georges, vice president-manager, Young & Rubicam; C. Kenneth Emery, manager of media planning and measurement, General Electric, and A. Edward Miller, publisher of *McCall's* magazine.

Broadcasters participate in quackery conference

L. H. Rogers II, president of Taft Broadcasting Co., Cincinnati, representing broadcasting, was scheduled to moderate a panel on communications media responsibilities in helping curb medical quackery at the second national congress on medical quackery held in Washington Friday and Saturday (Oct. 25-26).

The congress, co-sponsored by the American Medical Association and the Food and Drug Administration, was to examine why people are vulnerable to quacks and how their gullibility may be reduced.

Mr. Rogers, a member of the TV code board of the National Association of Broadcasters, was to explain the code group's efforts at protecting viewers and listeners from deceptive advertising in the health field.

Kenneth Ward, vice president of J. Walter Thompson Co., was to speak for advertising. Anthony J. Celebreeze, secretary of the Department of Health, Education and Welfare, was to open the conference with an AMA official. Federal Trade Commission Chairman Paul Rand Dixon also was to speak.

Old product, new medium

Bruck & Lurie Inc., advertising agency in New York, has pointed up the fact that it's never too late to turn to TV—even for a product that has been on the market for 29 years. The Thayer Laboratories Division of Revlon Inc. in New York, through B&L, this fall launched a nationwide campaign of 60-second TV spots for "Asthma Nefrin," a product that had never been heavily advertised on TV.

The first flight of the present TV drive, being carried on 50 to 60 stations in major markets, is scheduled to end before Thanksgiving, and a second flight is planned. B&L says a test campaign for Asthma Nefrin last fall showed successful sales results on the local level.

More sponsors buying whole syndicated shows

Four Star Distribution Co. pointed to evidence last week indicating there is a movement toward full sponsorship of syndicated programs. Len Firestone, vice president and general manager, reported that the spot purchase of syndicated shows still is the dominant pattern, but on the basis of buys completed on various company properties, full sponsorship appears to be gaining favor.

He cited these full-program buys: Independent Grocers' Alliance of America for *Dick Powell Theater* in Duluth, Minn., and Twin Falls, Idaho, and American Variety Stores for the same series in Fort Myers, Fla.; Zion Motors for *Detectives* in Salt Lake City; Miss Georgia Dairies for *Zane Grey Theater* in Atlanta and Macon, Ga.; Kennecott Copper for *The Law and Mr. Jones* in Tucson and Phoenix, both Arizona, and Park n' Shop Supermarkets for *Rifleman in* Charlotte, N. C.

Campbell-Ewald may buy New York agency

Campbell-Ewald Co., Detroit, which last week announced purchase of Chicago's Hill, Rogers, Mason & Scott, may soon announce acquisition of an undisclosed New York agency, it was learned Thursday.

Campbell-Ewald already has a New York office and is in 10 other cities including Chicago and Hollywood. Campbell-Ewald's total billings are near the $100 million mark. Hill, Rogers, Mason & Scott now bills about $3 million-plus, having lost the $2.5 million Kitchens of Sara Lee account to Foote, Cone & Belding earlier this year.

Hill, Rogers, Mason & Scott becomes the Chicago division of Campbell-Ewald effective Jan. 1, according to Thomas B. Adams, president of the Detroit-based agency. He also announced that Ivan Hill, president of the Chicago agency, will become a senior vice president of Campbell-Ewald in charge of the new Chicago division.

Mr. Hill's agency was established when Cunningham & Walsh closed its Chicago operation two years ago. His other original partners are no longer with the firm. Mr. Hill has specialized in food merchandising and advertising there since 1941.

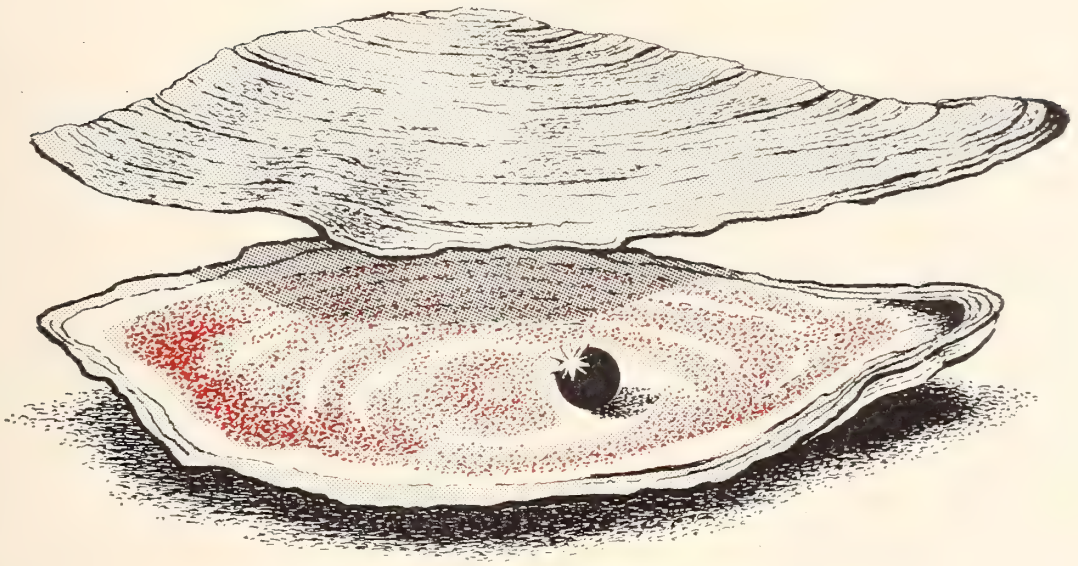
Chicago accounts involved include Beatrice Foods Co. (Meadow Gold dairy products), Universal Foods Corp., Rosarita Mexican Foods Co., Robert A. Johnston Co. (candy, cookies), College Inn Food Products Corp. and D. H. Baldwin Co. (pianos, organs), among others. Among top Campbell-Ewald accounts from a roster of 55 firms are Chevrolet, United Motors Service Division, Marathon Oil, Florists' Telegram Delivery Association, Firestone Tire and Rubber Co. and General Motors Acceptance Corp.

N.Y. demographic study completed by Nielsen

A detailed study of the New York metropolitan TV audience providing a full range of demographic data has been completed by the A. C. Nielsen Co. on commission from WNEW-TV and WOR-TV, both New York.

A Nielsen official said the company had completed a similar study two years ago but added that the present study includes "added details" on such characteristics as age, education and occupation of the head of the household, family income, presence of children, and family size for each TV station in the New York market. The special report is designed to supplement the regular instantaneous Audimeter ratings which are a regular Nielsen service.

WHAT'S IN THE MIDDLE MAKES THE BIG DIFFERENCE



..and, IN PENNSYLVANIA, IT'S

WJAC-TV

It takes the market in the middle to give you complete coverage in Pennsylvania. And WJAC-TV is the one station that serves these "millions in the middle." Here in one buy -- you reach America's 27th largest market!

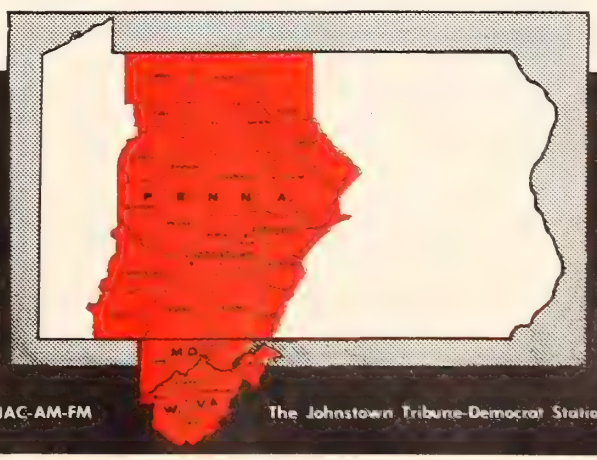
SERVING MILLIONS FROM ATOP THE ALLEGHENIES

WJAC-TV

JOHNSTOWN - CHANNEL 6

Represented Nationally by Harrington, Righter & Parsons, Inc.

Affiliated with WJAC-AM-FM



The Johnstown Tribune-Democrat Stations

Goodbye errors, hello accuracy

NEW TIME ORDER PROCESSING SYSTEM WOULD REDUCE PAPER JUNGLE

"No typewriters, no key punch machines, no carbon papers, no errors and no delays."

It is not Mecca . . . but close to it.

It is "A Standard System for Processing Television and Radio Time Orders," the product of a full year of meetings, sleepless nights and aggravation by a joint committee of 10 men representing the financial departments of major agencies and stations.

The joint committee of the Institute of Broadcasting Financial Management and The Advertising Financial Management Group, headed by Richard J. Passanant, controller, Erwin Wasey, Ruthrauff & Ryan, New York, said the system "is simple, inexpensive and provides savings for national representatives, advertising agencies and broadcast stations."

The heart of the system is a photo reproduction machine which copies the original order form made out by the station's national sales representative and adds necessary data for each party —station and agency.

Paper Free Hours ▪ Agency people who have been exposed to the system have smiled in anticipation of extra hours of paperless work. Broadcasters have shown enthusiasm, and the joint committee feels its job will be partially done once it presents it "as broadly as we can to the industry. Then it's up to the industry to use it."

However, the reps are the key to the system and their reaction is still in the embryonic stage.

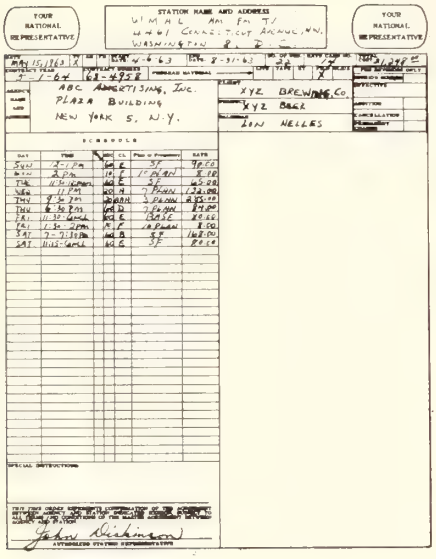
The system, which will be shown Tuesday afternoon (Oct. 29) at the IBFM's third annual meeting in New York, marks the first formal presentation before one of the parent groups.

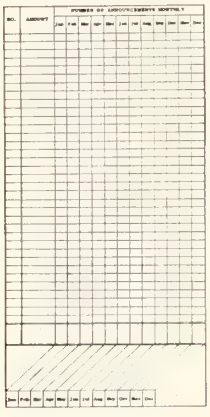
Richard S. Stakes, controller, WMAL-AM-FM-TV Washington, will present the system in an audio-slide show.

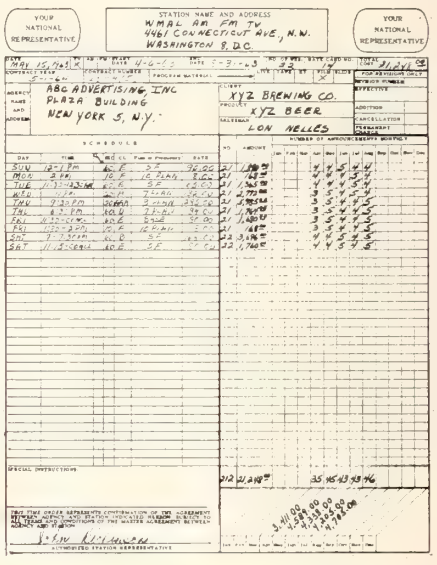
The standardization is accomplished on a whole page basis and "is wholesale reproduction of information," Mr. Stakes will say.

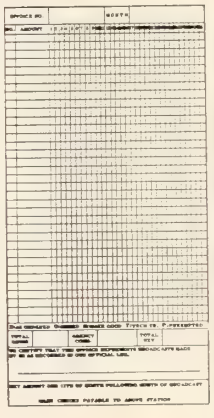
It is predicated on a master contract between station and agency "which will obviate or reduce the amount of paper work in connection with the purchase of advertising time."

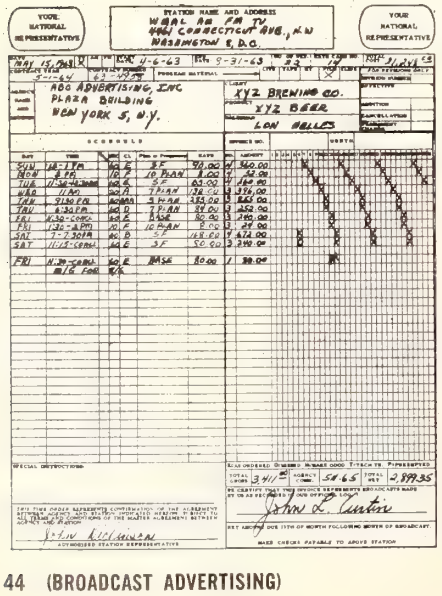
The contract would eliminate the need for signed contracts for each time sale. All standard time orders would then be subject to the master agreement and the standard American Association of Advertising Agencies terms and conditions, unless otherwise indi-











Here's how new system would work

The "Standard Time Order" form (upper left) is the key to the system. It can be printed on any erasable, reproducible, heavy tracing paper. It would be prepared by the national rep and contain all necessary information concerning the client, agency, product and schedule. It also provides for signed confirmation by an authorized station representative.

A transparent overlay (second from left) is for agency use in estimating monthly costs of the time buy. The overlay can be placed right over the agency's copy of the standard order, and the combination photocopied.

In this composite form (third from left), the agency fills in the number of announcements scheduled monthly; totals them across, multiplies by the rate and inserts the amounts.

Another transparent overlay (far right) is for station use as a monthly invoice. This overlay also can be placed on the station's copy of the time order and photocopied.

The composite result (lower left) permits the station to post daily from its log, total at month-end, photocopy and mail the invoice to the agency as its monthly bill. An authorized station executive certifies the performance by signature. It permits the station to provide a bill on a photocopy of the source document; use the original order for subsequent months' bills, and eliminates the need for typing of orders or monthly typing of invoices.

You can't appreciate the new WABC if you don't dig the new American...



Mama's a swinger. She doesn't put up preserves, she downs them. She digs the Stock Exchange and mentally made a killing last year. She's not the stock "I Remember Mama" kind of mama. We know it, and here's what we do for her:

We give her seven all-American men who know how to talk to her. Men with an upbeat sound that helps Mama beat that souffle. Mama digs world events and wants to understand them. We give her WABC news, a straight-from-the-hip look into what's happening. Mama likes theatre; we give her Allen Jefferys' exclusive reviews.

One thing shakes up this mama—not knowing when narcotics, housing or venereal disease have become community problems. So we devote hundreds of hours to tell her.

Result: Mama keeps WABC on most of the day, because we talk to *her*—not to a dated cliche.

One more important thing about this new all-American Mama: she's not set in her ways. Far from it, she's willing to try anything once—from a new dance-step... to a new food, cleaner, hair-prep, cosmetic.

Got the picture? Give her the word on...

RADIO 77 NEW YORK
WABC
AN ABC OWNED RADIO STATION

cated on the master agreement or the time order.

Reproduction ▪ The "Standard Time Order" then becomes the universal instrument. It is just reproduced by advertiser, representative and station, with each adding whatever additional material is necessary for internal use.


Mr. Stakes

It allows for agency estimates, station invoices, makeup spots, revisions—all using the basic form. Above all else, it eliminates the chance for error by continual retyping.

And the cost is "extremely modest," Mr. Stakes will tell the IBFM. "Even an elaborate machine installation costs less than $2,000."

The joint committee expects to be busy in ensuing months, explaining the system in detail; watching the contracts flow and the paper work dry up.

Other members of the joint committee, all fiscal officers, are (IBFM): Sidney Goldstein, WPEN-AM-FM Philadelphia; Roland Filiault, WWLP(TV) Springfield, Mass.; John McVeigh, WFBR Baltimore, and John Herklotz, WGN-AM-TV Chicago.

(AFMG): Bill Montuori, Young & Rubicam; John Harrison, Ogilvy, Benson & Mather; Ralph Neuman, Rockmore Advertising; and Bruce Suthergreen, Ted Bates, all New York.

Newspaper group plans media research project

Newspaper 1, the newly formed "network" of 30 metropolitan newspapers which seeks to capture a larger share of the national advertising dollar and includes "one order, one bill" among its features (BROADCASTING, June 24), announced a major $250,000 media and market research project last week. The research will include broadcast media comparisons and will endeavor to define the newspaper's "qualitative" differences among other things.

The research project, to be completed by next June 1, was announced in Chicago Wednesday by Walter C. Kurz, president of Newspaper 1, and by other officers and directors of the new organization. Mr. Kurz is vice president of the *Chicago Tribune,* one of the papers involved.

The Newspaper 1 research project will include four principal parts: the character of the medium; the character of the metropolitan market; the character of the media audience, and the character of the "metropolitans."

Mr. Kurz pointed out that fundamental changes are occurring in marketing at the point of sale and that the mounting successes of private labels are challenging brand loyalties. For this reason, he said, "the national advertiser's advantage of brand loyalty needs substantial reinforcement at the market level" and hence Newspaper 1 was formed to meet this need.

Newspaper 1's program will help all newspapers too, Mr. Kurz said. He predicted that by 1965 the program should deliver a minimum national advertising volume of $1.2 billion for all newspapers, some $400 million more than they could otherwise expect.

FC&B's Chicago office to get GE computer

Foote, Cone & Belding announced plans to acquire a General Electric 225 computer for its Chicago office. The agency is not emphasizing what possible use the equipment may have on media analysis and selection.

FC&B will lease a 225 model on a parttime basis until actual purchase of the equipment when the agency moves into its new Chicago quarters in the Equitable Life Assurance building.

Paul Gerhold, vice president of

UP PERISCOPE

JAMES GARNER

EDMOND O'BRIEN

ANDRA MARTIN

ALAN HALE

One of the big ones from

WARNER BROS. ONE

The latest and greatest selection of feature motion pictures for first-run television

FC&B, emphasized last week that the computer will be used initially only for "accounting and housekeeping functions such as payrolls and client billing.

"By early 1965," he said, "we may be ready to begin using it in areas of media selection and analysis."

FC&B has done research in the field of computerized media selection in both its New York and Chicago offices for its own purposes and for clients. However, it is still the agency's position that insufficient data and undeveloped concepts of programing data make push-button media selection a thing of the future.

The GE 225 is a medium range model which leases for $4,000-20,000 (usually about $7,000) a month and sells for $145,000-231,000 depending on peripheral equipment desired.

ARB 'Market Digest' ready

The American Research Bureau last week started distribution of its 1963 *Market Digest* of viewing and marketing information for each TV market.

The digest contains four major reference sections, providing current county TV home estimates, market and station rankings by five different criteria, individual marketing and TV circulation information and summary data on homes reached in each market.

SOME CHANGES AHEAD FOR AGENCIES

Post says big advertisers will look for bigger agencies

Some shake-ups are in store for advertising agencies as big advertisers with bulging budgets demand larger agencies with greater staff and service resources to serve them, Carl M. Post, president of Chicago's Post-Keyes-Gardner, said last week in a talk to the Agate Club there.

Mr. Post's agency apparently has seen the handwriting on the wall: it has merged with or acquired other agencies three times during its president's brief tenure and presently is working out a merger with Maxon Inc.

Presently billing $75 million and heavy in broadcast, Post-Keyes-Gardner hopes to become Chicago's first $200 million agency, Mr. Post's talk implied. He recognized, however, that Leo Burnett Co. is already nearer that mark (having about $150 million in billings) and may get there first.

In spite of the upheavals in the agency field, Mr. Post noted, agencies still neglect to spend money to study their future potential. "I have seen agencies casually recommend that their clients spend huge amounts of money in research and development," he said. "But although I have worked for three of the largest I have yet to see penny No. 1 appropriated by an agency in research to analyze its owns problems."

Commission System Doomed ▪ It must be obvious that the day of the "pressure salesman, the charming entrepreneur and the single ivory-tower copywriter is fast fading into oblivion," Mr. Post said. The 63-year-old 15% commission system "is also doomed to quick extinction," he observed. The 15% with extra fees will be the rule and not the exception, he indicated.

Fairfax Cone also "has upset almost 63 years of private ownership in the agency business" by selling one-quarter of Foote, Cone & Belding to the public for $7.5 million, Mr. Post said. He noted that the FC&B prospectus provided some "very interesting data on the economics of advertising today."

He said that "one enormous truth" disclosed in the FC&B data "is that a bigger agency is a more profitable agency, it is a more secure agency and certainly for the big advertiser it is a better agency." Mr. Post said some of his colleagues in advertising look upon bigness with grave suspicion, but "for myself I cannot help but observe that this is a big country in a big world and we are living among big events. I have



never found any merit in being second or in being smaller."

The principal perils keeping small agencies from getting bigger today, Mr. Post said, include: personal timidity or the fear of losing one's job or account; agency businessmen "with more talent for philanthropy than they have for promoting profits and advancing causes," and agency staffs "loaded down with the barnacles of old buddies and cronies and hangers-on. There is enough unproductive deadwood in the agency business today to duplicate the petrified forest."

Mr. Post didn't come right out and say so, but he left the impression his up-merging shop is out to win some of them back home.

Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager.

Charles Fuller Productions, 3015 Granada Street, Tampa, Fla.

Speed Queen Fabric Care Centers, one 60 for radio, music and lyrics. Charles Fuller, production manager. Agency: Roche, Rickerd, Henri, Hurst, Chicago. Richard S. Perry, agency producer.

Mary Carter Paints, two 60's, two 30's and two 20's for radio and TV, music and lyrics. House agency: Frank Barnes, director. Mike Harris, producer.

National Concrete Manufacturers Association, one 60 for radio, music and lyrics. Agency: Roche, Rickerd, Henri, Hurst, Chicago. Richard S. Perry, agency producer.

Fast sell out

SRO in less than 48 hours from the time it was offered for sale is the record set by "King Richard and the Crusaders," color motion picture, which KHJ-TV Los Angeles will broadcast Nov. 23 as a one-time holiday special.

The 60-second participations, priced at $1,000 each, were snapped up promptly by such advertisers as General Mills, Lever Bros., Colgate, Coca-Cola, Procter & Gamble, Philip Morris, Pillsbury, Volkswagen and Pacific Telephone & Telegraph, according to Don Balsamo, general sales manager of KHJ-TV. The one-time broadcast will also advertise Remington shavers, Buxton wallets, Pepto-Bismal, Fresh deodorant and Santa Fe cigars.

Publix Markets of Florida, eight 20s for TV (live on film), eight 30's for radio. Agency: W. M. Zemp, St. Petersburg, Fla. Bud Perfit, agency producer.

Carolina Power & Light Co., eight 60's for TV, live on tape. Agency: J. T. Howard Advertising, Raleigh, N. C., Michael J. Silver, account executive and agency producer.

Raymond Scott Enterprises Inc., 140 West 57th Street, New York 19.

Dannon Milk Products (Bokoo) two 60's for radio, musical. Charles Barclay, production manager. Agency: Zlowe Co., New York. Milton Sutton, account executive. Yvonne Kosover, agency producer.

Snazelle Productions Inc., 155 Fell Street, San Francisco.

Hexol Inc., (germicide), two 10's for TV. Agency: L. C. Cole.

WGN Mid-America Videotape Productions, 2501 West Bradley Place, Chicago 18.

Johnston's (pie crust), one 8 for TV, live on tape. Bill Lotzer, director. Agency: Hill, Rogers, Mason & Scott, Chicago. Katherine Darrell, agency producer.

Carson, Pirie Scott & Co. (department store), two 20's and two 10's for TV, live on tape. Dale Juhlin, director. Agency: Grant, Schwenk & Baker Inc., Chicago. Tom Elvidge, agency producer.

Rep appointments . .

- WHIY Orlando, Fla.: Jack Masla & Co. named national representative.
- WGAN Portland, Me.: Mort Bassett & Co., named representative, effective Nov. 1.

Business briefly . . .

Kitchens of Sara Lee, through Foote, Cone & Belding, will participate in NBC-TV's *The Eleventh Hour* from January through April and in *The Jack Paar Show,* also NBC-TV, April through June.

Campbell Soup Company, Camden, N. J. through Leo Burnett, Chicago, will be participating sponsor through July in CBS-TV's *Lassie* and ABC-TV's *Donna Reed Show* advertising its Swanson frozen products. Campbell will also carry daytime schedules in ABC-TV shows, *The Price Is Right, Seven Keys, Tennessee Ernie Ford Show, Father Knows Best, General Hospital, Day in Court, Queen for a Day, Who Do You Trust* and *Trail Master;* CBS-TV shows, *To Tell the Truth, Secret Storm* and *The 12:25 News,* and NBC-TV's *Say When, Word for Word, Your First Impression, You Don't Say, Match Game* and *Make Room for Daddy.* In addition Campbell has a spot campaign planned for TV and radio in "major markets across the country."

PROGRAMING

ROUND WON IN MUSIC FIGHT

Supreme Court tells appeals court to hear TV's case for at-the-source ASCAP clearance

The television industry's campaign to secure licensing at the production source from ASCAP got out of the legal thickets last week when the Supreme Court of the United States told the Second Circuit Court of Appeals to consider the All-Industry Television Stations Music License Committee's appeal on its merits.

The circuit court last May had refused to hear the industry's appeal from a ruling dismissing the suit by federal District Judge Sylvester J. Ryan on the ground that the committee had submitted a direct appeal to the Supreme Court. This was filed under an expediting rule of the Supreme Court which permits antitrust appeals to be filed directly.

The Supreme Court earlier this year dismissed the appeal for want of jurisdiction. Last week it explained that the expediting rule under which the appeal was made related only to suits in which the U. S. government is a party. Therefore, the court said in an unsigned opinion last week, the court of appeals should hear the case.

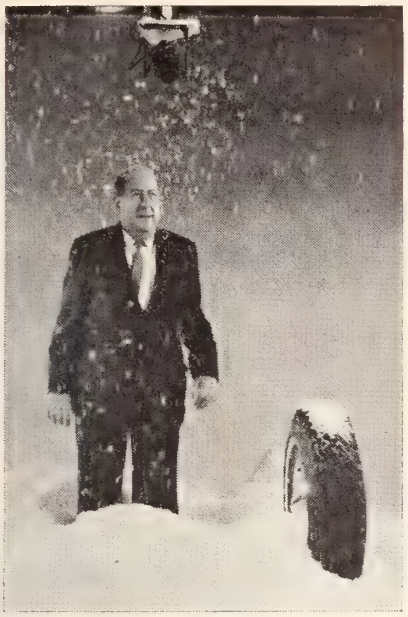
Judge Ryan in September 1962 had refused the industry committee's plea to force ASCAP to issue at-the-source licenses for film and syndicated programs on the ground he couldn't change the consent decree under which ASCAP operates.

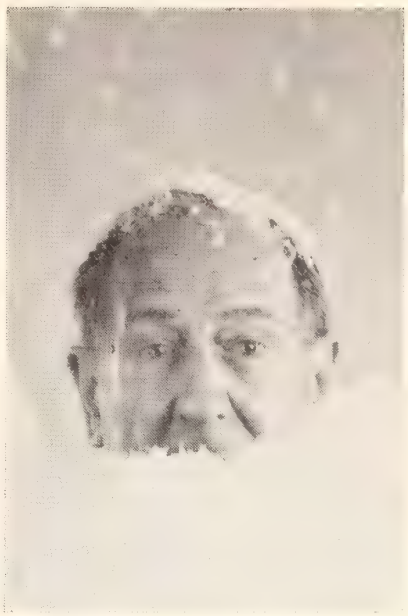
In light of the Supreme Court ruling last week, the circuit court will now hear the appeal from Judge Ryan's decision unless the Supreme Court should reverse its opinion. ASCAP has 25 days to ask for reconsideration. No decision has yet been made on this, ASCAP lawyers said last week.

If the appeals court rules that Judge Ryan has the authority to require ASCAP to license at the source, it would send the case back to the district court for a decision whether this should be done.

Shea Delighted ▪ Hamilton Shea, WSVA-TV Harrisonburg, Va., chairman of the All-Industry Committee, said last week after the Supreme Court ruling:

"We are delighted that we will now have a chance to have our appeals from







Sarra brings first blizzard to sweltering New York

It was 80 degrees in New York Oct. 7. But in the new East 5th Street studio of Sarra Inc., it was snowing all over actor Paul Ford and a General Silent Safety snow tire.

The theme of the one-minute spot being filmed: "Those big snow storms can sneak right up on you."

The storyboard of General's agency, D'Arcy Advertising, called for Mr. Ford to be gradually buried under a simulated snowfall. More than 1,000 pounds of a new shaved white, plastic material were used for the burial.

With Mr. Ford starring in a Broadway show, the shooting schedule was limited from noon to 5 p.m. A week before shooting, the set had been constructed and cameras were ready for action.

The snowfall was prefabricated in sections and after the shot of Mr. Ford covered to his ankles another pile was added—enough to cover his knees.

Then more snow was rolled in, covering his waist, then shoulders and finally it was deep enough so that only his eyes peek over the top as the actor advises motorists to get snow tires. A General Silent Safety then makes a solo appearance.

To simulate the actual fall, two large circular drums filled with the plastic substance were mounted 15 feet overhead. Stagehands pulled on ropes hanging from the drums causing them to rotate and letting the snow "fall."

The commercial, which was filmed in one take, will run in more than 50 major markets beginning Monday (Oct. 28).

Agency executives on the spot: Bill Cassidy, producer, and Noel Holland, writer. For Sarra: Lee Goodman, vice president in charge of production, and Randy Monk, set designer.

the ruling of the U. S. district court heard on the merits of the case. We feel that our request for a music license which would result in competitive clearance at the source is fair to all concerned and is available to us under the ASCAP consent decree. We look forward confidently to the chance to prove this in the circuit court of appeals.

"The All-Industry Committee feels sure that the more than 370 TV stations it represents are renewed in their determination to take every step possible to bring their payments for the music they use to an equitable and sensible basis."

The New York law firm of Donovan, Leisure, Newton & Irvine is counsel to the industry committee.

ASCAP licenses expired at the end of 1961, but they have been continued in force. Any new contract will be effective as of Jan. 1, 1962.

AXE MAY BE FALLING ON 'GLYNIS'

'Redigo' to join 'Empire' on that big screen in the sky

The first pinpointing of likely casualties among new network TV shows in the five-to-six week old 1963-64 season was being reported last week.

The shows most prominently mentioned to be in trouble have scored low in the first blush of audience ratings, in the critics' columns and among network program buyers at the agencies (BROADCASTING, Oct. 14).

Glynis, a half-hour comedy series about a husband-and-wife team involved in crime-fighting, appeared to be the program series most likely to miss the mark at CBS. The network has ordered a hold on further production after the first 13 films in the series, and a decision on the series' future is expected perhaps this week. *Glynis* is in the Wednesday, 8:30-9 p.m. period.

It was said that the future of the *Glynis* series, produced by Desilu Studios, also might well hinge on the strength of early production of a newly projected show by Alan Funt, who produces *Candid Camera* for CBS-TV on Sunday nights. The new Funt show involves a reverse twist of the latter series. In the new series, people know in advance they are being filmed for TV.

CBS's executives in New York last week were engaged in talks with Judy Garland on the future of her new Sunday night show (9-10). CBS spokesmen said there seemed little doubt that Miss Garland's series will continue (several shows are on tape). Current conferences appeared to be part of a

TvQ's Top 10 for October, by age

Rank	Program	Total Audience TvQ*	Age Groups 6-11 TvQ*	12-17 TvQ*	18-34 TvQ*	35-49 TvQ*	50 + TvQ*
1.	Bonanza (NBC)	54	60	60	46	51	59
2.	Beverly Hillbillies (CBS)	53	88	61	44	43	48
3.	Red Skelton (CBS)	45	75	52	41	38	41
4.	Sat. Night Movies (NBC)	44	53	51	47	38	37
5.	Disney World of Color (NBC)	43	68	47	35	38	39
6.	Combat (ABC)	41	57	52	34	40	31
6.	Outer Limits (ABC)	41	62	72	33	25	18
8.	Dick Van Dyke Show (CBS)	40	65	52	40	33	29
8.	Dr. Kildare (NBC)	40	56	47	36	31	40
8.	Gunsmoke (CBS)	40	53	35	33	36	47

*Percentage of those who are familiar with program and say it is one of their favorites.
Copyright Home Testing Institute Inc., 1963.

One of this season's new TV programs, *Outer Limits,* made TvQ's Top 10 for the 10-day period that started Sept. 27 (see above). The scoring covered the relatively early days of the new season, including the opening broadcasts of most, but not quite all, of the season's new shows. Four other newcomers made the Top 20: *Burke's Law* (ABC), *The Lieutenant* (NBC), *My Favorite Martian* (CBS) and *Redigo* (NBC) tied with a number of continuing series for 15th spot. The new season's first casualty, ABC's *100 Grand,* received what TvQ authorities said was one of the lowest TvQ scores in memory: a 6, compared to an average of 28 for all nighttime network television programs.

move to iron out production and presentation difficulties.

'Redigo's' Demise ▪ At NBC, *Redigo,* a half-hour modern-western adventure, reportedly will be canceled on Dec. 31 to be replaced at Tuesday, 8:30-9 p.m. by a nighttime version of NBC's daytime *You Don't Say,* a game show.

Redigo, which is a half-hour successor to last year's one-hour *Empire* series, is going off by mutual agreement of its star, Richard Egan, its producer, Screen Gems, and the network.

NBC also is said to have *Harry's Girls,* an MGM-TV production on Friday, 9-9:30 p.m. in the grey area. This program series, however, is a Colgate-Palmolive program. At least at this stage, the advertiser has not indicated it is prepared to shelve the program and might well take steps to attempt modifications in the hope of increasing audience interest.

ABC's first casualty came only a few weeks after the start of the season when it dropped *100 Grand,* a big-money quiz show placed in the Sunday, 10-10:30 p.m. slot, and put on *Laughs for Sale,* a taped comedy panel series (BROADCASTING, Oct. 14). The second show of *Laughs for Sale* was scheduled Sunday (Oct. 27).

Missouri clergyman endorses fairness

The FCC's July 26 statement on the fairness doctrine—which has come under sharp attack from broadcasters and congressmen—has won the endorsement of the Missouri Council of Churches.

Stanley L. Stuber DD, executive director of the council, has written radio and TV program directors throughout the nation, hailing the FCC statement that licensees must send the text of broadcasts to persons attacked with a specific offer of time for an adequate response.

Dr. Stuber said that "certain so-called 'religious broadcasters' (and certain 'commentators') have had a wide-open field for personal accusations over radio and TV. . . . It is about time to challenge this kind of irresponsible broadcasting. . . . Those under attack also have rights under the Constitution."

The memo, however, has drawn criticism of some Missouri broadcasters concerned about the commission's position that licensees may sometimes be obliged to make free time available for replies to controversial statements broadcast on sponsored programs.

Luther W. Martin, general manager of KTTR Rolla, in reply to the memo, said the Missouri Council of Churches is playing "into the hands" of those who would suppress views not in accord with those of the national administration.

He said station licensees, rather than subjecting themselves to "political sniping," will reduce or eliminate controversial programing to avoid the cost of providing time for the airing of one or two other points of view. He said this would impair the constitutional guarantees of free speech and religion.

Tom Elkins, president and general manager of KKJO St. Joseph, said "No one has bothered to consider the 'right' of the broadcaster," whose station represents "a considerable investment." He said he feels broadcasters should be permitted to sell their facilities "to whoever finds their use desirable."

But, he added, "We can't sell our facilities to one side of a controversial issue, and then give it to the other side. Certainly, that would be grossly unfair."

Writers guild used wrong word in contract

The dispute between the Writers Guild of America and the Alliance of Television Film Producers over the wording of a section of the agreement on writers' royalty payments for TV filmed programs has been taken to court by WGA. A suit filed in the Superior Court of Los Angeles against the alliance and 13 member companies seeks to change the word "recommend" to "determined" in the clause, a change which ATFP is opposing.

The 1960 agreement (BROADCASTING, June 27, 1960) called for a fact-finding commission to determine royalty payments based on writers' residuals for the previous five years, with 4% of worldwide gross as a minimum. A supplementary agreement, covering payments to writers of pilots from their own original stories who receive "separated rights" royalties for succeeding episodes in the series written by other writers, called for "recommended" rather than "determined" royalty percentages. The findings of the computations on previous payments produced a 3.12% figure, which the ATFP maintains is all it is required to pay for "separated rights" under the agreement, while the WGA is asking for the right to collect the full 4%, as it does with the regular writers' royalties.

"Actually, there are very few cases of 'separated rights' so our stand is a matter of principle rather than a fight over money," Richard Jencks, ATFP president, said. "We maintain that the agreement means what it says. The guild is arguing that the wording does not express what they meant and was a mistake which they are now asking the court to rectify."

Douglas show syndicated

WBC Program Sales Inc. has placed *The Mike Douglas Show,* a 90-minute daytime, Monday-through-Friday variety program, into syndication, and has sold it to KCTO(TV) Denver, WGR-TV Buffalo and WISN-TV Milwaukee for showing, starting today (Oct. 28). The program has been carried on the five stations owned by the Westinghouse Broadcasting Co. It originates from KYW-TV Cleveland, a Westinghouse station, and is taped for release to other stations.



He likes 'easterns'

He may like Shakespearian drama, too. The point is, people's tastes vary tremendously. Some love Dr. Kildare and Bonanza. Others crave press conferences or local news. Still others prefer cartoons. So it's important for a television station to have as many different types of programs as there are viewers. WFGA-TV not only has 'em, but a great proportion of them are in color. Nobody else in Jacksonville can make that statement. So it's simple. We have what Jacksonville wants to watch. Ask our advertisers. Their success is ample proof of it.

Jacksonville's FULL COLOR Station

WFGA-TV

IN FLORIDA

WOMETCO ENTERPRISES INC.

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WTVJ
WLOS-TV
KVOS-TV
WFGA-TV (Affiliate)

Everyone dipped into Baird's banks

BROADCASTERS WERE CLIENTS OF TAX-DEDUCTIBLE FOUNDATIONS

A veteran pay TV promoter, some producers and distributors of television and theater films and a few radio and television station owners were shown in a House of Representatives study released last week to have borrowed heavily from three tax-exempt foundations set up by a New York financier whose transactions have been under subcommittee scrutiny for more than a year.

In many cases, the subcommittee charges in a lengthy, detailed report, the debtors paid back their loans by making tax-deductible, "charitable" donations to the foundations.

Representative Wright Patman (D-Tex.), chairman of the House Small Business foundations subcommittee and scourge of foundation-controlled enterprises since the early 1930's, blames the Treasury Department and the Internal Revenue Service for permitting this type of tax-free business to go on unchecked. Accusing the government agencies of "apathy . . . nonfeasance" and failure to perform audits of foundation tax returns, Representative Patman points to the activity of six foundations given special attention in his subcommittee report.

"Their tax-free business transactions include operations as: securities dealers . . . business brokers, finders of credit . . . lending services . . . [and] trading in mortgages," Representative Patman says. This activity is not confined to the six foundations, he says; they are typical of similar activity "on a substantial scale."

Directed by H. A. Olsher, the study has been underway since last year and with the release of this second installment of a planned three-part report, is heading toward public hearings, probably this spring, subcommittee sources said last week. The 406-page section just released, although documented with pages of business correspondence among the foundations and their "debtors" and "contributors" between 1951-1962, in many cases makes no effort to explain the dealings. It is expected that some of the mystery would be dispelled once some of the principals are called for sworn testimony.

A wide range of business transactions in the entertainment field, real estate, banking and stocks is covered in this installment, but most of the fire is turned on three foundations controlled by David G. Baird of Montclair, N. J., head of Baird & Co., a stock brokerage firm that is a member of the New York Stock Exchange. In the past three decades he set up the David, Josephine and Winfield Baird Foundation, the Winfield Baird Foundation and the Lansing Foundation. The three had total assets of $28 million at the end of 1960, Mr. Baird reported to the subcommittee.

The type of control Mr. Baird exercises over his foundations "affords boundless opportunities for lavishing favors upon business associates and friends," Representative Patman charges. In a list of "unusual operations" of the Baird foundations, he cites "usurious interest rates . . . 'contributions' for services rendered . . . huge accumulations of income [and] loans without adequate security."

Baird As 'Angel' ▪ The Baird foundations "have never received a screen credit, but they have played top financial roles in numerous movie and television deals, involving millions of dollars," and have held mortages "on a not-inconsiderable number of films," the report says.

A spokesman for the Baird foundations said that by the end of this year they will have given a total of more than $36 million to over 2,000 charities since the first one was formed in 1936. This has been for the benefit of the charities, not for Mr. Baird personally, the spokesman said, and Baird & Co. has donated back to the charities far more than it ever took from them.

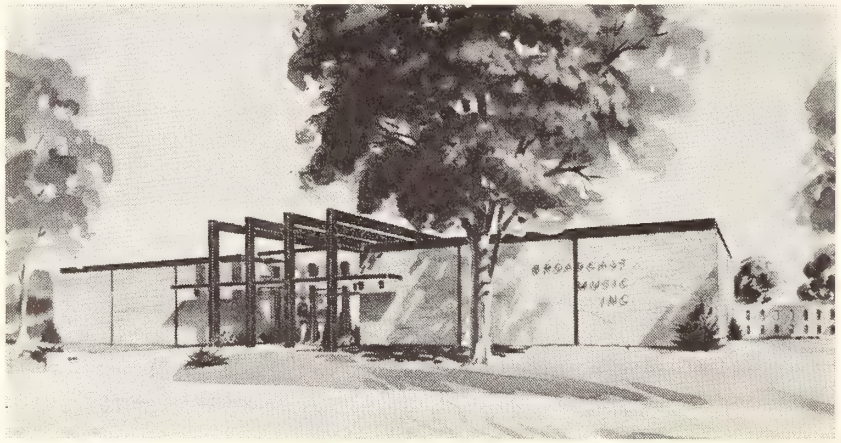
The Lansing Foundation was said to have been inactive since 1954, and the other two are to be dissolved by 1965.

In a partial list of Baird foundation dealings in the "movie-television industry," these names came up:

▪ Matthew Fox, former president of many companies in motion picture distribution and pay TV, including Skiatron TV Corp., is an organizer and original stockholder in Subscription Television Inc., a new pay TV venture hoping to raise $23 million to send programs by wire into Los Angeles and San Francisco TV homes (BROADCASTING, Aug. 26, et seq).

▪ C & C Super Corp., an organization which during the early development of television, was active in the bartering of programs for credits in time that it sold to advertisers. The firm was listed as in debt to the Winfield Baird Foundation for $1 million at the end of 1955. Mr. Fox also was involved with this company at one time.

▪ Louis Chesler, Eliot Hyman and the late David B. Stillman, executives in Seven Arts Productions Ltd., and its distributing subsidiary, Seven Arts Associated Corp., have dealt with Baird foundations in sums ranging into mil-



BMI getting own Nashville building

Ground-breaking ceremonies are scheduled Nov. 1 in Nashville for a new Broadcast Music Inc. building, that will have more than 4,500 square feet of office space. Dignitaries slated to attend the ground-breaking include Tennessee Governor Frank Clement, Nashville Mayor Beverly Briley, Country Music Association President Gene Autry and BMI President Carl Haverlin.

The performing rights organization has main offices in New York. The Nashville office was opened six years ago and is now located in the Life and Casualty Tower. The new $150,000 building will be at 16th Avenue and Sigler Street.

lions of dollars, the report shows.

▪ Spyros Skouras, board chairman of Twentieth Century Fox, Walt Disney of his own company, Nicholas Reisini of Cinerama Inc. and Serge Semenenko, film financier, were shown to have had extensive dealings with Baird foundations.

And there are some broadcasters:

▪ Stanley Warner Corp., licensee of WAST(TV) Schenectady, N. Y., had transactions running into hundreds of thousands of dollars with the Lansing Foundation and Winfield Baird Foundation.

▪ Joseph Harris, a New York insurance man who owns half of KELP-AM-TV El Paso, Tex., also owned Essex Universal Corp., a film distributor, and dealt with the Baird foundations to the extent of several hundred thousand dollars.

▪ Mr. Baird himself is shown by FCC records to have been an investor in only one broadcasting property. His one recorded venture was a three-month holding of 49 of 100 common voting shares of KFWB-FM Los Angeles. The other 51 shares were held by Harry Maizlish, who also was slowly acquiring control of KFWB at the time. Mr. Baird got out of the FM in 1952.

Labor Dept. film ruling no help behind Curtain

The Committee to Promote American-Made Motion Pictures last week attacked a Labor Department effort to curb "runaway" film production. A committee spokesman said that Iron Curtain countries, which are becoming the major "offenders" as hosts to American film companies abroad, are not signatories to an international code that Labor said would be enforced to meet the runaway problem (BROADCASTING, Oct. 21).

The committee has warned of growing interest by the television networks in overseas productions.

Film sales . . .

Churchill, The Man (Seven Arts): Sold to WVEC-TV Hampton-Norfolk, Va.; KGMB-TV Honolulu; WROC-TV Rochester, N. Y.; KWTV(TV) Oklahoma City and KCBA-TV Sacramento, Calif; KMJ-TV Fresno, Calif.; KOGO-TV San Diego; KREM-TV Spokane, Wash.; WKYT (TV) Lexington, Ky.; KID-TV Idaho Falls, Idaho; KLAS-TV Las Vegas; KVIQ-TV Eureka, Calif., and KBOI-TV Boise, Idaho. Now sold in 33 markets.

30/63 post-48 features (MGM-TV): Sold to WHIO-TV Dayton, Ohio; KETV (TV) Omaha, and WGHP-TV Greensboro, N. C.



Hollywood starts its museum construction

An all-star cast was center stage Sunday, Oct. 20 for the ground breaking ceremony for the $14 million Hollywood Museum.

The museum will be a repository for historic relics of four communications arts: motion pictures, radio, television and recording.

Ricky Powell, 11-year-old son of the late producer-actor Dick Powell, wielded a silver shovel to complete the ceremony.

Representing motion pictures at the event: Mary Pickford, Walt Disney, Gregory Peck, Jack Warner and Gloria Swanson.

For radio: Charles Correll (Andy of Amos 'n' Andy) and Gene Autry, along with the recorded voices of Marconi, Jones and Hare, Jack Benny and the sounds from Fibber McGee's closet.

For TV: Jack Webb.

For recordings: Lionel Hampton.

Watching the ground breaking (l to r): Jack Wrather, Mervin LeRoy and A. E. Englund, museum directors; Los Angeles County Supervisor Ernest E. Debs, who obtained a $6.5 million grant from the county to purchase the location for the museum; Rosalind Russell, MC for the ground breaking, and Sol Lesser, Hollywood Museum president.

Cains Hundred (MGM-TV): Sold to XETV(TV) San Diego-Tijuana, Mex., and WTVW(TV) Evansville, Ind.

Asphalt Jungle (MGM-TV): Sold to XETV(TV) San Diego-Tijuana, Mex., and WTVW(TV) Evansville, Ind.

Christmas in the Holy Land (MGM-TV): Sold to KRTV(TV) Great Falls, Mont. and KBAK-TV Bakersfield, Calif.

Cavalcade of the 60's Group I (Allied Artists): Sold to WFIL-TV Philadelphia; KCTO-TV Denver; WNHC-TV New Haven-Hartford, Conn.; KTHV (TV) Little Rock, Ark.; WTEN(TV) Albany; WFBG-TV Altoona-Johnstown, Pa.; KNTV(TV) San Jose, Calif.; KAKE-TV Wichita, Kan.; WNBF-TV Binghamton, N. Y.; KOIN-TV Portland, Ore.; KFRE-TV Fresno, Calif.; KKTV(TV) Colorado Springs; KWTV(TV) Oklahoma City; WLYH-TV Lebanon-Lancaster, Pa.; KCHV-TV San Bernardino, Calif.; WKNX-TV Saginaw, Mich. and KEND-TV Fargo, N. D.

IT MIGHT HURT MOTEL GATE

NFL to retain right to show football games on theater TV when home city is blacked out

Broadcasting officials did not appear upset last week by the prospect that, after this year, National Football League games may be shown on theater television in cities where home games are blacked out from the network coverage.

NFL authorities plan to retain this right when they award the broadcast TV rights to next year's games. They pointed out that a similar reservation was inserted in their contract with NBC-TV for this year's NFL playoff games, but insisted that they didn't know whether they would exercise the theater-TV rights either on this year's playoff or next year's regular season games.

"We just want to retain the right, in case we ever do want to put the games in theaters in the blacked-out home cities," an NFL spokesman said.

There was no indication at CBS-TV or NBC-TV that such a reservation would inhibit their bidding for regular-season rights. CBS-TV has the rights this year without the theater-TV reservation, but it bid for the playoff contract with the reservation included.

ABC-TV, which carries American Football League games under a contract that runs through next season, is not expected to bid for NFL games next year.

Annex To Stadium ▪ TV authorities seemed agreed that putting the NFL games on theater television in blacked-out cities would not hurt the size of the free-TV audience for the games. One expert likened it to a club's "building an annex to the stadium, after all the existing seats have been sold out."

The league presumably would not allow theater telecasting of games even in the blacked-out cities unless the games were sold out at the gate, since gate protection is the purpose of the blackouts.

Blacking out the home cities has been a consistent NFL policy. Among the most enthusiastic fans another consistent policy has developed — when their teams are playing at home, many of them travel to motels and hotels (or friends' homes) along the fringe of the blackout area and watch the game on stations that are not blacked out.

This sort of enthusiasm was believed to have sharpened the NFL's interest in theater TV as an adjunct to free TV. To that extent, theater TV might diminish both the broadcast audience and the motel-hotel business.

Dissent from Congress

Reaction from Capitol Hill to the FCC's Omaha report (see story page 31) was slow in coming Thursday (Oct. 24). The chairmen of both the Senate and House commerce committees and of their communications subcommittees were out of town.



Mr. Cunningham

But Omaha's congressman, Representative Glenn Cunningham (R-Neb.), although he hadn't had a chance to read the entire 66-page report, examined the FCC's own 10-page summary and said that as far as he was concerned, "the whole thing [the hearing] was mostly a waste of money and talent."

If it were FCC Chairman E. William Henry's intention "to suggest that the FCC has control over program content," Representative Cunningham continued, "then he has in my opinion badly misread the intent of Congress in this regard."

"Perhaps Chairman Henry found out something in an educational way about the television industry which will be helpful to him, but I don't think it had any other beneficial results." Omaha's television stations "are among the best in the Middle West," the congressman noted, "but he could have found that out by writing a few letters from his Washington office."

UA-TV film package now on 125 stations

The sale of the United Artists "Showcase for the 60's" package of 33 feature films in 25 additional markets raises the total number of markets carrying these features to 125, Erwin H. Ezzes, executive vice president of United Artists Television, announced last week.

The station purchasers include WDAU-TV Scranton, Pa.; KMSP-TV Minneapolis; CKLW-TV Windsor—Detroit; KCMT(TV) Alexandria, Minn.; WJHL-TV Johnson City, Tenn.; KTVE(TV) El Dorado, Ark.; WTOC-TV Savannah, Ga.; WBIR-TV Knoxville, Tenn.; WDBJ-TV Roanoke, Va.; KPRC-TV Houston; KBTV(TV) Denver; KCRA-TV Sacramento, Calif.; KDAL-TV Duluth, Minn.; WJRT(TV) Flint, Mich.; WTOP-TV Washington; WILX-TV Lansing, Mich. and WJXT(TV) Jacksonville, Fla.

UA-TV is preparing a new package of features, made up largely of post-57 motion pictures, and will place them in syndication in about two weeks, Mr. Ezzes reported.

Westinghouse plans public service parley

Some 400 TV and radio program managers are expected to join executives from a wide range of fields at the Westinghouse Broadcasting conference on local public service programing, which opens Nov. 11 in Cleveland. Other broadcasters attending the four-day conference will include representatives of about 300 stations as well as radio and TV network personnel.

A first day highlight will be a panel discussion on the "Problems of the Creative Person and Communications." The panel will include entertainment personalities Steve Allen, Marc Connelly and Dick Gregory; Michael Dann, CBS-TV vice president in charge of programing; the radio-TV editor of the *Saturday Review*, Robert Lewis Shayon, and Dr. Henry Lee Smith, professor of linguistics at the University of New York at Buffalo.

In Texas it's judges who say yes or no

In Texas it's legal now for a broadcaster to cover a court trial, if the judge approves.

This authority, used by Texas judges for many years notwithstanding the American Bar Association's Canon 35, has been made official in the Canon of Ethics of the State Bar of Texas.

Under its judicial section, a Canon 28 has been promulgated which gives to judges of the state the right to approve the presence of television camras, microphones, tape recorders and newspaper photographers covering proceedings going on in the courtroom. The canon was approved by a large majority of the judicial section at the state bar convention in Austin last month. The judicial section comprises the judges of the state.

The key feature of the canon is centered on the right of the trial judge to determine what coverage shall be permitted in his courtroom, with the following exceptions:

▪ Artificial lighting is absolutely prohibited.

▪ If a witness objects to having his picture taken or his testimony recorded



Record-Breaking Research By X-15

COMMUNICATION BY COLLINS

No other research plane in aviation history can match the record of NASA's X-15. It carried the world's first winged astronaut into space. Biomedical data from X-15 flights helped determine procedures for Project Mercury. To help bring back this new knowledge, pilots of the X-15 depend upon a communication/navigation package by Collins Radio Company. This equipment has proved highly reliable over a four-year period including approximately 100 X-15 flights. □ While our broadcast equipment is not designed to operate in the hostile environment of X-15 radios, they both have one thing in common: uncompromising quality. The same high order of engineering skills, careful manufacture and strict adherence to Collins quality control standards prevail. Only the best will do, whether it's an X-15 pilot's report or your day-by-day programming. For more information about quality broadcast equipment, call your Collins broadcast sales engineer.

COLLINS RADIO COMPANY
Cedar Rapids • Dallas • Los Angeles
• New York • International, Dallas

COLLINS

or broadcast, the judge shall prohibit that portion of the trial.

▪ After the judge has ruled against coverage, newsmen may attempt to persuade the judge to reconsider his ruling.

▪ Newsmen may be cited for contempt of court if they attempt to bring pressure on a judge to reverse his ban on coverage; if they attempt to cover a witness whose objections have been sustained by the judge, or if they attempt to cover a proceeding which the presiding judge has prohibited them from covering.

Texas is one of two states that have declined to follow the strictures of Canon 35. Colorado is the other. Both have permitted presiding judges to rule on requests to broadcast trials.

Canon 35, adopted by the ABA in 1937, was reaffirmed with some slight revisions earlier this year at the bar association's New Orleans meeting (BROADCASTING, Feb. 11). It prohibits the taking of photographs in courtrooms during a trial, encompassing also TV coverage and radio broadcasts, live or delayed.

Strict formats make radio inflexible

Radio programers were warned last week that emphasis on consistency in a format may lead to inflexibility and finally to a stifling of radio's entertainment value.

Joe Somerset, vice president and programing director, Capital Cities Broadcasting, speaking at a seminar in New York, explained he was not attacking "top 40" radio or the concept of consistency of format but he said "too many broadcasters have reduced their operation to an inflexible formula."

An agency approach to radio was also presented at the seminar; a plea by Frank Gay, associate media director, D'Arcy Advertising, for more standardized data about the medium for timebuyers.

Mr. Somerset acknowledged that "it is only in a few remaining pockets of reaction that we find any arguments against consistency in radio format." However he averred that programers have "compounded radio's most serious problem — overpopulation — by duplicating formats.

"There's a great difference between format and formula." he said, and added that "nothing is so sure to stifle entertainment as predictability. What we call 'music and news radio' is becoming predictable."

Mr. Somerset was one of five panelists who spoke at the radio seminar, sponsored by Mark Century Corp., syndicator of the *Radio a la Carte* programing service.

Public Service ▪ Irv Lichtenstein, vice president for programing, WWDC Washington, addressing the session on the place of community responsibility in a station's format, said "public service is not the throw-away portion of broadcasting to satisfy" the FCC.

"It can be tailored to fit a station's image; it cannot be noble and insultingly unctuous."

Mr. Gay, told the seminar that timebuyers generally do not have enough standardized data to work with in placing advertising. He said station rate cards are too often inadequate, and that audience measurement systems tend to be contradictory and confusing. He also noted that the heavy use of TV in advertising has brought about a defeatist attitude in many areas of radio —especially sales. Mr. Gay called for an industry effort to educate advertisers in the benefits of radio as a selling medium.

Another panel member, Robert E. Eastman, president of a radio representative firm bearing his name, said improved relations between stations and reps can enable a station manager to get up to 100% more business out of his representative firm's sales force.

Cops stop TV 'Game'

A program titled "The Name of the Game" and intended for use on the *Kraft Suspense Theatre* series on NBC-TV may be in for some drastic script changes. Set in a casino in Las Vegas, the show calls for the use of a battery of slot machines as props, but as a truckload of 19 of the one-armed bandits was en route to Revue Studios on Wednesday (Oct. 23) the Los Angeles county sheriff's vice squad halted the truck and removed 13 of the machines as being in good operating condition and therefore contraband.

The other six were inoperable, as studio props usually are, and so are legal and were not confiscated.

New Seven Arts film package

Seven Arts Associated Corp. last week began distribution of Volume 8 of its "Films of the 50's" features.

Among the 42 titles in the Volume 8 package: "That Wonderful Urge," "The Lieutenant Wore Skirts," "Three Came Home," "Woman Obsessed" and "The Remarkable Mr. Pennypacker."

Also listed in the volume are "Only The Best," "A Ticket To Tomahawk," "The Glory Brigade," "The Kid From Left Field" and "Twenty-Three Paces To Baker Street."

Stop a filibuster— let TV do the job

Exposure to television of the Senate during a filibuster might well end the device as a method of tieing up legislation. TV coverage of more congressional hearings also would show the public the real role Congress plays in momentous decisions.

These viewpoints, among others, were trotted out during a taped TV session featuring four legislators and two newspeople by Metropolitan Broadcasting Co. The two-hour show, *Under Discussion,* was scheduled for showing on WNEW-TV New York and WTTG (TV) Washington Sunday (Oct. 27). Senators Jacob K. Javits (R-N.Y.) and Paul H. Douglas (D-Ill.) and Representatives Henry S. Reuss (D-Wis.) and Thomas B. Curtis (R-Mo.) participated in the panel discussion. Also on the panel were Benjamin Bradlee, *Newsweek* Washington bureau chief, and Meg Greenfield, Washington correspondent for *The Reporter* magazine.

Senate floor proceedings are not telecast. Under Senate rules, no broadcast cameras, microphones or still cameras are permitted, or even a public address system, a point noted by Senator Javits, who has been trying to get microphones installed in the Senate.

TV coverage of some hearings in the Senate is permitted by the committees involved, but they are limited. A more extensive use of TV coverage particularly in the less sensational, but vital legislative areas such as in hearing witnesses on the administration's tax bill, was recommended by the panel.

Program notes...

Features on TV ▪ The Broadcast Information Bureau reported last week there are 10,427 feature films in current release to television, of which 2,997 are post-48 productions. This information is incorporated in the latest issue of BIB's *TV Feature Film Source Book,* which lists approximately 1,205 features available to TV in color.

Westhampton activity ▪ Westhampton Film Corp., New York, reports it has acquired 15 post-1960 features for distribution to TV and has named Ben Colman, formerly eastern sales manager of Screen Gems, as sales manager. Westhampton recently moved to 717 Fifth Avenue. Telephone is Plaza 2-1919. The firm plans to be active in distribution to TV of U. S. and foreign motion pictures and in financing movie and TV production.

Christmas show ▪ Worldwide distribution rights to *The Little Story Shop,* a puppet TV series designed for pre-Christmas use produced by Louis Weiss,

Phoenix, have been acquired by Hollywood Television Service, TV syndication arm of Republic Corp.

Motor music ▪ Capitol Records, Hollywood, is following its "surfing music" success with "hot-rod" music. Capitol last week announced that five hot-rod albums will be put on the market in the next few weeks. The Beach Boys and Dick Dale will be featured in the new offerings.

Mayors and Pioneers to honor stations

Two national groups, the U. S. Conference of Mayors and the Broadcast Pioneers, next year plan to join in presenting awards to one radio station and one TV station named leading contributors in the field of local community service programing. The organizations say judging will be done by a panel on the basis of the calendar year, and all entries must have a final filing deadline of Feb. 1 following the year of station performance.

The plans were announced Monday (Oct. 21) in a joint statement by Arthur L. Selland, president of the U. S. Conference of Mayors, and Ernest Lee Jahncke Jr., president of Broadcast Pioneers. They expressed hope that the awards would encourage stations to "place more emphasis on the needs of the community."

'The Green Hornet' returns

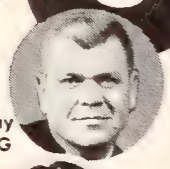
The Green Hornet is going to be back on radio. Charles Michelson Inc., New York, reported last week it has assembled a package of 52 half-hour episodes of the mystery thriller from past years, and will start distribution about Nov. 1. The episodes have received clearance from the Trendle Campbell Broadcasting Co., owner of the series. Mr. Michelson said *Hornet* was on the air for a summer run in 1953, but otherwise has been absent for more than a dozen years.

Heatter in syndication

Availability of the *Gabriel Heatter Show,* featuring the veteran news analyst in a series of five-minute programs on video tape, has been announced by Winnebago Productions, Rockford, Ill. Winnebago is a division of Balaban TV.

Each program contains an inspirational message with stories linked to problems faced in day-to-day living. Many story lines are based on true incidents in the lives of famous people. Winnebago said that the series is designed for stripping and as an addition to early evening or late news-weather-sports blocks on local stations.

PERSONALITY POWER


Floyd Ottoway
WSYR GANG


Carol Johnson
WOMEN


Ed Murphy
MUSIC


Fred Hillegas
NEWS


Elliot Gove
TIMEKEEPER


Richard Hoffmann
BUSINESS NEWS

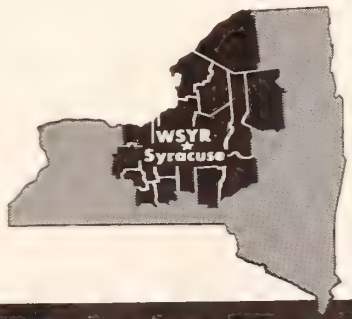

Joel Mareiniss
NEWS


John Gray
MUSIC


Bill O'Donnell
SPORTS


Alan Milair
MUSIC


Deacon Doubleday
FARM



It packs a friendly punch. Stroll down the street with Deacon Doubleday or Carol Johnson or Fred Hillegas. Watch the smiles light up peoples' faces; hear the known-you-all-my-life greetings from total strangers.

This friendly attitude is for **you**, too, when these personalities are selling for you. And, that's why WSYR Radio is the greatest sales medium in Central New York.

So you see what happens:

Personality Power = Sales Power for you in the 18-county Central New York area.

Instant friends for what you have to sell.

Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

WSYR NBC In Central New York



5 KW • SYRACUSE, N. Y. • 570 KC

Tube shortages slash color set output

MAGNAVOX CUTS OFF CHEAPEST SETS BECAUSE OF PRODUCTION LAG

Color tube and color set manufacturers last week indicated a color tube allocation problem which would not be rectified before the end of the year.

An anticipated shortage of color television tubes during the peak Christmas selling season has prompted the Magnavox Co. to announce a cut off in production of its lowest price color sets.

Magnavox has reported it will discontinue production of its 501, 502 and 503 models, priced from $498.50 to $525, in favor of higher priced models.

A combination of unexpected consumer demand and a lag in production schedules of manufacturers newly entered in the color tube field was cited as the principal reason for the short supply.

Estimates Near Million ▪ Industry estimates placed the consumer demand for color sets through the 1963 calendar year between 750,000 and 1 million. RCA, which remains essentially the sole producer of color tubes, reportedly will not produce more than 750,000 of them this year.

A spokesman for RCA said last week that the company does not currently envision a cut back in production of its own low price color sets. RCA's lowest color price is $449.95 at present but the company says its most popular model retails at $650.

Several companies which are new in color tube production so far produce only a negligible quantity when set manufacturers' demands are considered as a whole.

Sylvania reports is has reached a "full production" level but says that its September-December color tube output will not exceed 20,000.

Rauland Corp., Chicago, a subsidiary of Zenith, reportedly hoped to manufacture 100,000 color tubes through 1963. A Rauland official told BROADCASTING last week that the company had begun manufacture of the tubes but declined to comment on the production schedule.

National Video Corporation, also a Chicago-based firm entering the color tube field, is reported to be having production problems.

ATC's new direct drive cartridge unit offered

A direct tape drive cartridge unit which is said to completely eliminate speed differences between tape cartridge machines, and offers reproduction "comparable to the finest reel-to-reel units," was announced last week by Automatic Tape Control.

ATC said the new system has been under development for two years and entirely eliminates belt drives, "said to

It took a decade, but Hogback was won

"The Battle of the Mountains" is finally ended.

And WSPA-TV (ch. 7) Spartanburg, S. C., has started operations from a new transmitter on Hogback Mountain—where it has wanted to be all along.

The station, owned principally by Walter J. Brown, former Washington newspaperman, wanted its transmitter on Hogback when it applied for a construction permit back in 1953. But a year later, the FCC gave Mr. Brown permission to build on Paris Mountain. WSPA-TV operated from Paris Mountain after 1956, but WAIM-TV (ch. 40) Anderson, S. C. protested, and a nine-year battle at the commission and in the courts began.

After several proceedings before the commission and in the courts, Mr. Brown was cleared of WAIM-TV charges that he lacked the character qualifications to be a licensee because of alleged off-the-record contacts with FCC commissioners. And in 1962, the commission reversed its decision granting the Paris Mountain transmitter site. WSPA-TV, however, was allowed to continue operating from Paris Mountain on a temporary basis.

In the meantime, still a third mountain had come into the picture. In 1959, WSPA-TV had applied for a permit to move its operations to Caesar's Head Mountain with an increase in antenna height and power. The commission refused to process the Caesar's Head application until the Paris Mountain litigation was settled. When it was, WSPA-TV asked that the Caesar's Head application be dismissed and that an extension of time be granted for building a transmitter and antenna on Hogback.



The commission granted this request in June (BROADCASTING, July 1), and a short 3½ months later, Mr. Brown, on Oct. 21, climbed the mountain with Governor James F. Byrnes (left in picture) to view Hogback's scenery, including WSPA-TV's new tower. (Mr. Byrnes is former Justice of the U. S. Supreme Court, former Secretary of State and at one time served as governor of South Carolina.)

The new transmitter is 3,468 feet above sea level and operates with 316 kw effective radiated power.

The move was accomplished in several stages. After sign-off on Sunday, Oct. 13, the video transmitter was moved from Paris to Hogback, and WSPA-TV began operating at 3:40 p.m. on Monday Oct. 14 with video from Hogback and audio from Paris. The following Sunday, the audio transmitter was moved, and WSPA-TV began complete operation from Hogback at 1:28 p.m. on Monday, Oct. 21.

Licensee of the ch. 7 outlet is Spartan Radiocasting Co. It operates as the CBS-TV primary affiliate for that area.



It's the new RCA 25-kw TV Transmitter (Ch. 7-13)

offering new excellence of performance, reliability and low operating cost

The popularity of this modern 25-kw transmitter stems from its fine performance for high-band VHF service. That's why so many TT-25DH's have been ordered since first shown at the 1962 NAB Convention.

This transmitter is capable of full 316-kw ERP when coupled with a modern high-gain antenna such as the RCA "Traveling Wave."

WNAC will be using two of these operating in parallel to produce 50-kw for its new transmitter installation.

The TT-25DH transmitter is completely modern, using silicon rectifiers, and a minimum number of operating tubes. It is designed for remote control operation. Small space requirements, low power cost, and high reliability are among its many other modern features. It is an ideal transmitter for the high-quality, maximum-power VHF station. It will add prestige to yours.

For more facts about this new transmitter, see your RCA Broadcast Representative, or write RCA Broadcast and Television Equipment, Bldg. 15-5, Camden, N.J.

RCA **The Most Trusted Name in Television**

be the principal cause of speed differences in cartridge recording and reproduction." The new system also is adaptable to equipment already in the field, ATC said.

Robert S. Johnson, ATC general manager, said the new system "should greatly assist in eliminating the objections of some agencies to commercial disc-to-cartridge transfers."

WGN seeks OK for 750 kw experiment

WGN Chicago last week filed an application with the FCC for approval of a three-year experiment with 750 kw power for its clear channel operation on 720 kc.

The Chicago station, which is owned by the Tribune Co. group, will invest over $1 million in the proposed superpower experiment if commission approval is received. The transmitter will constitute the bulk of cost at an estimated $792,592. WGN has received approval for a $1 million loan from the Lake Shore National Bank of Chicago to cover initial expenses. The 750 kw operation is estimated to cost WGN an additional $412,000, but to bring an additional $430,000 in revenue.

WGN told the commission that if it receives approval for the experiment, the station will provide $50,000 to one or two midwestern universities to undertake a study of the economic impact of the projected 750 kw operation. The study, which would be made during the experiment, would be helpful to the commission in determining the future of clear channel broadcasting the station said. WGN also said that enough information has been collected in the clear channel rulemaking proceeding for the commission to determine superpower is in the public interest.

WCCO (830 kc) Minneapolis, WLW (700 kc) Cincinnati, KSL (1160 kc) Salt Lake City and WSM (650 kc) Nashville have also requested operations with 750 kw. In November 1962 WGN filed for super power for its regular license but was rejected.

$700,000 in new gear ordered from GE

An order by WWJ-TV Detroit for more than $700,000 worth of equipment was announced by General Electric Co. last week. GE said the order for the television studio equipment was one of the largest it has ever received from a single station.

The order—for studio and film cameras, control systems, audio systems and monitoring equipment—is a part of WWJ-TV's $1.2 million expansion and modernization program. GE's Visual Communcation Products Division is handling the order.



New Army 'shootie-talkie'

A rugged miniaturized radio receiver and companion transmitter have been developed by the Delco Radio Division of General Motors Corp. for use by combat troops. Shown here as they will be used on the front line, the units were designed by the Army Electronics Research and Development Laboratories, Fort Monmouth, N. J.

About 75 of the lightweight units—the receiver weighs approximately 9 ounces and is attached to a soldier's combat helmet and the transmitter weighs about 15 ounces and is hand held —have been produced for test purposes. The initial Army contract with GM, in August of 1962, awarded $239,000 for development of the units, and a June 1963 contract allotted an additional $108,000 for the work.

Technical topics...

Dual introduction ▪ Kay Electric Co., manufacturer of precision electronic test and measuring instruments, announces the availability of its mega-switch model KMC 255B, a newly improved high frequency coaxial switch, and the Marka-Sweep Video 100, a new all solid state sweeping oscillator that provides "extremely flat sweeps up to 100 mc wide." Additional information and prices may obtained from the company at 14 Maple Avenue, Pine Brook, N. J.

Tape recorders sold ▪ ABC has ordered 83 units of RCA's fully transistorized audio tape recorder for use in the network's owned radio and TV stations. Delivery will start next month on the RT-21 recorders which will become standard equipment throughout ABC facilities, replacing all existing audio tape units.

Tape degausser available ▪ An automatic tape degausser, reportedly ideal for TV stations using video tape recorders, is now available from Consolidated Electrodynamics Corp., a subsidiary of Bell & Howell Co., Pasadena, Calif. Further information may be obtained from the company at 360 Sierra Madre Villa.

CBS places order ▪ GPL division of General Precision Inc., Pleasantville, N. Y., announced last week that it had received an order for eight PA-550 high resolution vidicon film chains for CBS operations in Washington and New York. GPI's PA-550 vidicon film chains are now in use at CBS stations KNXT(TV) Los Angeles, WCAU-TV Philadelphia, and WCBS-TV New York.

Ampex announces mobile video tape center

RCA DESIGNS SPECIAL MOUNTING FOR FLORIDA STATION

Now they're putting portable video tape recorders on wheels.

Last week Ampex reported that it could deliver in 120 days its "Mini-cruiser," a complete mobile video tape recording center, centered on the 97-pound portable VR-660 recorder.

The Ampex mobile unit is housed in a compact Studebaker station wagon, with a sliding roof to permit TV cameramen to shoot directly from the vehicle. The VR-660 is housed in a shock-mounted protective case at the rear of the cruiser. A vidicon camera with zoom lens and 200-feet of cable permits the camera to be used away from the vehicle. Both cameraman and recorder operator are tied into a communication link. An 8-inch preview monitor is also included.

The unit operates from a self-contained power supply, although it can be operated from normal 115-volt domestic power. The tape recorder may be removed from the wagon for remotes.

A mobile recorder delivered last week to WJXT(TV) Jacksonville, Fla. by RCA uses a special body mounted on a Ford V-8 chassis. It was designed by RCA for the Florida station. The 55-inch-wide studio size recorder is positioned directly behind the driver's seat with its console facing the rear. The unit carries two air conditioners, power regulator and distribution equipment, a rack for test equipment, work counters and storage cabinets. TV cameras can be carried in a five-foot area at the rear.

An optimistic report from CBS

STANTON CITES INCREASE IN TELEVISION RATE OF GROWTH

A bullish report on radio and television business generally, and on CBS radio and television specifically, was presented to the Los Angeles Society of Financial Analysts last Thursday by Dr. Frank Stanton, president of CBS Inc.

He told a luncheon meeting of the group that a "substantial" increase evident since 1961 in the rate of growth of television advertising expenditures, after a number of years of declining rates of growth, "is resulting in a considerably higher level of profitability throughout the industry."

It suggests, he said, "that television may be at an earlier stage in its growth cycle than we would have concluded several years ago."

Dr. Stanton also expressed confidence that network radio, "after a number of years of uncertainty, during which this medium was forced to adjust to the competition from television, is regaining its place in the sun. Its future, from every indicator I am able to observe, is promising indeed."

He noted that TV's advertising revenues in the first half of 1963 rose 12% above those for the same period last year, while national advertising revenues of the major print media rose less than 3%.

Of the CBS-TV network, he said that although the new TV season is just getting under way, "already there are strong indications that the network's extraordinary competitive showing last season will be equaled and may be bettered in the season at hand." The network's sales for the first nine months of 1963, he also reported, were "substantially higher" than in the same period of 1962.

He said the five CBS-owned TV stations led their markets in time sales last year and that sales this year are even better. The stations are WCBS-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis.

The TV stations' associated radio outlets and the two other CBS-owned radio stations—WEEI Boston and KCBS San Francisco— also ran up a sales total during the first nine months this year that is "well ahead" of that for the comparable 1962 period, Dr. Stanton asserted.

The CBS Radio network, he said, "is having an excellent year," with sales substantially in excess of those for last year.

He reported that CBS News, although "not primarily a profit center as such," is finding that advertiser interest in its output "is increasing steadily." He said CBS News supplies 61% of the CBS Radio schedule and 20% of the CBS-TV schedule and is expanding both domestic and foreign operations.

CBS Newsfilm, he said, is "the largest single newsfilm syndication service in the world and its service is "currently seen in four out of five television homes throughout the free world."

CBS Films Inc., he said, "has become the world's largest exporter of films made especially for television."

He summarized the operations of the other CBS divisions—Columbia Rec-

Stations DO Have Personality!



The personality here is the boat Ho-Maid, just put into the waters of Grand Traverse Bay, after 3 1/2 years of "do-it-yourself" work by Pres. Les Biederman, who stripped a thirty-year, 35 foot commercial fishing boat to the hull and designed and built himself a diesel-powered, ocean-safe boat. The project shows Les' imagination and staying power--imagination and staying power he has put into his seven stations--power that SELLS your product.

The Paul Bunyan Stations

WPBN-TV • WTOM-TV • WTCM • WMBN • WATT • WATC • WATZ

Paul Bunyan Bldg. * Traverse City, Mich. * Venard, Torbet and McConnell, Inc.

ords, CBS International and CBS Labs —and offered this overall assessment of the CBS Inc. position: "We have lost none of the momentum which enabled us to post 1962 as the best year in our history, and which gave us earnings for the first six months of the current year equivalent to $2.11 per share compared with $1.59 per share for the same period last year."

Garfinkle puts stock 'in public interest'

Henry Garfinkle, president of the American News Co., who increased his holding in the Boston Herald-Traveler Corp. from slightly over 3,000 shares last February to over 62,000 this month, has placed this 12% interest in the hands of three trustees to be voted "in the public interest" for a period of five years. Notice to this effect was filed with the FCC last week. The Boston newspapers (*Herald* and *Traveler*) also owns WHDH-AM-FM-TV there.

The move by Mr. Garfinkle sets at rest speculation that Mr. Garfinkle had been acting in behalf of S. I. Newhouse, group publisher-broadcaster. Reports were also rife that Mr. Garfinkle was acting as a principal for the Kennedy family; the theory was that President Kennedy would become publisher and editor of his hometown newspaper when he retired from the presidency.

Named trustees under the irrevocable five-year trust are Dr. Abram Sachar, president of Brandeis University, Waltham, Mass.; Dr. Herbert D. Adams of the Leahy Clinic, and John R. Fulham, fish business.

Goodwill Stations report

Goodwill Stations Inc. reported gross revenue and earnings up for the nine months of this year.

Nine months ended Sept. 30:

	1963	1962
Earned per share*	$ 0.79	$ 0.66
Gross revenue	6,166,845.00	5,669,172.00
Operating profit (before depreciation and amortization)	1,881,688.00	1,596,896.00
Depreciation and amortization	654,885.00	658,075.00
Net income	548,502.00	456,146.00
Cash flow generated from operations	1,203,387.00	1,114,221.00

* Based on 690,840 shares outstanding.

Capital Cities profit up 41% in nine months

Capital Cities Broadcasting Corp. announced that net profit for the nine months of 1963 was 41% higher than for the same period in 1962 and double that of 1961.

The report, issued last week, also stated that New York Subways Advertising Co., which is 40% owned by Capital Cities, had a profitable year for its first fiscal year under its new management, compared to a loss position in the previous year under different ownership and management.

Nine months ended Sept. 30:

	1963	1962
Earned per share	$ 1.06	$ 0.75
Net broadcasting income	12,068,594.00	10,946,957.00
Broadcasting expense	7,393,377.00	6,945,879.00
Depreciation	864,958.00	993,645.00
Operating profit	3,810,259.00	3,007,433.00
Interest and financing expense	878,598.00	1,011,988.00
Total special charges	116,496.00	—
Income before taxes	2,815,165.00	1,995,445.00
Income taxes	1,493,369.00	1,056,248.00
Net income	1,321,796.00	939,197.00
Cash flow	2,186,754.00	1,932,842.00

Ampex to acquire Mandrel Industries

The Ampex Corp., Redwood City, Calif., will acquire Mandrel Industries Inc., of Menlo Park, Calif., and Houston.

The proposed acquisition, which will be voted on first by Ampex and later by Mandrel stockholders, would involve a stock exchange worth about $29,250,000.

Ampex has 7,835,542 shares outstanding and would issue approximately 1.5 million shares for Mandrel's 1,440,044 shares on a 9 for 10 basis.

The offer will be made only by a prospectus following appropriate registration of Ampex shares by the Securities and Exchange Commission.

Mandrel, which claims to be the world's leading geophysical service outfit, had sales last year of $21,293,604 and net income of $1,263,374. The company has 2,000 employes; 1,600 of them in the U. S.

Ampex, for the fiscal year ended April 27, earned $5,005,000 on sales of $93,271,000 (BROADCASTING, July 29). Ampex has 5,700 employes.

Official Films show profit

Official Films Inc. reported a profitable year despite, according to Seymour Reed, president, "continuance of a most difficult period for syndication of television films [and] an acute shortage of time to show syndicated films."

Re-elected to Official's board were Louis C. Lerner, David Bumin, Louis Levinson, Stanley Mitchell, Leonard I. Screiber and Mr. Reed. The election took place at the annual stockholders meeting last week.

12 months ended June 30:

	1963	1962
Total income	$2,357,092	$3,037,794
Costs and expenses	2,035,043	2,604,673
Income before taxes	322,049	433,121
Provision for federal and state taxes	172,000	228,000
Net income	150,049	205,121

Warner Bros. sales to TV hit new high

Warner Bros. reports that sales of feature films and off-network programs for the third quarter of 1963 hit a record high of more than $4.5 million, while sales of off-network programs for a like period last year came to only $1.4 million. Joseph Kotler, vice president of Warner's Television Division, said last week, "Even with the addition of the features, we did not expect to more than triple our last year's sales figures for these normally slack-selling months."

The new figures include 35 sales of the newly-distributed "Warner Bros. One" feature films package, 30 sales of off network hours and five sales of off-network half-hours.

Consumer, industrial sales high at RCA

RCA reported last week that its consumer and industrial sales through 1962 and 1963 have "more than offset the general leveling off of government business which has been evident throughout the industry."

Elmer W. Engstrom, RCA president, addressing the Investment Analysts Society of Chicago, said that consumer and industrial products which accounted for 38% of RCA's business in 1961 are expected to contribute 44% of the company's volume during 1963.

Taft declares dividend

Quarterly dividend of 15 cents a share, payable Dec. 12 to stockholders of record Nov. 15 has been declared by Taft Broadcasting Co. board. Six months' fiscal report shows slight drop in net income.

Six months ended Sept. 30:

	1963	1962
Earned per share*	$ 0.58	$ 0.61
Net revenue	5,894,764.00	5,729,398.00
Operating profit (before depreciation)	2,514,693.00	2,550,507.00
Profit before federal income tax	1,989,827.00	2,128,018.00
Federal income tax	1,076,014.00	1,163,982.00
Net income	913,813.00	964,036.00

* Based on 1,589,485 shares outstanding.

Wometco announces dividend

Wometco Enterprises board declared a 20% stock dividend on all Class A and Class B stock outstanding, payable Dec. 23 to stockholders of record Dec. 2. At same time board announced intention to pay quarterly cash dividends at rate of 56 cents on Class A stock and 20 cents on Class B stock after issuance of stock dividend. Regular quarterly dividend of 15 cents on Class A and 5½ cents on Class B was voted, payable Dec. 16 to stockholders of record Dec. 2.

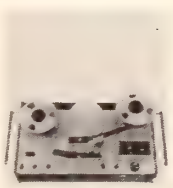
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What's new in broadcast VTRs?

AMPEX VR-660

Now: Ampex has a low-cost, portable VTR with full broadcast stability—the VR-660. It's ready and able to handle any broadcast job. And the complete price is just $14,500. It weighs less than 100 pounds and is small enough to fit in a station wagon for a mobile unit. It's ideal for recording special events, local sports and news—even on-the-spot spots. It has signal compatibility with all other VTRs. And when played through your station's processing amplifier, its signal meets all FCC broadcast specifications. The new Ampex VR-660 has two audio tracks. It records at 3.7 ips—or up to five hours on one reel of tape. And, too, it's extremely simple to operate. It's easy to maintain because it's fully transistorized. And, of course, it offers reliability—Ampex reliability. For more information please write to Ampex Corporation, Redwood City, California. Sales and service offices throughout the world.



AMPEX

NAB conferences reach halfway mark

FEDERAL ENCROACHMENT IS STILL MAIN TOPIC AT PITTSBURGH, MIAMI

There are four down and four to go as the National Association of Broadcasters reached the halfway point last week in its annual round of fall conferences.

And, as expected, government encroachments into areas broadcasters feel belong in private enterprise have dominated discussions in the four conference cities—Hartford and Minneapolis the first week (BROADCASTING, Oct. 21) and Pittsburgh and Miami last week.

NAB President LeRoy Collins and staff take a two-week break with the close of the Miami session Friday (see page 9) and the start of the second round in Nashville Nov. 14-15. During this period Governor Collins will testify before the House Communications Subcommittee on pending bills which would prohibit the FCC from setting a limit on the amount of commercial time a station can broadcast. Hearings start on these and other bills Nov. 6. Appeals were made at the conferences for individual broadcasters to testify at this same hearing.

The Minneapolis conference attracted 241 registrants, Hartford 230 and Pittsburgh 195. These figures include NAB staffers and other nonbroadcasters.

Codes and Commercials ▪ The radio and TV codes and the FCC rulemaking to limit the number of commercials attracted a large share of attention in Pittsburgh, Monday and Tuesday (Oct. 21-22) just as they had in Hartford and Minneapolis.

Robert Ferguson, WTRF-TV Wheeling, W. Va., a member of the TV code board, said it was a mistake for the codes to include time restrictions based on minutes. "To a great extent, we created this trap [threat of government control] we are now in," he said.

Roy Morgan, WILK Wilkes-Barre, Pa., wondered if it would not be very difficult for the industry to get out of its own "trap" and whether it would not be creating another one by attempting to establish standards based on quality.

"We don't have an answer yet but we will get an answer," NAB Executive Vice President Vincent Wasilewski replied. Paul Comstock, NAB vice president for government affairs, disagreed that the industry has created its own trap. He said the government does not have any "business in this area at any time." Voluntary industry actions must be kept sharply divided from government actions, he stressed.

NAB General Counsel Douglas Anello said the codes now are too specific and "anytime you get too specific in any field you get in trouble." He predicted Congress may someday pass legislation in the area of commercials based along the lines of present mailing restrictions against print media.

Ben Strouse, WWDC-AM-FM Washington and chairman of the NAB radio board, raised the issue of separate standards for different markets. He noted the FCC stated it would consider the special problems of daytime stations, rural stations and asked how it would be in the public interest for a daytime station to be allowed to carry more commercials per hour than a full-time station in the same market.

Ted McDowell, WMAL-TV Washington, accused the industry of "crawfishing" and "looking gutless" in efforts of some to change the code just to keep the government out.

Governor Collins replied that he is disturbed because the codes have been "downgraded" by some. He said the criticisms are undeserved and called

Quarton calls meeting of NAB executive group to discuss codes

A meeting of the five-man executive committee of the National Association of Broadcasters and President LeRoy Collins has been called in Washington Nov. 7-8 to explore in detail the future direction of the NAB codes and the policy making authority which is or is not invested in the separate radio and TV code boards.

The two-day meeting was called by William Quarton, WMT-TV Cedar Rapids, Iowa, and chairman of both the NAB board and the executive committee. In a letter to Governor Collins ordering the meeting, Mr. Quarton said the president's presentations to the radio and TV code boards earlier this month point up the "desirability of making certain we are in agreement as to how to proceed with our code program."

There is a very basic disagreement between Governor Collins and individual members of the code boards and the parent radio and TV boards which was pointed up in Mr. Quarton's letter to the NAB president. The letter has not been released and the NAB chairman and other members of the executive committee contacted last week declined to discuss it. They include James Russell, KKTV(TV) Colorado Springs (TV board chairman); Ben Strouse, WWDC Washington (radio board chairman); Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla. (TV vice chairman), and Richard Chapin, KFOR Lincoln, Neb. (radio vice chairman).

Governor Collins feels that the new code authority director should have "vast powers" to initiate policy with the code boards having minor policy decision duties and serving as appellate bodies to consider decisions of the code authority (BROADCASTING, Oct. 7).

Robert D. Swezey, present code authority director, has resigned but is serving on a parttime basis until a successor is appointed. It is known that Governor Collins felt that Mr. Swezey was not an effective director because he refused to exercise the policy authority which the NAB president felt was vested in him—and not the code boards.

Quarton Disagrees ▪ Mr. Quarton's letter to Governor Collins also was sent to all members of the NAB radio and TV boards and both code boards. In it, the chairman said that "our code board members, backed by the NAB directors, are not going to give up their policy making authority to anyone. Whoever is appointed code director should know that."

Mr. Quarton said it is not necessary to call a special meeting of the NAB board of directors to make this point clear. He did not envision the code boards as mere advisory bodies (Mr. Quarton is a former chairman of both code boards) in the letter to the NAB president. The



Taking a coffee break during the NAB conference in Pittsburgh last week are (l to r) George Bolling, Bolling Co., station representation firm; Willard Schroeder, WOOD Grand Rapids, Mich., and NAB radio board member, and Wendell Siler, WDBJ-TV Roanoke, Va.



Cecil Woodland (c), WEJL Scranton, Pa., discusses radio management with Arthur Martin (r), WMRN Marion, Ohio, and John Henzel, WHDL Olean, N. Y., at the NAB conference in Pittsburgh. Messrs. Woodland and Henzel, members of the NAB board, were host directors.

the codes the "greatest expression of self regulation" by any industry in a free enterprise system.

A minority view was expressed by Davis Porter of WNAE Warren, Pa. The trouble, he said, lies in the fact that less than one-half of the radio and TV stations combined are code subscribers. He said he saw nothing wrong with a government regulation requiring all licensees to subscribe to the same code and that the industry should not praise its own self-regulatory efforts and then object to the FCC rulemaking.

Fairness's Turn ▪ Much of the panel on controversy was devoted to the FCC's July 26 statement delineating a licensee's responsibilities under the fairness doctrine. "If the FCC means what it says, and I am confident it doesn't," everytime a station carries a spot announcement by a political candidate the text will have to be sent to his opponents, Mr. Anello said. This is one of the areas the NAB hopes to clear up with the FCC, he said.

Jack Dille, WSJV(TV) Elkhart-South

code director's policy decisions should be subject to the code board's approval, he said.

"I hope you will not appoint anyone [as code director] until the executive committee has an opportunity to visit with you on Nov. 2," Mr. Quarton told the governor.

The NAB president said he had "no comment" when asked about the Quarton letter and the executive committee meeting.

An NAB director said that if the code is to be effective it must be developed and enforced by broadcasters rather than "by someone on high. This is where Collins makes his mistake." He said that it is most unlikely that someone can be found as code director with the stature and experience of Mr. Swezey.

Another director, who said he agreed with Mr. Quarton's position, said that "if Bob couldn't satisfy Collins, then by definition the job of code director is impossible for one man." He also said that the policy-making decisions should be left to the code boards.

Another viewpoint expressed agreement with Governor Collins' objectives but disagreement with his methods.

Abolish Position? ▪ The job of code authority director was created in 1961 with the appointment of Mr. Swezey and at that time much of the code boards' duties were delegated to the director. There is some sentiment on the board to abolish the job but this would take an amendment of the NAB by-laws.

The association president is empowered to select a new director, subject to confirmation by the full NAB board. The code boards do not have any jurisdiction in the naming of the new director.

Governor Collins feels that the industry should press for improvement in the quality of commercials and for fewer interruptions of program continuity. He and most board members agree that the present limitation on the amount of time that may be devoted to commercial messages has not proved satisfactory.

Chairman Quarton said in his letter that he doubted very much if the industry could find a satisfactory answer. He pointed out that while 25% of the public answered "nothing" when asked what they liked about TV commercials, that a much greater percentage would give the same answer if asked what they liked about taxes. "The time the public takes to listen to commercials is, in effect, what they pay for entertainment and information," he continued.

"The public never will like commercials much better than they do paying taxes," Mr. Quarton said. "While the industry should certainly continue its effort to improve the acceptability of commercials, there's no point in rushing into any program until we know where we're going and why. . . . The industry simply cannot jump into the fire every time some official in Washington speaks in generalities. If we must go to Congress—we must."

Emergency FM network warns of Ginny's path

An emergency warning FM network in the southeastern states went on the air last Thursday (Oct. 24) with hurricane weather bulletins and a non-network station voluntarily went silent for 15-minute periods so that the bulletins could be received by all participating stations.

When the Weather Bureau warned of hurricane Ginny, the network was activated and a major engineering block was disclosed. WSCS-FM (96.9 mc) Charleston, S. C., was supposed to receive bulletins from WJAX-FM (95.1 mc) Jacksonville, Fla., but could not because WTMA-FM Charleston also operated on 95.1 mc. Charles Smith, WTMA-FM president, then took his station off the air for 15-minute intervals every three hours so that WSCS-FM could receive the warnings.

Lee Ruwitch, WTVJ-(TV) Miami and southeastern chairman of the National Industry Advisory Committee (NIAC), said the network was activated from the National Association of Broadcasters conference in Miami. WVCG-FM Miami was key station the 20-station network operating in Georgia, Florida, Alabama and the Carolinas.

Bend, Ind., said there is "no question" but what the FCC's policies have discouraged the airing of controversy. This makes it all the more important that stations intensify their programing in this area, he said. Mr. Strouse felt FCC attempts to rule on every possible case will kill the airing of controversial issues. Such programing is "very important" in serving the public, he said.

At a news conference in Pittsburgh, Governor Collins predicted that TV would never be shifted to all UHF. He said VHF is far superior in range and that the military demands for the space probably would not be forthcoming. He said a fourth commercial TV network is not in the forseeable future.

Help Recruit ▪ Dr. Bruce Linton, head of the radio-TV department at the University of Kansas, urged broadcasters to become more active in recruiting promising students for media careers. "The good students with the potential of becoming good broadcasters are not being recruited," Dr. Linton said in a Monday luncheon address.

The industry can help by providing scholarships, helping schools build up their radio-TV curriculums and by donating used equipment and materials to universities, he said. The caliber of both students and curriculums at radio and television schools has made great improvements in recent years, he said, and the trend can continue with the industry's help. He noted that most teachers now have actual broadcast experience.

Dr. Linton said the "NAB is a tremendously important organization greatly blessed with the leadership provided by LeRoy Collins." He predicted that government pressures against broadcasting will continue to build up and that the industry's best defense as well as offense is its own programing. "Broadcasting can be torn down nationally but it must be built up locally," he said in stressing that the NAB must forever remind government that the broadcaster himself is the best judge of the public interest in his own community.

A former president of the Association for Professional Broadcasting Education, the Kansas professor praised both the NAB and individual broadcasters for their close work with APBE.

Popular Feature ▪ A popular feature of all four conferences to date has been separate panel discussions of radio and TV management problems. Conducted by Jim Hulbert, head of the NAB broadcast management department, the cases depict actual situations and are taken from the annual NAB seminar at Harvard.

"A Major Problem at WCOM-TV" deals with a network affiliate in a four-station market who is afraid of losing his affiliation because of a poor third rating. "Management Decisions at KNAB Radio" tells of a new manager's problems in a highly-competitive three-station market.

During the Monday afternoon radio session, Raymond Jones of Young & Rubicam took the medium to task for its lack of creativity in programing. "Me-tooism" is rampant in the industry, he said. Radio is under constant attack because it has never lived up to its potential, Mr. Jones maintained.

He called for realistic, unyielding rate structures in radio and expressed concern because too many stations are bypassing their representatives and clients' agencies in selling. This has resulted, he said, in one station in a major market billing 96% local and only 4% national. There is too much "hanky panky" in rates, he said.

Computed Discs ▪ The consensus during a panel on music matters was that the selection of records to be broadcast is a management function. This job should not be left to disc jockeys, it was agreed, with Myron Jones, WJET Erie, Pa., pointing out that WJET records are selected by a computer.

Sol Handwerger of MGM Records said that radio and the record industry have "been too long in getting together on a management level" to discuss common problems. "Don't sweep us under the rug. We are very important adjuncts to your business," he said. Mr. Handwerger said stations should be getting free records from distributors and "if you don't we [manufacturers] would like to know about it."

Governor Collins closed the conference with praise for the association staff and its new and satisfactory working relationship with the NAB board. He said he is "extremely happy" with the board. The NAB's own publications and the trade press have not adequately portrayed the outstanding work being done by the staff executives, he said.

Politics still not on Collins' agenda

LeRoy Collins again invaded Florida last week and again fended the inevitable questions from newsmen about any plans he might have to again run for political office from that state, which he served as governor for six years.

President of the National Association of Broadcasters since January 1961, when he retired as Florida's chief executive, Governor Collins told a news conference in Miami Beach that he has no future political plans. He said the position of president of the NAB is a fulltime job, leaving no time to devote to politics.

In Florida for the Thursday-Friday (Oct. 24-25) NAB fall conference, Governor Collins said he felt he has been successful as president of the association but that there still is much to be accomplished. As successes, he pointed to NAB efforts in research which have brought "order out of chaos in audience measurements" and the industry's voluntary codes.

Governor Collins said it would be unwise if there are no "great debates" between the 1964 major presidential candidates and that he could not conceive circumstances whereby the Democratic and Republican candidates would not meet face-to-face on TV.

Progress has been made in the area of cigarette commercials which appeal to minors, he said, because star athletes no longer are used in tobacco ads. The theme of Lucky Strike cigarettes—that they appeal to men, not boys—is "cynical," the governor said.

He hit at the FCC for "serious infringements on the domain of self regulation. . . . The FCC is challenging all free enterprise and all free communications," he charged. The three main problems of broadcasting, he said, are government intervention; the controversy over the quantity and quality of

commercials and the industry's own fear over being controversial. "We must remember we cannot have creativity without being controversial," he told the opening session of the conference.

Renewal Problem ▪ Kenneth Giddens, WKRG Mobile, Ala., and a member of the NAB radio board, questioned why the NAB has not taken a public stand against the FCC's delay in renewing station licenses. He pointed out that over 500 stations are now operating with deferred licenses (BROADCASTING, Oct. 21). Several delegates spoke up on the renewal situation and the FCC was accused of harassing the industry.

In remarks prepared for delivery Friday, Lee Ruwitch of WTVJ(TV) Miami said that stations must air controversial issues because such subjects make the biggest impression on their audiences. "And in broadcasting these issues, it is most important that we try to bring about a solution—not just further wrangling," he said.

It is a "journalistic sham" for a station to present both sides of an issue and consider its duty done, Mr. Ruwitch said. "In some complicated issues, all that has been accomplished is the total and crippling confusion of the people. . . . If it is to make the airing of these views meaningful, there should be more than just the exposure itself."

Too many stations, he said, follow rather than lead public opinion and thinking.

WCWT(TV) gets nod in initial decision

FCC Hearing Examiner Charles J. Fredrick last week employed "common sense" in issuing his initial decision resolving the channel 9 Wausau, Wis., case by recommending that Central Wisconsin Television, permittee of WCWT(TV), be granted more time to construct the outlet and that its sale to Midcontinent Broadcasting Co. be approved.

The same decision also absolved WSAU-TV Wausau (ch. 7) of charges that it had instigated the Wisconsin Citizens' Committee for Educational Television's opposition to the sale as an attempt to block commercial competition from a channel 9 operation.

Examiner Fredrick said "the fine balancing of theoretical justice, a process which would delay additional television service in Wausau for possibly as much as two or three years, should give way to a common sense solution of this case." The examiner found that sale of WCWT would not violate FCC rules against trafficking in construction permits, which WSAU-TV and WCCET had charged. He ruled that there has been no logical connection between the latter's evidence and accusation.

Delaware broadcasters added to Md.-D.C. unit

The Maryland-District of Columbia Broadcasters Association accepted the request of Delaware stations last week and amended its bylaws to accept stations from that state. The group also changed its name to the Maryland-District of Columbia-Delaware Broadcasters' Association and elected DBA President Gordon MacIntosh, WTUX Wilmington, to its board of directors.

A majority of the seven station members of the Delaware association had petitioned the Maryland-D. C. broadcasters to take the smaller group into its membership. The action was unanimously approved at the annual business meeting of Maryland-D. C. last Wednesday (Oct. 23).

Thomas Carr, vice president of WBAL Baltimore, was elected president of the enlarged group, succeeding Joe Goodfellow, vice president of WRC-AM-FM-TV Washington (for other officers, see page 82). Mr. Carr attacked the "ever increasing pressure being exerted on us by federal regulatory agencies that seem determined to run our industry." He promised an all-out fight against "this apparent governmental usurpation of



YOU'RE ONLY
HALF-COVERED
IN NEBRASKA
IF YOU DON'T USE
KOLN-TV/KGIN-TV!



AVERAGE HOMES DELIVERED
PER QUARTER HOUR
(Feb.-March, 1963 ARB—6:30 to 10 p.m.)

LINCOLN-LAND* "A" (KOLN-TV/KGIN-TV)	61,700
OMAHA "A"	63,800
OMAHA "B"	54,700
OMAHA "C"	54,300
LINCOLN-LAND* "B"	23,600
LINCOLN-LAND* "C"	23,600

*Lincoln-Hastings-Kearney

Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.

Lincoln-Land is now nation's 74th TV market!*

There are two big TV markets in Nebraska. To reach them, you have to use a station in each. Sell Lincoln-Land and you've sold more than half the buying power in the state.

Lincoln-Land is now the *74th largest market in the U.S.*, based on the average number of homes per quarter hour prime time delivered by all stations in the market. KOLN-TV/KGIN-TV delivers more than 206,000 homes — homes that are a "must" on any top-market schedule.

Ask Avery-Knodel for complete facts on KOLN-TV/KGIN-TV — the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

*November, 1962 ARB Ranking.

The Folzer Stations
RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJFM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC
TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV CADILLAC-TRAVERSE CITY
/WWUP-TV SAULT STE. MARIE
KOLN-TV/LINCOLN, NEBRASKA
/KGIN-TV GRAND ISLAND, NEB.

KOLN-TV / KGIN-TV
CHANNEL 10 • 316,000 WATTS 1000 FT. TOWER
CHANNEL 11 • 316,000 WATTS 1069 FT. TOWER
COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative



Virginians visit their congressmen

Officials of the Virginia Association of Broadcasters personally told their congressmen last week that they "oppose limitations on radio and television commercial time" as proposed by the FCC. Their visits brought to more than a dozen the number of state associations that have come to Washington to explain their position. The Virginia group also "opposed regulation and control as imposed by the FCC fairness doctrine" and called for "intelligently presented editorials" as an essential part of public service.

Bringing the word to Senator Harry Flood Byrd (D-Va.), dean of the Virginia congressional delegation, were (l-r) William R. Preston, WRVA-AM-FM-TV Richmond; N. W. Kidd, WAYB Waynesboro; Robert Lambe, of WTAR-AM-FM-TV Norfolk and VAB secretary-treasurer; Horace Fitzpatrick, WSLS-AM-FM-TV Roanoke and VAB president; Senator Byrd, and Arthur Gates, WYVE Wytheville and VAB vice president. Bill Greer, VAB executive secretary, and Howard Hayes, WPIK Alexandria, also made the trip.

our basic industry rights in every way we can."

The association authorized its general counsel, former FCC Chairman John C. Doerfer, to testify in two upcoming congressional hearings—in favor of Representative Walter Rogers' (D-Tex) bill which would prohibit the FCC from limiting the number of commercials broadcast and against a section of the District of Columbia crime bill now before the Senate which would give courts injunctive powers over programing considered by the court to be obscene.

Media reports...

CBS Radio adds one ▪ KCBN Reno affiliates with CBS Radio when it goes on the air Oct. 30. The new station will be operated by B.B.C. Inc. on 1230 kc with 250 w unlimited.

Decidedly decided ▪ The FCC last week denied petition by Tri-Cities Broadcasting Co. which requested the commission reconsider its grant of channel 8 High Point, N. C., to Southern Broadcasters Inc. Tri-Cities felt that since there was only a quorum of four commissioners present when the channel was granted to Southern, proper procedure required that a further hearing be held with more commissioners present. This was the second request for reconsideration from Tri-Cities (BROADCASTING, Sept. 23).

Mutual No. 503 ▪ WMOC Chattanooga, Tenn., will become an affiliate of Mutual Nov. 3. The station, operated by Dick Broadcasting Co., broadcasts on 1450 kc with 1 kw-day, 250 w-night. Mutual now has 503 affiliates.

News survey ▪ Gale R. Adkins, director of radio-television research and associate professor of journalism at the University of Kansas, has been commissioned by the Radio Television News Directors Association to conduct a nationwide survey of employment in broadcast news. The study will encompass employment totals, specific job activities and market comparisons. Professor Adkins has estimated that the report will be completed in a year.

Back To Boston ▪ The channel 5 Boston case, involving WHDH-TV's renewal application and three others seeking a station on the channel was set for hearing last week by the FCC. The parties seeking the TV channel are Greater Boston TV Co., Charles River Civic Television Inc. and Boston Broadcasters Inc. The commission also denied request by Boston Broadcasters that the application of Greater Boston be dismissed and requests by WHDH-TV and Greater Boston that the commission await a relevant court decision before taking any further action.

How high, how far ▪ The FCC has scheduled an oral argument Dec. 2 on an application by KATV(TV) Little Rock, Ark., to move its transmitter from 14 miles outside Pine Bluff to 12 miles west of Little Rock, about a 50 mile move, and increase its antenna height to 1,862 feet. FCC Hearing Examiner Thomas H. Donahue criticized KATV for allegedly breaking promises to Pine Bluff city officials.

NEW ASSIGNMENTS IN UHF TABLE

Educators would get 374 of proposed 411 additional assignments; existing stations and FCC rules are unaffected

The FCC last week voted to request industry comments on a proposal to add more than 400 assignments to its UHF table. Most of the new assignments would be earmarked for educational television.

The proposal, which would delete some unused channels from small communities, would result in a net gain of 411 assignments, bringing the UHF table up to a total of 1,979.

Of the new assignments, 374 would be set aside for educators. The proposal doesn't affect existing stations and would not change any commission rules concerning UHF.

Although the proposal would provide ETV with a total of some 600 UHF channels (plus 99 VHF assignments), it falls far short of what educators have requested. The National Association of Educational Broadcasters has said a total of some 1,200 assignments, most in the UHF band, will be needed for education in the next decade.

The commission feels that its action last summer in making 31 channels in the 2500-2690 band available for point-to-point transmission of industructional and cultural materials takes the pressure off the need for more ETV assignments (BROADCASTING, July 26).

There are now 80 ETV stations on the air, 51 of them on VHF channels, 29 on UHF.

Based on Population ▪ The proposed expansion of the UHF table is, in general, based on area populations, with both UHF and VHF assignments counted towards the goal set for each community.

With the 411 new assignments added to the table, communities of under 50,000 would have 1-2 TV channels; 50,000-250,000, 2-5; 250,000-1 million, 5-7; over 1 million, 7-9.

In sparsely populated sections of the country, the population standards are somewhat lower.

In a related development, the commission last week put out a rulemaking requested by the Midwest Program on Airborne Television Instruction Inc.

MPATI, which operates two airborne stations over six midwestern states on an experimental basis, wants six UHF channels allocated to it for its ETV program.

The requested channels are 72, 74, 76, 78, 80 and 82. Its experimental stations are on channels 72 and 76.

MPATI also has asked the commission to regularize the use of UHF channels for airborne ETV in Illinois, Indiana, Kentucky, Ohio, Michigan and Wisconsin, and to modify commission rules concerning airborne ETV.

In requesting comments on the proposal, the commission indicated some concern with it. It asked the industry's views on how many channels are needed for the MPATI project and whether the proposal is technically and economically feasible.

The commission also asked whether it would be feasible for MPATI to use the channels in 2500-2690 band rather than the UHF frequencies requested.

*Denotes educational reservation

ALABAMA

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Torrington, *27, 40
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Four hot issues face FCC this week

The FCC is scheduled to make another—and, presumably, final—effort this week to resolve the hotly contested drop-in question.

The commission has scheduled a special meeting for Thursday (Oct. 31) to determine whether to affirm its decision to reject the proposal to drop short-spaced VHF channels into seven markets.

The meeting is one of four special sessions the commission plans to hold in what will be its busiest week in months.

The other meetings will consider the proposed revision of the program reporting form, a staff proposal for protecting television stations from the competition of community antenna systems (including a recommendation that the commission assert jurisdiction over CATV under existing statutes) and a staff recommendation for limiting network control over programing.

FCC Chairman E. William Henry, who returned Wednesday night (Oct. 23) from the international conference on satellite communications in Geneva, will remain in Washington only long enough to attend all four special meetings. He plans to fly back to Geneva Thursday for the wind-up of the conference.

The scheduled meeting on drop-ins was required by the commission's inability to reach a decision following an all-day oral argument Oct. 4 on petitions for reconsideration of the FCC's original decision (BROADCASTING, Oct. 7).

Commissioner Lee Loevinger, who joined the FCC in June, after the drop-ins were rejected, still holds the swing vote in the otherwise evenly divided commission.

The cities that had been ticketed for the drop-ins are Johnstown, Pa. (channel 8); Baton Rouge (channel 11); Dayton, Ohio (channel 11); Jacksonville, Fla. (channel 10); Birmingham, Ala. (channel 3); Knoxville, Tenn. (channel 8), and Charlotte, N. C. (channel 6).

Form-Fitting ▪ The meeting on the proposed program reporting form also is scheduled for Thursday. Commissioners Frederick W. Ford, Robert T. Bartley and Kenneth A. Cox, who comprise a subcommittee on the project, have not been able to reconcile completely their views on how the form should be revised.

However, there were indications that the commission—after working on the project for three years—may finally be in a position to adopt a revised form.

It was understood that the three subcommittee members will offer the commission various alternatives for those sections of the form on which they have not been able to agree.

The basic difference appears to be one of degree. Commissioners Bartley and Cox are said to favor a form that would provide more detailed information than that advocated by Commissioner Ford, who feels broadcasters should submit programing information in a narrative form.

The commission is anxious to devise a reporting form that will implement the 1960 statement on programing policy. The members feel that an updated form would speed the license-renewal process by providing information not readily available from the present form. The hope is that this would eliminate the need for letters seeking additional data from broadcasters.

The commission meetings on CATV and network control of programing are set for today (Oct. 28). The staff document recommending FCC regulation of CATV systems is said to contain three proposals for the commission:

▪ Finalize the outstanding rulemaking under which grants of microwaves for CATV systems would be made subject to the systems protecting television stations in their areas.

▪ Propose similar rules for CATV systems served by common carriers.

▪ Assert regulatory jurisdiction over all CATV systems—including those that pick up their signals off the air—under existing statutes.

This last proposal has been under consideration for some time, but there is no indication of how the commission will receive it. The commission has felt that it needed additional legislative authority to regulate CATV systems.

Efforts to secure such legislation failed three years ago. In the past few months, the commission and representatives of the National Community Television Association have attempted to draft a mutually acceptable bill that would give the FCC authority over CATV. However, these talks are now stalled.

The network proposal, which is aimed at stimulating competition among television programing sources, would prohibit the networks from engaging in program syndication in the U. S. or from participating financially in the syndication operations of others. It would also restrict networks' ownership, or first-run rights, of entertainment programs to 50% of those shown in prime time.

This recommendation was first made in the network study staff's report on network programing last winter. The staff is now recommending that the commission institute a rulemaking proceeding. Although the commission has no direct authority over networks, it could exercise the necessary control through its authority over chains as licensees.

NBC DEFENDS FCC'S '55 DECISION

Denies getting Philadelphia channel through coercion

The Broadcast Bureau's recommendation that NBC be stripped of its broadcasting licenses in Philadelphia amounts to a proposal that an eight-year-old decision of the FCC's be overturned.

The network made this observation last week in replying to the statement filed by the bureau in the complex case involving the NBC-Philco Broadcasting Co. fight over channel 3 in Philadelphia (BROADCASTING, Sept. 30).

The bureau told Chief Hearing Examiner James D. Cunningham that NBC resorted to "the naked use of network power" to force Westinghouse Broadcasting Co. in 1954 to swap its Philadelphia stations for NBC-owned outlets in Cleveland. In recommending that the network's renewal applications for WRCV-AM-TV not be granted, the bureau said NBC shouldn't be allowed to "retain the benefits of its wrongdoing."

The network, denying that it coerced WBC, said the bureau's statement completely ignores the fact that the commission in December 1955 approved the trade "with full knowledge of the circumstances surrounding the exchange." NBC said commission investigators had questioned all the NBC and WBC officials involved.

"Now," NBC added, "the bureau asks the chief hearing examiner to find that the very circumstances which the commission did not see fit to disapprove in 1955, should not only be disapproved eight years later, but should be made the basis for divesting NBC of the stations altogether."

Hits Statement ▪ NBC said the bureau "urges this result in a statement which is devoid of any objective analysis of the evidence, which mishandles the few facts from the record it deigns to mention, and which glosses over or ignores everything which conflicts with what seems to have been an almost predetermined result."

NBC, which is under a Justice Department consent decree to divest itself of its Philadelphia properties, is seeking their renewal so it can trade them for RKO General's Boston stations, WNAC-AM-TV and WRKO(FM). The network's problems are further complicated by Philco's competing application for a new station on Philadelphia's channel 3.

NBC's response was supported by the National Association of Broadcast Employes and Technicians. The union is a party to the complicated proceeding as a result of its concern with the effect of the proposed NBC-RKO General swap on the employes of the Philadelphia stations. Philco filed a reply endorsing the bureau's recommendation. These comments were in addition to lengthy replies filed by all the parties to the proposed findings and conclusions submitted in July (BROADCASTING, July 29).

The bureau's statement dealt with the NBC affiliation that WBC was seeking for KDKA-TV (ch. 2) Pittsburgh, which Westinghouse was in the process of acquiring during the period the exchange negotiations with NBC were underway. The bureau maintained that NBC used its power to grant the affiliation to force WBC to make the swap.

No Connection, NBC says ▪ But, NBC said, it had begun discussions with WBC on the exchange "without any idea that the Pittsburgh affiliation matter would come up." It added that the "affiliation matter" was initiated by WBC and was disposed of "in one brief period in November 1954," months before the final terms of the exchange agreement were settled.

"Moreover," NBC said, "Westinghouse has repeatedly told the commission under oath . . . that its decision to make the exchange was based solely on certain business considerations, none of which was even remotely related to the Pittsburgh affiliation."

The network also said the bureau ignored the testimony of Charles Denny, an NBC vice president, who denied that NBC used the Pittsburgh affiliation as a means of coercion. "Acceptance of the bureau's conclusion," NBC added, "would require a determination that Denny as well as Westinghouse did not tell the truth."

"Under these circumstances," NBC said, "to assert that NBC's 'entire pattern of conduct' constituted 'a deliberate effort to attain the Philadelphia stations through the naked use of network power' is neither a just nor a reasonable charge."

The network asserted the bureau erred in "glossing over NBC's outstanding contributions to broadcasting." The bureau acknowledged these contributions but said they "are not always without self-serving objectives."

NBC said the commission "has not shared the bureau's condescending at-

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titude" in the past. It cited the FCC's action in renewing the licenses of Westinghouse stations in 1962, despite that corporation's involvement in a price-rigging case. The network said "the commission considered WBC's contributions to broadcasting overcame and countervailed what is perhaps the most reprehensible antitrust conduct known to modern times."

Bureau's 'Twisted View' ▪ "That the bureau can weigh Westinghouse's conduct against NBC's and come to the conclusion that Westinghouse deserves more favorable treatment certainly reveals a twisted view of the public interest," the network added.

NABET said adoption of the bureau's recommendation would result in "a chaotic interim situation during which the employment rights and opportunities of all Philadelphia employes may be adversely affected."

The union said the bureau had not offered any argument that would "justify the creation of so much unnecessary confusion and uncertainty."

"Alleged abuse of network power by acts occurring during the fall of 1954 which were fully ventilated and litigated before the commission in an action resulting in the approval of the transactions then involved . . . cannot conceivably provide a 1963 basis for refusing renewal of license," NABET said.

"We suspect," the union said, "that the bureau turned to the 1954 Westinghouse negotiations as a convenient afterthought to support a preconceived notion of what the decision should be."

Philco, in its comment, however, said the bureau "has relied upon facts of record which are indisputable." It said NBC should not be allowed to "continue to reap the benefits of coercive conduct." Philco added that this was another reason the commission should deny NBC's application for renewal, and grant Philco's request for authority to operate on channel 3.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KRGV-AM-TV Weslaco, Tex.: Sold by Kenco Enterprises Inc. to Douglas L. Manship and Charles P. Manship Jr. for $1,375,000. The Manships own WJBO-AM-FM and WBRZ(TV) Baton Rouge. Kenco is owned by Mr. and Mrs. John A. Kennedy. KRGV-TV (ch. 5) began operation in 1954 and is affiliated with NBC and ABC. KRGV, founded in 1927, operates fulltime on 1290 kc with 5 kw. Acquired by Kenco in October 1961 for $1.4 million from the LBJ Co., the stations are run by Stoddard P. Johnston, son of Mrs. Kennedy, as president and general manager. While stations have not been held by Kenco for statutory three-year period, waiver presumably will be sought on the basis of Mr. Kennedy's intermittent illness and fact that Mrs. Johnston has heart condition. There may be other considerations.

▪ WNCN(FM) New York: 49% interest sold by *New York Daily News* to United Broadcasting Co. for $150,000. United is owned by Richard Eaton, and owns WBNX New York, WOOK-AM-TV and WFAN(FM) Washington; WSID-AM-FM and WTLF-TV (dark) Baltimore; WINX Rockville, Md.; WJMO and WCUY-FM Cleveland; WANT Richmond, Va.; WMUR-TV Manchester, N. H.; WACH-TV (dark) Newport News, Va. *New York Daily News*, with *Chicago Tribune*, owns WPIX(TV) New York, WGN-AM-TV Chicago and KDAL-AM-TV Duluth, Minn. WNCN began operating in 1957 on 104.3 mc with 15 kw. At one time it was part of the Concert Network Inc., now in bankruptcy proceedings.

APPROVED ▪ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 86).

▪ WALK-AM-FM Patchogue and WRIV Riverhead, N. Y.: Sold by W. Kingsland Macy Jr. and associates to Island Broadcasting System Inc. for $217,500 plus $150,000 for agreement not to compete. Island Broadcasting is equally owned by Chet Huntley, NBC; Jerry Feniger, Cowles Magazines & Broadcasting Co.; Bill Mulvey, McCann-Erickson; Ed Wood, Screen Gems. WALK is a 500 w daytimer on 1370 kc; WALK-FM operates on 97.5 mc with 15 kw. WRIV is a 1 kw daytimer on 1390 kc. Chairman E. William Henry not participating.

Storer offers to buy Philadelphia Eagles

A "firm offer to buy" the Philadelphia Eagles of the National Football League was made Wednesday (Oct. 24) by George B. Storer, chairman of the Storer Broadcasting Co. The reported price is in excess of $4.5 million.

The team, which has been on the market since last spring, is owned by 91 stockholders who are seeking $50,000 each, for a total of $4,550,000. Sixteen years ago 100 stockholders paid $3,000 each for the team's franchise. Since, nine shares have reverted to the team.

Negotiations for the sale, which must

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be approved by the stockholders and then by the league, are being handled by Frank L. McNamee, president of the Eagles.

Rumors that the team would be moved to Miami, where Storer has its headquarters, were spiked Wednesday by NFL Commissioner Pete Rozelle who said the team would not be moved from Philadelphia. Mr. Rozelle also said his office had not had any firm proposals presented for approval.

Storer Broadcasting owns WGBS-AM-FM-TV Miami; WJBK-AM-FM-TV Detroit; WSPD-AM-FM-TV Toledo, Ohio; WAGA-TV Atlanta; WJW-AM-FM-TV Cleveland; KGBS Los Angeles; WHN New York; WIBG-AM-FM Philadelphia, and WITI-TV Milwaukee.

Changes made in FM allocation table

Changes in the FM allocation table, originally issued three months ago (BROADCASTING, July 29), were announced by the FCC last week, "acting on various petitions and pleadings. . . ." The commission also shuffled some assignments around on its own initiative and took other actions, not all of them affirmative, on petitions for channel assignments.

The requested assignments granted, which the FCC noted meet all the technical requirements of the new FM rules:

City and State	Channel No. Delete	Add
Tracy, Calif.	232A	265A
Evansville, Ind.	—	287
Kokomo, Ind.	232A	228A
Plainfield, Ind.	—	252A
Munfordville, Ky.	—	272A
Gloucester, Mass.	228A	285A
Fitchburg, Mass.	284	283
Durham, N. C.	—	296A
Harrisburg, Pa.	—	257A
Lock Haven, Pa.	237A	221A
Shamokin, Pa.	257A	237A
Stroudsburg, Pa.	292A	228A

The commission's own changes:

Alisal, Calif.	264	—
Escondido, Calif.	240A	221A
Salinas, Calif.	—	264
Fort Walton Beach, Fla.	237A	257A
Savannah, Ga.	222	271
Dowagiac, Mich.	237A	249A
Niles, Mich.	249A	237A
Dexter, Mo.	249A	—
Red Wing, Minn.	296A	288A
Bellefontaine, Ohio	228A	—
Miami, Okla.	265	265A
Faribault, Minn.	291	228A
Huntingdon, Pa.	224A	244A
Martinsburg, Pa.	252A	224A
State College, Pa.	244A	—
Sparta, Tenn.	—	288A
Dallas, Texas	295	—
Fort Worth, Texas	300	298
Victoria, Texas	235	236
Waco, Texas	298	—
Grundy, Va.	269A	249A
Bluefield, W. Va.	291	292A
St. Albans, W. Va.	292A	—

The commission also made the additional assignment of channel 256 to Potsdam, N. Y., and channel 300 to Newport, Vt. Resulting from negotiations with Canada, these new assignments made it necessary to shift Rome, N. Y., from channel 257A to 240A.

Also shifted last week were WVCA-FM Gloucester and WFGM-FM Fitchburg, both Massachusetts. With their consent, they were moved from channel 288A to 285A and channel 284 to 283, respectively.

The commission denied a request by KRPM(FM) San Jose, Calif., to reverse its assignment of channel 289 in lieu of channel 277 in Santa Clara and also denied requests from KRPM(FM) and WIFN-FM Franklin, Ind., about facilities of existing short-spaced stations, pending a future rulemaking proceeding.

The FCC also turned down a request by WRDW-TV Augusta, Ga., to delete channels 275 and 283 from that city. The commission also denied a number of requests for other channel changes and license modifications.

Three petitions pertinent to the assignment of channel 294 to Chicago were shunted aside until "several proceedings regarding other FM channels in the area" are resolved.

FCC GETS GOING OVER—TEXAS STYLE

Rogers charges 'unwarranted assumption of power'

Representative Walter Rogers (D-Tex.), chairman of the House Subcommittee on Communications, last week went after the FCC in three controversial areas of broadcast operations.

In all three—editorializing, license fees and commercial time standards—the FCC is attempting to exert additional controls over the industry through an "unwarranted assumption of power . . ." which it has not been delegated by Congress, he charged.

Speaking Monday (Oct. 21) to the Texas Association of Broadcasters in Dallas, Representative Rogers told the broadcasters that it is vitally important they present a united front in the fight with the FCC. He asked these three questions:

- What of your own house?
- Can you reach agreements as an industry on problems facing you—agreements strong enough so that you can address your government with a unified voice?
- Can you recognize that the challenge of regulation is not one to be met merely by loud protests, but that concerted, unified effort is required?

Representative Rogers has introduced bills which would prohibit the FCC from (1) charging license fees (HR

$25.000.00 (or less) down!

Exclusively listed

EAST —Daytimer with good power serving rich agricultural area. Priced at $100.000.00 on terms. ***Contact—Ray V. Hamilton in our Washington office!***

SOUTHWEST —Well equipped daytimer serving single station market. Total price of $30.000.00 with $25.000.00 down. ***Contact—DeWitt "Judge" Landis in our Dallas office!***

WEST —Fulltime radio station in single station market with nine month ownership earnings of $15.000.00. $85.000.00 with 29% down. ***Contact—John F. Hardesty in our San Francisco office!***

NORTHWEST —Fulltimer in growing market. Includes $50.000.00 in real estate. Priced at $105.000.00 with $25.000.00 down. ***Contact—John F. Hardesty in our San Francisco office!***

Hamilton-Landis

& ASSOCIATES, INC.

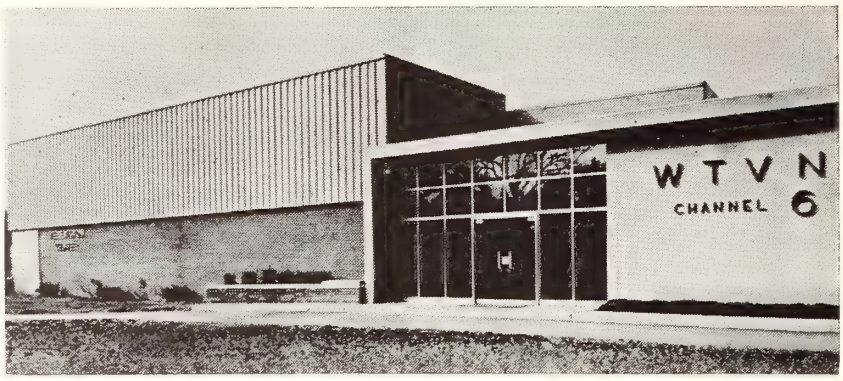
John F. Hardesty, President

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RADIO • TV • CATV • NEWSPAPERS

America's Most Experienced Media Brokers



New WTVN(TV) studios ready

WTVN(TV) Columbus, Ohio, has just completed a $100,000 program to modernize its plant, as the picture above shows. Licensed to the Taft Broadcasting Co., WTVN now has an additional 7,500 square feet of floor space and a streamlined exterior.

6697) and (2) adopting commercial time standards (HR 8316). Hearings before the Rogers subcommittee will begin on the latter bill Wednesday, Nov. 6.

The FCC members will be the first witnesses at this hearing and the congressional chairman's speech has given notice to the agency that it will be hard-pressed to defend its alleged constitutional authority to place commercial hobbles on broadcasters.

Six weeks ago, Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee (parent of the Rogers subcommittee) rapped the FCC activities in much the same areas as did Representative Rogers last week (BROADCASTING, Sept. 7).

FCC Confusion ▪ The Texan said last week that "there is absolutely no need" for the confusion within the industry which has been generated by recent FCC actions. He hit the "muscle-flexing" of the FCC and other agencies in recent years as an attempt on their part to establish a fourth branch of government completely free from any control by the legislative, executive or judicial branches.

Representative Rogers said that he was surprised that so many broadcasters attacked the hearings his subcommittee held this summer on editorializing (BROADCASTING, July 22, 29). He pointed out that many broadcasters attacked his motives "in trying to help solve a very touchy problem. I do not criticize them for what they did because I am satisfied they were simply equating the Congress with the FCC. . . ."

The congressman maintained that in all three areas he discussed the FCC has tried to grab powers over the industry which Congress has not given it. "The primary question is not whether or not the fairness doctrine is fair; not whether or not the broadcasters should or should not editorialize; not the content of the editorial, and not the programing of these broadcasts," he said.

"The primary and important question that should be in the minds of the broadcasters and the public is as to whom, under our Constitution . . . shall have the right to make those decisions in the first instance. . . . Firmly convinced that most of you most of the time will make the correct choices, I will do my best to see that those decisions are always yours to make."

Most broadcasters, he said, now realize that the objective of editorializing hearings was to clear the air of confusion over industry rights and responsibilities. Many stations felt that by editorializing and programing in controversial areas they were gambling with their licenses, Representative Rogers pointed out. Others, seeking to avoid controversy, refused to editorialize "only to have it suggested to them that a policy of not editorializing would seriously jeopardize their licenses. In my opinion, there is absolutely no need for this kind of confusion . . ." generated by the FCC, he stressed.

If it is necessary to lay down rules on fairness and controversy, the Congress will legislate such rules and not the FCC, Representative Rogers told the Texas broadcasters.

Not Here, Too ▪ The congressman was even more outspoken in challenging the FCC's authority to collect fees from broadcasters and other licensees, which are scheduled to go into effect Jan. 1, 1964. He noted the commission based its authority to charge fees on a 1952 appropriations bill. "If the commission believed the Congress had vested it with this power . . . why did it wait 10 years?" he asked. The Appropriations Committee is not a legislative committee and therefore cannot delegate such authority to the FCC, Representative Rogers maintained.

The matter of license fees has never been the subject of a hearing before a congressional committee, he said. "I shall do my very best to see that this is done."

The FCC's unwarranted assumption of power to charge for licenses is even more evident in the commercial time standards rulemaking, he said. "In this instance, the commission did not even have the help of a 10-year-old appropriations bill," Congressman Rogers said.

"Here again we must not lose sight of the basic issue involved: Who has the right under our form of government to make this determination in the first instance, if it is a question on which determination must be made?"

The Congress already has delegated too much power to the FCC and other agencies, Representative Rogers said, and many of these powers must be reclaimed. "However, it has not delegated nearly as much power as some of the delegatees are assuming. And unless affirmative action is taken by the Congress to stop this trend, these assumed powers will become actual."

Limiting the maximum number of commercials is something that should not be done under any circumstances "unless it is clearly and conclusively established that only thereby can the best interests of the public . . . be served—a burden of proof that will no doubt be difficult to meet," the congressman said.

How not to stub your toe at renewal time

FCC, BROADCASTERS OFFER TIPS AT KNOXVILLE SESSION

Broadcasters from Southern states were given a rundown last week on the best way to file their FCC applications for license renewal in 1964.

The Tennessee Broadcast Station License Renewal Conference, co-sponsored by the University of Tennessee and WSM Nashville, attracted 143 broadcasters to the two day-session on the university campus at Knoxville Tuesday and Wednesday (Oct. 22-23).

Speakers from the FCC and radio-TV told of the simple pitfalls many broadcasters fall into at license renewal time, and described ways to add clarity to their renewal questionnaires.

Robert J. Rawson, chief, renewal and traffic division of the FCC Broadcast Bureau; and Thomas Cline, chief, of the Atlanta office, repeatedly told the broad-

casters that while there is an awareness that the renewal form does not reflect today's radio, all questions must be answered.

However, they reminded their audience that if, in filling out the questionnaire, the composite week does not truly reflect the station's operation that a simple statement of fact should be added to the form. The commission representatives noted that those who study the questionnaires at renewal time are human and will take such statements into account.

Mr. Rawson noted that the commission has greatly cut down the number of things the field office must check out on its trips to stations. The field office, he said, now has time to get to more stations and do a more thorough job on the items it still covers.

The cut-out information, Mr. Rawson said, is still being supplied on the renewal form.

Kramer's Advice ▪ Speaking at the Tuesday night banquet, Worth Kramer, president of the Goodwill Stations, spoke to the Southern broadcasters on three of the "most pressing" problems of radio: "Overrating of ratings, overpopulation and overcommercialization."

He cited the Washington hearing of the House subcommittee of Representative Oren Harris (D-Ark.) into ratings and said "It's been a continuing puzzle to me why so many stations did subscribe and still subscribe to these meaningless services. . . . The only conceivable value they have is that their [radio measurement firms] service represents their guesstimates—not yours."

Regarding overpopulation, Mr. Kramer spoke of "the market place" as the fairest and sternest arbiter.

While being against government control of the amount of commercials, Mr. Kramer said he does "share the commission's concern over some of the blatant, shortsighted commercial practices evident in the end product of some operations today. . . .

"I don't think Mr. Henry or any of the other distinguished members of the commission has any wish to regulate commercial content—nor do I think . . . Congress would sanction it."

Broadcasters must "air their wash," he said, and by so doing "propel a second stage of our code effort, giving it the speed, direction and power so necessary to its function."

Other speakers and panelists at the conference were R. Russell Eagan of Kirkland, Ellis, Hodson, Chaffetz & Masters, Washington; Robert Evans, manager of Mid-South Network, and Dr. Kenneth Wright, University of Tennessee.

Robert E. Cooper, general manager of WSM, moderated the conference and will present taped excerpts from it at a special session of the *Grand Ole Opry* 38th birthday celebration Thursday (Oct. 31).

INTERNATIONAL

BBC FAVORS U.S. COLOR TV SYSTEM

Wants EBU to adopt uniform method for all of Europe

For the first time BBC has publicly declared itself in favor of the U. S. color TV system (set by the National Television Systems Committee). The BBC comes out strongly for the U. S. system (NTSC) in its just-published 1962-63 annual report.

If Europe does not accept the NTSC system the BBC-TV will have to delay the start of color broadcasts now set for early 1965. The report adds that it is important that agreement be reached on a color system by all European countries intending to broadcast color TV.

A European Broadcasting Union study group is co-ordinating experiments in several countries. The BBC hopes that these studies will be completed by the end of this year and agreement reached early in 1964. If this schedule can be followed a limited amount of color programs might be introduced into BBC-TV's second network early in 1965.

"If, however, the decision is in favor of some other system, more time will be needed to equip the studios and to enable the radio industry to put color receivers into production," the report states.

Other Problems ▪ Hopes for an early start of color TV in Britain seem to be based on the adoption of NTSC by EBU, but the BBC says there are still problems to be solved. Among these the report cites the fact that although many experimental NTSC colorcasts have been made in the UK on 405 lines, new difficulties arise when this or any other system is used on 625 lines in the UHF bands. The report stresses the need for "adequate and reliable data" before a final decision is made.

Color TV development work has been carried out by the BBC for eight years. This has been complicated by the arrival of two new methods, the French SECAM system and the German PAL. These, together with NTSC, are now being considered by EBU.

BBC wants whatever system is adopted to be standard throughout Europe to facilitate frequency allocations, program exchanges and the export of TV sets.

Committee asks freeze of some Canadian TV

An eight-month moratorium on new Canadian television grants to private interests to allow consideration of new station bids by the Canadian Broadcasting Corporation and a five year cyclical budgeting for the CBC were the major recommendations of the three-man committee appointed this spring by Canadian Secretary of State J. W. Pickersgill. The recommendations were announced in the House of Commons at Ottawa in mid-October.

CBC has sought new stations in cities where currently independently owned stations are on the CBC-TV network. These stations are to move to the CTV Television Network or plan to operate without network affiliation.

CBC has been after a five-year budget to replace its annual budget allowances

WTRF-TV STORY BOARD



Free!*

TEEVEES! We've some acts to grind, too. We've had Smiffies and Pressies and before we get Movies and Waggles, let's "put-on a show" for TeeVees! Naturally, we're spotlighting our Channel Seven Showmanship schedule in these TeeVees firsties but we'll grant you equal space for your contribution of goodies, just send them to WTRF-TV's TeeVees Editor, Wheeling 7, West Virginia. We'll accept spot campaigns, too, but if you prefer, ask Rep George P. Hollingbery for the Wheeling TV story.

wtrf-tv Wheeling

NOW FOR TEEVEES. Get set . . . (Redigo). She's a nut . . . (Hazel). The old (Grindl) get you if you don't diversify! (Paar) for the course. Air pollution . . . (Kildare). Sixty before midnight . . . (Eleventh Hour). Tom, Dick and Harry . . . (Third Man). Third man's girls . . . (Harry's Girls). Without vacuum cleaner . . . (Novak). It's been a (Boone) to TV drama. Kildare orders the Chinese beer man to deliver 24 bottles to friend . . . (Ben Casey).

Wheeling wtrf-tv

KIPLING TIPPLING! A rag, a bone and a tank of hair? A drag, a drone and a tank of air!

wtrf-tv Wheeling

SOCIAL SECURITY! The system that guarantees you steak when you have no teeth to chew it with.

Wheeling wtrf-tv

LIGHT TOUCH! Benjamin Franklin may have discovered electricity but the man who invented the meter made all the money.

wtrf-tv Wheeling

*FREE and yours for the asking . . . we'll send you all the Wheeling Steubenville Industrial Ohio Valley Market data you want. A new estimate of what our new and taller tower delivers is 529,300 TV HOMES. That's a lot of sell. Want availabilities for your next campaign?

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

1 ALL-AUDIO NEWS

Your station's exclusive

Republic News International
132 3rd St., S.E., Washington, D. C.

from the Canadian treasury for some years.

The committee was composed of Dr. Andrew Stewart, chairman of the Canadian Board of Broadcast Governors, Ottawa; Al Ouimet, CBC president, Ottawa; and Don Jamieson, CJON-AM-TV St. John's, Nfld., and president of the Canadian Association of Broadcasters.

ITA pre-empts commercial companies

For the first time since British commercial television began in 1954 the Independent Television Authority has taken over the entire commercial network to present its own program.

This followed the refusal of several television companies to televise a new educational series prepared by one of the companies, Anglia Television Ltd. The series, *Dawn University*, which began Oct. 21 at 7:15 a.m., was to have been presented by Anglia. It was offered to the other 14 companies but several refused to carry it.

Under the new television act, ITA can now control the networking of all programs. Using these powers for the first time, ITA has taken over the series, initially scheduled to run as a one-week experiment.

The decision means that Anglia has had to remove its name from the series. It will be televised over the entire commercial network as an "Independent Television Authority Broadcast."

Dawn University will be transmitted from London and fed directly into the ITA owned and operated transmitters throughout the country. This has brought a protest from the Association of Cinematograph and Television Technicians because ITA will bypass the control rooms of the individual companies.

George Elvin, the association's general secretary, said that ITA had the means to bypass all companies by beaming direct to its transmitters.

There is nothing to stop other programs being channelled nationally this way. Not a single technician employed by any of the 15 television companies would be used.

An ITA spokesman said that 1963 has been the year of experiment in adult ETV but *Dawn University* is the first experiment in higher education. For these reasons ITA regards the series as important.

The series ran for 50 minutes each morning from Oct. 21 to Oct. 26.

Kennedy has RFE luncheon

Sixty of America's leading industrialists met with President Kennedy Friday to discuss support for the Free Europe Committee and Radio Free Europe.

Among those at the luncheon were General David Sarnoff, chairman, RCA; Dr. Frank Stanton, CBS; Roy E. Larsen, Time Inc. Also present were Theodore C. Streibert, president of the Radio Free Europe Fund; John Richardson Jr., president of the Free Europe Committee; John C. Hughes, chairman, Free Europe Committee; U. Alexis Johnson, deputy under secretary of state; John A. McCone, director, Central Intelligence Agency; McGeorge Bundy, special assistant to the President.

FANFARE

Jack Webb will keynote three-day BPA seminar

The 1963 Broadcasters' Promotion Association seminar, scheduled to start Nov. 18 in San Francisco, will feature a keynote address by Jack Webb, who is in charge of TV at Warner Brothers. More than 400 broadcast promotion executives are expected to attend.

The seminar program includes: A discussion of presentations made to agencies by stations; speeches on successful merchandising campaigns; methods for getting larger audiences for special events and sports programs and talks on the use of humor in broadcasting. A luncheon Tuesday (Nov. 19) will feature presentation of the BPA on-the-air promotion awards. Tuesday afternoon's program will include talks on publicity problems faced by radio stations; promotion of movies for TV; and a BPA membership business meeting. On the final day of the seminar, BPA delegates will listen to a talk on the duties of the station representative.

'Leave racing to pros'; WROD's message of day

"If you want to race . . . go to Daytona and get on the Speedway."

That message for highway safety was offered by six announcers of WROD Daytona Beach, Fla., as they broadcast while roaring around the Speedway at speeds of up to 140 miles per hour.

The three-hour remote from Daytona International Speedway, Oct. 18, was sponsored by the area Comet dealer, Pure Oil and Autolite. It took place during a 100,000 mile endurance test on the Comet Caliente, sponsored by the Lincoln-Mercury Division of Ford Motor Co.

None of the announcers took the wheel. They left that to the experienced drivers. Their program from the auto, including interviews with the drivers, was relayed through an FM transmitter installed in the car's trunk.

The remote was originated and coordinated by Jack Hayward, WROD program director and a former racer.



Gold-plated for Harvey

Paul Harvey, ABC Radio news commentator (l), is recipient of a gold-plated microphone presented by Parker S. Gates, president of Gates Radio Co., Quincy, Ill. The presentation "for 30 years of distinguished service to the broadcasting industry and to the Americanism which made it possible," came at a dinner on Oct. 10 during Quincy's "Free Enterprise Week." Mr. Harvey will use the microphone in his newscasts, which originate from ABC studios in Chicago.

WIP presents 18 plaques in 1st annual awards

The first of what will be annual WIP awards to Philadelphia public service organizations on their use of radio was held last week at a special luncheon that attracted 500 Philadelphia civic, religious and political leaders.

The awards, engraved plaques, were given to the organizations which advanced their cause through creative and effective application of radio. Eighteen plaques were given, to the winner and two honorary winners in each of six categories.

Participating in the awards ceremony were John W. Kluge, chairman and president of Metromedia Inc., which owns WIP; Mark Evans, vice president and director of public affairs, Metromedia, and Harvey L. Glascock, Metromedia vice president and general manager of WIP.

BROADCAST ADVERTISING


Mr. Erickson

Rodney Erickson, president of Universal Broadcasting Co., joins Maxon Inc., effective Nov. 1, as VP and general executive. Veteran agency and programing executive, Mr. Erickson had previously served as adviser-counsel for Four Star Television in production, syndication and distribution areas: president of Filmways Inc., New York, and VP in charge of TV at Young & Rubicam for 10 years.

Allan Mitchell, VP and copy group head at Ogilvy, Benson & Mather, joins Los Angeles office of Compton Adv. as VP and creative director. Also joining Compton's Los Angeles office are **Harold J. Sullivan,** account executive, and **Charles H. Keilus,** director of TV commercial production. Mr. Keilus was formerly executive VP and general manager of George Fenneman Productions. Mr. Sullivan has been associated with Lennen & Newell and Anderson-McConnell agencies in Los Angeles.

Roger Miles Johnson, VP in charge of marketing and media research for western division of Erwin Wasey, Ruthrauff & Ryan, Los Angeles, appointed senior administrative VP. In addition to his new responsibilities, Mr. Johnson will continue to be active in research department at policy, planning and administrative level.

Philbin S. Flanagan elected VP and director of sales for Henry I. Christal Co., New York. Mr. Flanagan has been with company for 11 years. He was appointed eastern sales manager in 1958 and in 1960 named general sales manager. **Vance Harrison** appointed New York sales manager for Christal's New York staff.

Malcolm M. Barnum, director of Campbell-Ewald's Lakeland, Fla., office and supervisor of Florida Citrus Fruit account, elected vice president of agency. Mr. Barnum joined Campbell-Ewald in 1954.

D. H. Sullivan appointed general sales manager of KAVR Apple Valley, Calif. He was previously with KGRT Las Cruces, N. M. **Robert Barnes,** from WLIR Garden City, N. Y., joins KAVR sales staff, and **Chuck Russell,** formerly with KIMA-TV Yakima, Wash., named program director of KAVR.

Harry Durando, formerly with H-R Representatives, joins Metro Radio Sales, New York, as account executive.

Frank M. Headley, chairman of H-R Television Inc., re-elected to Television Bureau of Advertising's board of directors. Mr. Headley, who joined board in September 1962, was re-elected for two-year term ending November 1965. He was founding partner of H-R Representatives in 1950 and was previously president of Headley-Reed Co.

Walton AFA governor

Bob Walton, WRBL-TV Columbus, Ga., elected governor of Seventh District of Advertising Federation of America. Other officers elected: **Al Sorge,** *Clarion-Ledger & Daily News,* Jackson, Miss., 1st lt. governor; **Dave Swearingen,** Draper Swearingen & Co., Memphis, 2d lt. governor; **Hayden Wood,** Winston Co., Birmingham, Ala., 3d lt. governor; **Moreland Moncrief,** Atlantic Steel Co., Atlanta, secretary; and **Annie C. More,** Herbert S. Benjamin Associates, Mobile, Ala., treasurer.


Mr. Hatch

Kenneth L. Hatch, national sales manager of KSL-TV Salt Lake City, appointed general sales manager, responsible for both local and national sales activities. Mr. Hatch joined KSL-TV in 1958 and was named station's national sales manager last January.

Eugene McCurdy named sales manager of WFIL-AM-FM Philadelphia, replacing **Clyde Spitzner,** recently appointed general sales manager for broadcast division of Triangle Publications (BROADCASTING, Oct. 14).

Donald H. Tredwell appointed product manager, new product department, Colgate-Palmolive's toilet articles division in New York. Mr. Tredwell was formerly account executive with McCann-Erickson.

Nancy Yamaguchi, business manager of Milici Adv. Agency, Honolulu, elected secretary-treasurer. She joined agency in 1961.


Mr. Ennis

John J. Ennis, former VP and media director at Fletcher Richards, Calkins & Holden, appointed media director for New York office of MacManus, John & Adams, Bloomfield Hills, Mich.

Len Tronick, formerly with Edward Petry & Co., named account executive in New York office of Metro TV Sales, division of Metromedia Inc.

Gary Adler, national sales coordinator at KPIX(TV) San Francisco, promoted to account executive, effective Dec. 1.

Collingwood J. Harris, formerly with SCI division of Interpublic, joins Kudner Agency, New York, as account executive.

H. Kenneth Brown joins Kal, Ehrlich & Merrick, Washington advertising agency, as account executive.

Don Ondich, formerly with Campbell-Mithun, Minneapolis, joins Grant Adv., Dallas, as account executive.

Leonard R. Soglio, account executive for past two years at WHN New York, joins television account executive department of Peters, Griffin, Woodward, that city.

Paul Sheinfeld and **Frederick Weinhaus** named account executives at WPAT-AM-FM Paterson, N. J. Mr. Sheinfeld has been WPAT traffic manager since February and formerly was operations director at WABC-TV New

KBLL - TV
CHANNEL 12 CBS ABC NBC
HELENA, MONTANA

This important single station capital city market is served successfully *only* by KBLL TV and is not part of nor bonus to *any* TV station sales group.

Represented by

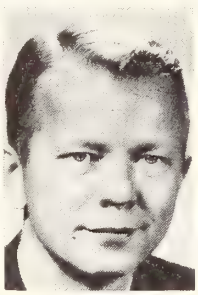
BREEN & WARD
400 Madison Ave.
New York 19, N. Y.
Plaza 1-5075

FELTIS DOVE CANNON
Tower Building
Seattle 1, Wash.
206-623-1868

No Montana spot buy is complete without Helena.

Colgate elevates three division executives

Three major promotions within toilet articles division of Colgate-Palmolive Co., New York, were announced last week by J. E. Grimm, division's VP and general manager.


Mr. Thorkilsen


Mr. Fowle


Mr. Beeson

Wilson F. Fowle Jr., general product manager of division since July 1962, appointed director of marketing. Mr. Fowle joined Colgate in 1960 as product manager of Wildroot hair dressing and was named group product manager following year.

Richard Beeson, formerly group product manager, promoted to general product manager. Mr. Beeson has been with Colgate since 1951 when he joined organization in sales field. He was named assistant product manager of Colgate Dental Cream in 1958, product manager in 1960, and group product manager of the dentifrice in 1962.

Harold Thorkilsen has been advanced to group product manager from senior product manager of dentifrices and toothbrushes. Mr. Thorkilsen joined Colgate in 1946 and has been in brand management of toilet articles division since January 1962.

Colgate's toilet articles division, firm's heaviest advertiser, markets such brands as Colgate Dental Cream, Halo and Lustre-Creme shampoos, Palmolive men's line.

York. Mr. Weinhaus formerly was account executive at WTFM(FM) Lake Success, N. Y.

Don Patton, director of production sales for Paramount Television Productions, transfers to sales department of KTLA(TV) Los Angeles, Paramount-owned station.


Mr. Wilkinson

Richard W. Wilkinson, formerly marketing account executive with Young & Rubicam and before that with Pure Oil Co., joins Waldie & Briggs, Chicago, as VP-director of marketing.

Thomas L. Bernstein, merchandising manager for Housewives' Protective League out of CBS Radio's Los Angeles office, named director of merchandising for KHJ-AM-FM Los Angeles, new post. **Armand La Pointe** continues as director of merchandising for KHJ-TV.

Guy Hixenbaugh Jr., former staff director at WFMJ-TV Youngstown, Ohio, joins sales staff of WKBN-AM-FM, that city.

Parker Gayman joins sales department of KHOW Denver.

Gordon Bamberger joins sales department of KCMO-FM Kansas City.

John J. O'Neill, formerly of WVOT Wilson, N. C., joins sales staff of WSOR Windsor, Conn.

Roderick A. Guerdan, formerly of Venard, Torbet & McConnell, joins television division of Adam Young Inc., New York.

Joel A. Segall, senior timebuyer at Grey Adv., joins TV sales department of Venard, Torbet & McConnell, radio-TV station representatives, New York.

Dale Case, formerly TV art freelancer in Hollywood and animator with Ray Patin Productions there, joins Merchandising Inc., Evansville, Ind., as animator. Merchandising Inc. is subsidiary of Polaris Corp., Milwaukee.

Robert Else, formerly of BBDO, New York, and **Peggy J. Meade,** copy chief of Glenn Adv., Fort Worth, Tex., join creative services division of Cunningham & Walsh, New York.

Dixie Thompson joins Cunningham & Walsh, New York, as TV commercial producer. Miss Thompson was previously commercial producer and acting head at Tatham-Laird, Hollywood.

Walter Cooper joins Kudner Agency, New York, as producer in radio-TV department. He was formerly producer at N. W. Ayer & Son.

Ed Sterling, commercial coordinator for *Jerry Lewis Show* on ABC-TV, appointed to newly created post of broadcast department administrator at Carson/Roberts, Los Angeles advertising agency. Mr. Sterling previously served as commercial producer for Lennen & Newell and associate radio-TV director at Wade Adv.

Alvin Cohen, senior research analyst at ABC for past three years, joins Storer Television Sales, New York, as assistant in research and sales promotion department.

Miles A. Wallach, president of M. A. Wallach Research Inc., joins Revlon Inc., New York, as director of market research.

Dorothy S. Koemme, copy chief at Galaxy Adv., Los Angeles, moves to same position with Danoff & Sachs, following Norman Danoff, D/S principal, who left Galaxy earlier to become partner in D/S.

James Egan, art director at Ketchum, MacLeod & Grove, named group head art director at Cunningham & Walsh, New York.

THE MEDIA


Mr. Winton

Barry Winton, account executive with ABC Films Inc., New York, and former station relations director and account executive with Official Films, joins Hamilton-Landis & Associates, nationwide media brokerage firm, attached to Washington office. Before entering broadcast field, Mr. Winton was band leader being best known for his long run at Rainbow Room atop Radio City, New York.

Glenn C. Hatfield, state capitol correspondent for WREN Topeka, joins KSCB Liberal, Kan., as general manager. Mr. Hatfield succeeds **Leon S. Salathiel,** who becomes sales manager. Other appointments: **Donn Nichols,** farm director; **Chuck Beattie,** community relations director.

Robert H. Pick appointed general counsel for Metromedia, New York. Mr. Pick was formely with the law firm of Parker, Chapin & Flattau, New York.

Ken Hart, previously executive VP of WVLK Lexington, Ky., elected VP and general manager of WLAP, that city, effective Nov. 1.

Austin A. Harrison, special consultant to director of procurement at NASA in Washington, appointed general manager of WIHS-TV (ch. 38) Boston. Station, now under construction, is licensed to Radio and Television Apostolate of Archdiocese of Boston.

Alan Henry, special assistant to John Kluge, president of Metromedia, will

assume post of general manager of KLAC Los Angeles, Metromedia-owned radio stations, shortly after first of year. **Bob Forward,** currently manager of KLAC, will be assigned to another executive post within Metromedia corporate structure.

A. L. (Andy) Anderson resigns as manager of KFYR-TV Bismarck, N. D., and general sales manager of Meyer Broadcasting Co. (KMOT-TV Minot and KUMV-TV Williston, both North Dakota). No future plans have been announced.

George A. Stevens, VP and general manager of KOTV(TV) Tulsa, Okla., elected VP of Tulsa Chamber of Commerce for 1964.

Ira I. Hewey, assistant manager-national sales manager of WHAI-AM-FM Greenfield, Mass., promoted to station manager.

James Harris, former sales manager of WTLK Taylorsville, N. C., named general manager of WSPF Hickory, N. C.

Joe Perrone, account executive at WEEE Albany, N. Y., joins KNOG Nogales, Ariz., as commercial manager and assistant general manager. **Richard H. Ward** is KNOG's new owner and general manager.

Robert E. Thomas, associate director of development at WNDT(TV) Newark-New York (educational ch. 13), named assistant to Samuel B. Gould, president.

Dick Wall, sales manager of KCMO-FM Kansas City, promoted to station- and commercial manager.

PROGRAMING


Mr. Pinkham

Richard A. R. Pinkham, senior VP in charge of media and programs and member of executive committee of Ted Bates & Co., joins nine-man broadcaster's advisory committee of Television Affiliates Corp., New York. Mr. Pinkham takes seat vacated by **Sylvester L. (Pat) Weaver Jr.,** who was recently appointed president of Subscription Television Inc. in Los Angeles. Broadcaster's advisory committee members meet at designated intervals to establish new guide lines for production and programing of TAC's informational-cultural shows.

Fred R. Frank Jr. appointed southeast division sales manager of Trans-Lux Television Corp., with headquarters at Miami.

Don Geis, chief engineer of Coast Recorders Inc., San Francisco, elected VP and general manager. **Bob Young,** formerly in radio-TV departments of J. Walter Thompson and BBDO, joins Coast Recorders as sales manager.

Ted Mills, former NBC-TV executive producer, and **Robert Widener** have formed Mills-Widener Inc., New York, a firm specializing in information programs and facilities for industry.

Jerry Grisham, operations manager of KSBY-TV San Luis Obispo, Calif., resigns to accept post of program director at KCRA Sacramento, Calif.

Matt Edwards, formerly of WFFM-FM Baltimore, joins WISZ Glen Burnie, Md., as program director.

Bob Foster, former air personality at WKGN Knoxville, Tenn., appointed program director of WSPF Hickory, N. C. Also joining WSPF are air personalities **Hugh Martin** and **Toni Foster.**

Guy Travers, public service director and air personality at WVOB Bel Air, Md., named program director. He will continue his daily air shows.

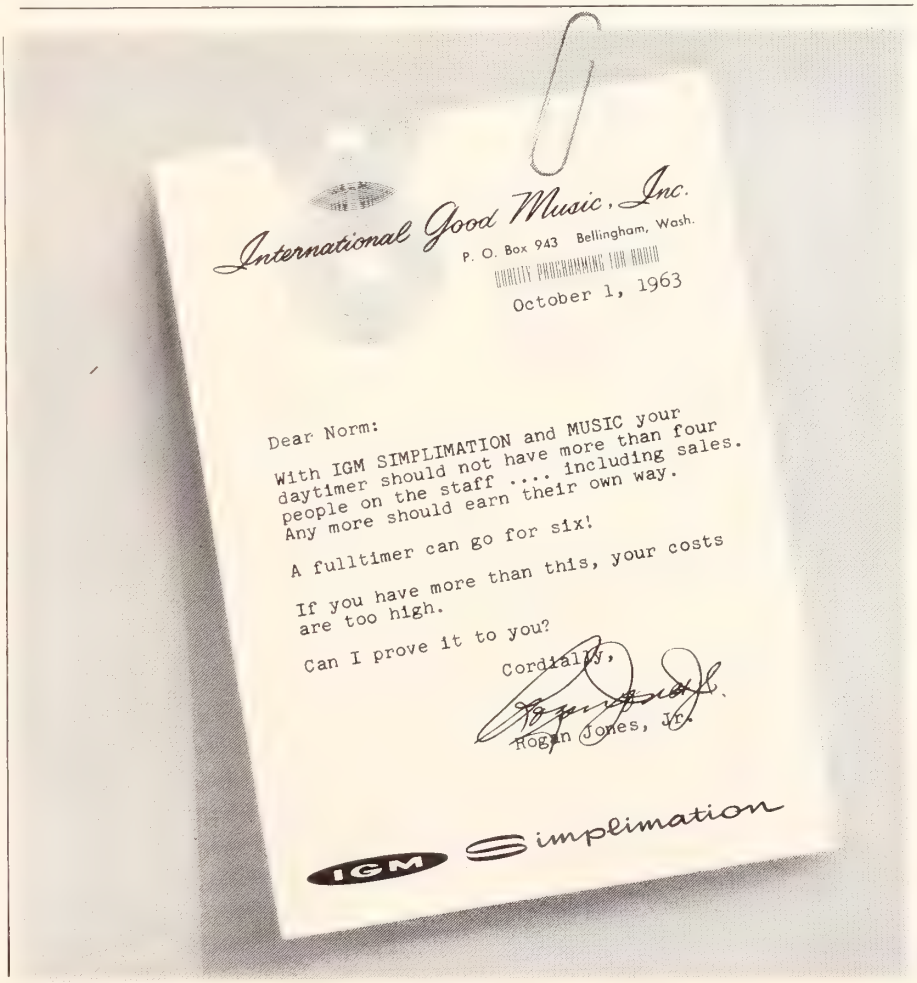
Si Rose, for past year and a half script supervisor on *McHale's Navy,* promoted to associate producer of series, produced at Revue Studios and broadcast by ABC-TV (Tuesday, 8:30-9 p.m.).

Bert Granet named executive producer of *The Great Adventure* series on CBS-TV. Until now, Mr. Granet has been series' producer. **Bruce Lansbury,** CBS-TV program executive, and **Ethel Winant,** associate producer, appointed producers of *The Great Adventure.* **Neil Anderson,** of network's program practices department in Hollywood, will be responsible for Mr. Lansbury's current staff assignments in program department while latter is involved with *Great Adventure* series.

Peter Molnar, for past seven years member of CBS sports department, joins sports staff of NBC, New York,

Mayes named president

Wendell Mayes Jr., KCRS Midland, elected president of Texas Association of Broadcasters, succeeding **Jack Roth,** KONO-AM-TV San Antonio. Other officers elected are **Lee Glasgow,** WACO Waco, VP; and **Tony Bridge,** KMHT Marshall, secretary-treasurer. Directors are **Clint Formby,** KPAN Hereford; **Vann Kennedy,** KSIX Corpus Christi; **Bob Hicks,** KSOX Raymondville; **Willard Deason,** KVET Austin; **Jack Roth** and **Ray Herndon** (TV director).



as executive producer. Mr. Molnar's first assignment will be producer of NBC-TV's new series of 90-minute sports specials starting Saturday, Jan. 4. Sportscaster **Bud Palmer** will be host of the live and taped programs, to be presented from 4:30-6 p.m. NYT.

Jay Kacin, senior TV producer at Ogilvy, Benson & Mather, joins directorial staff of WCD Inc., New York production company.

Twentieth Century-Fox last week named personnel to two pilot projects it's co-producing with ABC-TV, projected for 1964-65 season. **Robert Dwan** will direct pilot show of *The Not Very News Reel,* and **Warner Anderson** has been named to co-star in *Peyton Place* with **Dorothy Malone.** *Peyton Place* pilot is already in production.

Lloyd Haynes, formerly with Heatter-Quigley Productions, signed by Daystar Productions as production associate. Mr. Haynes will concentrate on developing new daytime programing while assisting in development of existing new projects such as *John Stryker* and *Magnificent Seven,* both of which company is producing for CBS-TV.

Bob Hardwick, of KVI Seattle, joins KMPC Los Angeles as music personality.

N. J. (Jeff) Waugh Jr., continuity director of WDVA Danville, Va., promoted to operations manager. Mr. Waugh will supervise all production activities at station. **Homer Thomasson,** WDVA air personality, assumes added duties as program director.

Carr replaces Goodfellow


Mr. Carr

Thomas S. Carr, VP and general manager of WBAL-AM-TV Baltimore, elected president of Maryland - D.C. - Delaware Broadcasters Association, succeeding **Joseph Goodfellow,** VP and general manager of WRC-AM-FM-TV Washington (see story, page 67). Other officers elected are **Morris H. Blum,** WANN Annapolis, Md., VP; and **Mrs. Jason T. Pete,** WASA Havre de Grace, Md., secretary-treasurer. Directors are **Wallace Hankin,** WCUM Cumberland, Md.; **James Bittner,** WKIK Leonardtown, Md.; **Norman Glenn,** WJDY Salisbury, Md.; **Robert Cochrane,** WMAR-TV and **Byron Millenson,** WCAO, both Baltimore; **Neal Edwards,** WMAL-TV, and **Perry S. Ury,** WGMS, both Washington; and **Gordon McIntosh,** WTUX Wilmington, Del.

Gilbert Seldes, former dean of Annenberg School of Communications at University of Pennsylvania, appointed consultant to program staff of National Educational Television, New York.

Norma S. Albarado appointed music director of WDSU-TV New Orleans.


Mr. Kellerman

Don Kellerman, CBS News producer whose most recent assignment has been *Chronicle* series, appointed director of cultural programing for National Educational Television, New York, effective Jan. 7. Mr. Kellerman will supervise four producing teams providing programs on music, the arts, literature and other allied fields to NET's 77-station network. He joined CBS in 1953. **William H. Kobin,** producer of *Howard K. Smith—News and Comment* for ABC-TV, joins NET, effective Jan. 1, as director of public affairs programing.

Ronnie Bull, professional football star with Chicago Bears, signed by WJJD Chicago to daily Monday-Friday football commentaries.

William B. Davis appointed manager of artist bureau of WCMS Norfolk, Va. Bureau will perform management duties of entertainers and package shows for eastern U. S. as well as local bookings for country-western-folk personalities.

Fred D. Knight, formerly of WAVY-AM-TV Norfolk, Va., joins WMAL-AM-FM-TV Washington, effective Nov. 1, as staff performer.

Bill Keffury, former air personality and public service director at KRLA Los Angeles, joins announcing staff of KYA San Francisco.

Claude R. Martin Jr. joins announcing staff of WEJL Scranton, Pa.

Bob Maxwell, host of his own interview show on WCBS New York, joins air staff of WABC, that city.

Robert D. Raiford joins announcing staff of WTOP-AM-FM Washington.

Chuck Shull joins KNBC-TV Los Angeles as weekend weatherman.

Tom Quinn, formerly of WHUC Mohawk, N. Y., joins announcing staff of WNNJ-AM-FM Newton, N. J.

Don Sanchez, program director-disc jockey at KCEE Santa Maria, Calif., joins KSBY-TV San Luis Obispo, Calif., as announcer.

Stan Richards, who joined KNX Los Angeles as summer vacation fill-in, assigned to Sunday 7-10 p.m. and Saturday 6-8 a.m. time periods on regular basis.

Kay Richins signed by KCPX-TV Salt Lake City as host of *Weekend Sports Final* (Sundays, 10:20 p.m.).

NEWS

Roland A. Herriges, chief photographer and newsman at KHQ-AM-TV Spokane, Wash., for past five years, appointed news director, succeeding **Duane H. Bock,** stations' news director since June 1960, who has resigned, effective Nov. 1.

Chet Phebus, formerly with WCBM Baltimore, appointed news director of WISZ Glen Burnie, Md.

Charles Warren, Washington news bureau chief of Mutual Radio Network, named manager of Washington operations. Mr. Warren continues his position as bureau chief, which he has held since March 1961.

Gail Prophet appointed news director of KSBY-TV San Luis Obispo, Calif.

Tom Duggan, highly controversial commentator formerly featured in late evening programs of his own on KTTV (TV) and KCOP(TV), both Los Angeles, joins news staff of KTLA(TV), that city, as an on-the-air reporter on station's Monday-Friday early evening news broadcasts.

Robert Tibbitts, news director of KWOS and KRCG(TV) Jefferson City,

TRUST

News Specials

The Fourth Dimension of WBRZ Channel 2

Beyond sight, sound and action there is a 4th dimension of television: trust. WBRZ-TV News Specials are one way the station builds trust through truth. During the past 12 months, WBRZ-TV News produced 16 Special News Reports in prime nighttime slots.

WBRZ Channel 2 BATON ROUGE

elected chairman of Missouri AP Radio-TV Association, succeeding **Gib Keith,** KTTN Trenton. **Don Sylvester,** KYTV(TV) Springfield, elected vice chairman of association and chairman of continuing study committee.

Pat Michaels appointed news manager of KBLA Burbank, Calif.

John Randall, formerly with WVPO Stroudsburg, Pa., appointed news director of WNNJ-AM-FM Newton, N. J.

William H. Capellare, formerly with Northwestern Mutual Life Insurance Co., joins WISN-TV Milwaukee news staff as writer-reporter.

Ed Needham, formerly of WGAN-AM-TV Portland, Me., joins news department of WPEN Philadelphia.

Dave Murphy joins news department of WJRZ Newark, N. J., as reporter. **Mike Becker,** member of WJRZ sales department, assumes additional duties of "reporter-in-the-sky" in station's trafficopter.

Tom Perryman, news director of WAKY Louisville, Ky., joins news staff of WFAA-AM-FM Dallas.

John Kline, former news director of KSLM Salem, Ore., appointed night news editor at KEX Portland, Ore.

Frank E. Roberts, former public affairs director of KIRO Seattle, joins news staff of KGW Portland, Ore.

ALLIED FIELDS


Mr. Myers

Dr. Lawrence Myers Jr., TV research consultant and member of faculty of Syracuse University for 15 years, appointed chairman of university's radio-TV department. Dr. Myers replaces **Dr. Eugene S. Foster,** who has been named director of TV at Brooklyn College.

Michael Durkas appointed chief of radio-TV section of First U. S. Army Information Office, Governors Island, New York.

Rev. Dr. John W. Bachman, professor of practical theology at Union Theological Seminary, New York, named chairman of National Council of Churches' Broadcasting and Film Commission. Director of Union Seminary's Center for Communication and the Arts, Dr. Bachman succeeds **Dr. Harry C. Spencer** of Nashville, general secretary of The Methodist Church's Television, Radio and Film Commission (TRAFCO).

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Chapman elected IBA chief


Mr. Chapman

Reid G. Chapman, VP and general manager of WANE-AM-TV Fort Wayne, elected president of Indiana Broadcasters Association, succeeding **Don Menke,** WFBM-AM-FM-TV Indianapolis, who becomes member of board of directors. Other IBA officers are **W. C. Fowler,** WBAT Marion, VP-radio (AM); **Martin Williams,** WFMS-FM Indianapolis, VP-radio (FM); **John B. Babcock,** WLWI(TV) Indianapolis, VP-television; **W. T. Hamilton,** WNDU-AM-FM-TV South Bend, secretary-treasurer; **Richard Jackson,** WSAL Logansport, assistant secretary, and **Ben Falber Jr.,** WTHI-AM-FM-TV Terre Haute, assistant treasurer.

INTERNATIONAL

David Vigo, formerly of production and business departments of Associated-Rediffusion Ltd., elected to board of directors of Luckwell Productions Ltd., London.

Robin Legg, formerly with Graham & Gillies, Lagos, Nigeria, appointed manager of Grant Adv.'s Calcutta, India, office.

Oscar Reinosa elected VP and general manager of National Export Advertising Service of Puerto Rico.

George Lee, formerly of General Steel Wares Ltd., Toronto, named advertising manager of Canada Dry Ltd., that city, replacing **Alan Price,** who moved to Royal Crown Cola Ltd., Toronto, as advertising manager.

Vin Dittmer, manager of Montreal office of CTV Television Network Ltd., named business manager of network, with headquarters at Toronto.

Heinz Drege, VP of Williams, Drege & Hill Ltd., Toronto film producers, elected executive VP. **Paul Kimberley,** formerly of CFTO-TV Toronto, and ABC-TV in England, appointed producer-director of film company.

Bryan Rook, for past year copy executive at Independent Television Companies' Association, joins Independent Television Authority, London, as assistant to advertising control officer for advertising copy matters.

Brian Connell, British commercial television current affairs commentator, resigns his post as moderator of Associated-Rediffusion's *This Week* show because of disagreement on how program was being produced.

FANFARE

Robert A. Bernstein, former director of public relations, Westinghouse Broadcasting Co. and most recently vice president of the Softness Group, New York advertising-public relations firm, named to new post of director of national public relations for Triangle Stations, operating from firm's New York office. **Carol Parrott Barnett** joins him as publicity assistant. She had served in similar capacity at CBS-TV and at Westinghouse.

Larry Lowenstein joins Herbert K. Landon Inc., New York public relations agency, as VP. Mr. Lowenstein was formerly VP in charge of advertising and public relations at General Artists Corp.

Raymond L. Vanderslice named promotion manager of WIBG-AM-FM Philadelphia.

Don Trabing named public relations manager for McClatchy Newspapers &



A-C? It's All-Canada Radio and Television Limited, first and paramount representation firm North of the Border in broadcast sales.
A-C reps 43 radio, 22 TV stations—in *all* primary, most secondary markets. Weekly radio reach is 50% of all households for 60% of national retail sales. TV: 62% of households for 53% of national retail sales.
A-C has 12 offices: New York, Detroit, Chicago, San Francisco, Los Angeles, Dallas, Atlanta and Montreal, Toronto, Winnipeg, Calgary, Vancouver.
To reach all Canada, talk to All-Canada
All-Canada Radio & Television Limited
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Broadcasting Co., Sacramento, Calif.

Michael Laurence, previously executive VP of Robert Lawrence Productions, appointed director of public relations for Trans-Lux Corp., New York.

Tom Franklin, on-the-air editor of *Executive Wire,* business news report broadcast Monday-Friday, 5:25-5:30 p.m., on KFI Los Angeles, appointed manager of public relations and advertising for Alcoa real estate project, said to be world's largest privately financed real estate development.

James Munro, associate editor of *Popular Boating* magazine, joins public relations department of Westinghouse Broadcasting Co., New York.

James A. Catalano, VP, treasurer and founding partner of Jay DeBow & Partners, joins public relations department of Doremus & Co., New York, as account executive.

Steve Auld, former advertising director of Capitol Records, joins Vineyard-Hernly & Associates, Santa Ana, Calif., PR agency, as account executive.

EQUIPMENT & ENGINEERING

Deane R. White and **Joseph T. Dougherty,** both of E. I. duPont deNemours & Co., re-elected engineering-VP and financial-VP, respectively, of Society of Motion Picture and Television Engineers. Newly elected to office of sessions-VP was **Wilton R. Holm,** of duPont in Hollywood. **Bryon Roudabush,** president of Bryon Motion Pictures, Washington, elected SMPTE treasurer.

Wonderful Florida Tele Vision

WFTV NEWS LINE

Monday Through Friday

6 P.M. TO 6:30 — Mid-Florida News — Action Weather — Editorial Comment — Brevard News — Sports

6:30 TO 6:45 — ABC-TV Ron Cochran With the News

11 P.M. TO 11:30 — ABC-TV Murphy Martin With the News — Mid-Florida News — Action Weather — Editorial

Sunday

10:30 TO 11 P.M. ABC News Report

Represented Nationally by Adam Young, Inc.

WFTV

ORLANDO, FLORIDA

Hart elevates Cohen

Jerry S. Cohen, former assistant counsel of Senate Antitrust & Monopoly Subcommittee, appointed staff director and chief counsel Monday (Oct. 21) by Senator Philip A. Hart (D-Mich), recently appointed chairman. Mr. Cohen joined subcommittee in 1961 and has worked in investigation of packaging and labeling practices that led to introduction of S 381, a reform measure. He was chief of criminal division of Michigan attorney general's office before joining subcommittee.



Mr. Neufeld

Stan Neufeld, distributor sales manager for University Loudspeakers, Oklahoma City, appointed national sales manager. University Loudspeakers, a division of Ling-Temco-Vought, manufactures high fidelity and public address speakers, microphones and related electronic equipment. **Harry Barton,** former high fidelity sales manager for Bogen-Presto division of Siegler Corp., joins University Loudspeakers as western regional sales manager.

Francis C. Healey, general manager of Mincom division of Minnesota Mining & Manufacturing Co., Los Angeles, elected to board of directors of Western Electronic Manufacturers Association.



Mr. Carr

Robert W. Carr, manager of development engineering for Shure Brothers Inc., Evanston, Ill., manufacturer of microphones, high fidelity and electronic components, appointed manager of company's newly created professional products division. Under Mr. Carr's direction, division will specialize in products for radio-TV broadcasting field, commercial recording industry, motion picture and TV film production industry.

J. O. Weldon elected VP and general manager of Continental Electronics division of Ling-Temco-Vought, Dallas.

Alfred S. Gussin, director of advertising, sales promotion and store planning for Karastan Rug Mills, joins The Magnavox Co., New York, as VP for marketing services.

Larry E. Caldwell, chief engineer of West Central Broadcasting Co., Peoria, Ill., joins Eitel-McCullough Inc., electron tube manufacturer, as sales engineer in firm's Bellwood, Ill., office. Mr. Caldwell succeeds **Martin Piepenburg,** who resigned. **Allen Chop** appointed quality control manager for Eitel-McCullough's power grid division at San Carlos, Calif.

Charles E. Cripps, technical representative in Washington, D. C., for Houston Fearless Corp., Los Angeles, promoted to senior engineer at company's home office.

DEATHS

Charles A. Holcomb, 67, VP and member of board of directors of Kudner Agency, New York, died at his home in Westport, Conn., Oct. 24 after brief illness. Mr. Holcomb opened his own agency in Boston which merged in 1950 to form H. B. Humphrey, Alley & Richards. He joined Kudner in 1957.

Eliot C. Lovett, 67, of Chevy Chase, Md., an attorney who helped devise beep tone which signals recording of telephone conversation, died Oct. 21 in Boston after brief illness. Mr. Lovett's work with beep tone eminated from case he won for SoundScriber Corp. against AT&T. This case established right to attach recording device to telephone. Mr. Lovett, who specialized in practice before FCC, was charter member of Federal Communications Bar Association and served as its president in 1947. Mr. Lovett began practice of law in 1925. He was joined by his son, Lee G. Lovett, in 1958 to form partnership of Lovett & Lovett.

Harry Grey, 57, VP in charge of commercial film department of BBDO, Hollywood, died Oct. 17 of heart attack. Mr. Grey had been with agency for 14 years.

Burt Hall, 69, retired manager of Montreal office of All-Canada Radio & Television Ltd., station representation firm, died Oct. 10.

Georges Guerette, former manager of CJEM Edmundston, N. B., died Oct. 10 after long illness.

James P. O'Leary, 37, announcer on *Night Call* (midnight-6 a.m.) show on KMPC Los Angeles, died at his Garden Grove (Calif.) home Oct. 16, apparently of heart attack. He had been in radio 16 years, starting in Gallup, N. M., but working chiefly in Southern California.

NEW MARKET AREA RANKINGS

A complete listing of the official standard metropolitan statistical areas, as approved by the Bureau of the Budget, Washington, is listed below. The table includes the four new areas and the revisions to the 58 areas announced by the Bureau of the Budget two weeks ago (BROADCASTING, Oct. 21), plus three areas from Puerto Rico.

The table lists rank of the area according to the 1960 population census, the standard metropolitan statistical area, and population total for each:

	Area	Population
1	New York, N. Y.	10,694,633
2	Chicago, Ill.	6,220,913
3	Los Angeles-Long Beach, Calif.	6,038,771
4	Philadelphia, Pa.-N. J.	4,342,897
5	Detroit, Mich.	3,762,360
6	San Francisco-Oakland, Calif.	2,648,762
7	Boston, Mass.	2,595,481
8	Pittsburgh, Pa.	2,405,435
9	St. Louis, Mo.-Ill.	2,104,669
10	Washington, D.C.-Md.-Va.	2,001,897
11	Cleveland, Ohio	1,909,483
12	Baltimore, Md.	1,727,023
13	Newark, N. J.	1,689,420
14	Minneapolis-St. Paul, Minn.	1,482,030
15	Buffalo, N. Y.	1,306,957
16	Cincinnati, Ohio-Ky.	1,268,479
17	Houston, Tex.	1,243,158
18	Milwaukee, Wis.	1,232,731
19	Paterson-Clifton-Passaic, N. J.	1,186,873
20	Seattle, Wash.	1,107,213
21	Kansas City, Mo.-Kan.	1,092,545
22	Dallas, Tex.	1,083,601
23	San Diego, Calif.	1,033,011
24	Atlanta, Ga.	1,017,188
25	Miami, Fla.	935,047
26	Denver, Colo.	929,383
27	Indianapolis, Ind.	916,932
28	New Orleans, La.	907,123
29	Portland, Ore.-Wash.	821,897
30	Providence-Pawtucket, R. I.-Mass.	821,101
31	San Bernardino-Riverside-Ontario, Calif.	809,782
32	Tampa-St. Petersburg, Fla.	772,453
33	Columbus, Ohio	754,924
34	Rochester, N. Y.	732,588
35	Dayton, Ohio	727,121
36	Louisville, Ky.-Ind.	725,139
37	San Antonio, Tex.	716,168
38	Anaheim-Santa Ana-Garden Grove, Calif.	703,925
39	Memphis, Tenn.	674,583
40	Phoenix, Ariz.	663,510
41	Albany-Schenectady-Troy, N. Y.	657,503
42	San Jose, Calif.	642,315
43	Birmingham, Ala.	634,864
44	Toledo, Ohio-Mich.	630,647
45	Sacramento, Calif.	625,503
46	San Juan, P. R.	621,178
47	Jersey City, N. J.	610,734
48	Akron, Ohio	605,367
49	Norfolk-Portsmouth, Va.	578,507
50	Gary-Hammond-East Chicago, Ind.	573,548
51	Fort Worth, Tex.	573,215
52	Syracuse, N. Y.	563,781
53	Hartford, Conn.	549,249
54	Oklahoma City, Okla.	511,833
55	Youngstown-Warren, Ohio	509,006
56	Honolulu, Hawaii	500,409
57	Springfield-Chicopee-Holyoke, Mass.	493,999
58	Allentown-Bethlehem-Easton, Pa.-N. J.	492,168
59	Nashville, Tenn.	463,628
60	Grand Rapids, Mich.	461,906
61	Omaha, Neb.-Iowa	457,873
62	Jacksonville, Fla.	455,411
63	Salt Lake City, Utah	447,795
64	Richmond, Va.	436,044
65	Tulsa, Okla.	418,974
66	Flint, Mich.	416,239
67	Wilmington, Del.-N. J.	414,565
68	Wichita, Kan.	381,626
69	Harrisburg, Pa.	371,653
70	Knoxville, Tenn.	368,080
71	Fresno, Calif.	365,945
72	Mobile, Ala.	363,389
73	Wilkes-Barre—Hazleton, Pa.	346,972
74	Canton, Ohio	340,345
75	Bridgeport, Conn.	337,983
76	Fort Lauderdale-Hollywood, Fla.	333,946
77	Utica-Rome, N. Y.	330,771
78	Worcester, Mass.	328,898
79	Tacoma, Wash.	321,590
80	Orlando, Fla.	318,487
81	New Haven, Conn.	320,836
82	Davenport-Rock Island-Moline, Iowa.-Ill.	319,375
83	Charlotte, N. C.	316,781
84	El Paso, Tex.	314,070
85	Peoria, Ill.	313,412
86	Beaumont-Port Arthur, Tex.	306,016
87	Lansing, Mich.	298,949
88	Bakersfield, Calif.	291,984
89	York, Pa.	290,242
90	Binghamton, N. Y.	283,600
91	Chattanooga, Tenn.-Ga.	283,169
92	Shreveport, La.	281,481
93	Johnstown, Pa.	280,733
94	Lancaster, Pa.	278,359
95	Spokane, Wash.	278,333
96	Duluth-Superior, Minn.-Wis.	276,596
97	Reading, Pa.	275,414
98	South Bend, Ind.	271,057
99	Trenton, N. J.	266,392
100	Des Moines, Iowa	266,315
101	Tucson, Ariz.	265,660
102	Albuquerque, N. Mex.	262,199
103	Columbia, S. C.	260,828
104	Greenville, S. C.	255,805
105	Huntington-Ashland, W. Va.-Ky.-Ohio	254,780
106	Charleston, S. C.	254,578
107	Charleston, W. Va.	252,923
108	Erie, Pa.	250,682
109	Stockton, Calif.	249,989
110	Greensboro-High Point, N. C.	246,520
111	Little Rock-North Little Rock, Ark.	242,980
112	Scranton, Pa.	234,531
113	Fort Wayne, Ind.	232,196
114	Rockford, Ill.	230,091
115	Baton Rouge, La.	230,058
116	West Palm Beach, Fla.	228,106
117	Newport News-Hampton, Va.	224,503
118	Evansville, Ind.-Ky.	222,890
119	Madison, Wis.	222,095
120	Corpus Christi, Tex.	221,573
121	Jackson, Miss.	221,367
122	Columbus, Ga.-Ala.	217,985
123	Lorain-Elyria, Ohio	217,500
124	Augusta, Ga.-S. C.	216,639
125	Austin, Tex.	212,136
126	Pensacola, Fla.	203,376
127	Vallejo-Napa, Calif.	200,647
128	Montgomery, Ala.	199,734
129	Hamilton-Middletown, Ohio	199,076
130	Lawrence-Haverhill, Mass.-N. H.	197,900
131	Saginaw, Mich.	190,752
132	Wheeling, W. Va.-Ohio	190,342
133	Winston-Salem, N. C.	189,428
134	Savannah, Ga.	188,299
135	Waterbury, Conn.	185,548
136	Macon, Ga.	180,403
137	Stamford, Conn.	178,409
139	Terre Haute, Ind.	172,069
140	New London-Groton-Norwich, Conn.	170,981
141	Kalamazoo, Mich.	169,712
142	Raleigh, N. C.	169,082
143	Santa Barbara, Calif.	168,962
144	Steubenville-Weirton, Ohio-W. Va.	167,756
145	Lowell, Mass.	164,243
146	Eugene, Ore.	162,890
147	Atlantic City, N. J.	160,880
148	Roanoke, Va.	158,803
149	Lubbock, Tex.	156,271
150	Lincoln, Neb.	155,272
151	Huntsville, Ala.	153,861
152	Brownsville-Harlingen-San Benito, Tex.	151,098
153	Waco, Tex.	150,091
154	Muskegon-Muskegon Heights, Mich.	149,943
155	Amarillo, Tex.	149,493
156	Brockton, Mass.	149,458
157	Springfield, Ill.	146,539
158	Ponce, P. R.	146,480
159	Lake Charles, La.	145,475
160	Colorado Springs, Colo.	143,742
161	New Bedford, Mass.	143,176
162	Racine, Wis.	141,781
163	Topeka, Kan.	141,286
164	Galveston-Texas City, Tex.	140,364
165	Portland, Me.	139,112
166	Fall River, Mass.-R. I.	138,156
167	Altoona, Pa.	137,270
168	Cedar Rapids, Iowa	136,899
169	Fort Smith, Ark.-Okla.	135,110
170	Champaign-Urbana, Ill.	132,436
171	Jackson, Mich.	131,994
172	Lexington, Ky.	131,906
173	Springfield, Ohio	131,440
174	Asheville, N. C.	130,074
175	Wichita Falls, Tex.	129,638
176	New Britain, Conn.	129,397
177	Las Vegas, Nev.	127,016
178	Springfield, Mo.	126,276
179	Green Bay, Wis.	125,082
180	Waterloo, Iowa	122,482
181	Abilene, Tex.	120,377
182	Sioux City, Iowa	120,017
183	Pueblo, Colo.	118,707
184	Decatur, Ill.	118,257
185	Durham, N. C.	111,995
186	Muncie, Ind.	110,938
187	Ogden, Utah	110,744
188	Lynchburg, Va.	110,701
189	Tuscaloosa, Ala.	109,047
190	Bay City, Mich.	107,042
191	Provo-Orem, Utah	106,991
192	Fargo-Moorhead, N. D.-Minn.	106,027
193	Lima, Ohio	103,691
194	Manchester, N. H.	102,861
195	Monroe, La.	101,663
196	Kenosha, Wis.	100,615
197	Gadsden, Ala.	96,980
198	Norwalk, Conn.	96,756
199	Boise, Idaho	94,360
200	Texarkana, Tex.-Ark.	91,657
201	Odessa, Tex.	90,995
202	Lawton, Okla.	90,803
203	St. Joseph, Mo.	90,581
204	Fitchburg-Leominster, Mass.	90,158
205	Sioux Falls, S. D.	86,575

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NEW MARKET AREA RANKINGS continued

206	Tyler, Tex.	86,350	213	Albany, Ga.	75,680
207	Reno, Nev.	84,743	214	Great Falls, Mont.	73,418
208	Lafayette, La.	84,656	215	Lewiston-Auburn, Me.	70,295
209	Mayaguez, P. R.	84,576	216	Midland, Tex.	67,717
210	Dubuque, Iowa	80,048	217	Laredo, Tex.	64,791
211	Billings, Mont.	79,016	218	San Angelo, Tex.	64,630
212	Pittsfield, Mass.	76,772	219	Meriden, Conn.	51,850

FCC STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Oct. 17 through Oct. 23 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *educational. Ann.—Announced.

New TV stations

APPLICATIONS

***Lexington, Ky.—Kentucky State Board of Education.** UHF channel 46 (662-668 mc); ERP 406 kw vis., 203 kw aur. Ant. height above average terrain 920 feet, above ground 859 feet. P. O. address c/o O. Leonard Press, Kentucky Authority for Educational Television, University of Kentucky, Lexington. Estimated construction cost $1,505,744; first year operating cost $655,000. Studio location Lexington, trans. location 2 miles SE of Centerville, Ky. Geographic coordinates 38° 11′ 50″ north latitude, 84° 22′ 39″ west longitude. Type trans. RCA TTU-25B, type ant. RCA-Pylon TFU-25G. Legal counsel Miller & Schroeder, consulting engineer Jansky & Bailey, both Washington. Principals: **governing board of Kentucky Authority for Educational Television.** Ann. Oct. 18.

***Somerset, Ky.—Kentucky State Board of Education.** UHF channel 29 (560-566 mc); ERP 315 kw vis., 158 kw aur. Ant. height above average terrain 1,480 feet, above ground 1,019. P. O. address, legal counsel, consulting engineer and principals same as Lexington, Ky., application above. Estimated construction cost $480,865; first year operating cost $24,200. Studio location Lexington, trans. location Somerset. Geographic coordinates 37° 10′ 00″ north latitude, 84° 49′ 28″ west longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-30J. Ann. Oct. 18.

Existing TV station

CALL LETTERS ASSIGNED

■ KCOY-TV Santa Maria, Calif.—Central Coast Television.

New AM station

ACTION BY FCC

Rockford, Mich.—Jack Lee Payne. Granted CP for new AM on 810 kc, 500 w-D; condition. P. O. address 8880 Brower Lake Drive, Rockford. Estimated construction cost $13,124; first year operating cost $30,000; revenue $45,000. Mr. Payne, sole owner, owns coin-operated machine firm. Action Oct. 18.

Existing AM stations

CALL LETTERS ASSIGNED

■ WAAM Ann Arbor, Mich.—Radio Ann Arbor Inc. Changed from WHRV.

■ WKNR Dearborn, Mich.—Knorr Broadcasting Corp. Changed from WKMH.

■ WECP Carthage, Miss.—Meredith Colon Johnston.

■ WNLA Indianola, Miss.—Fritts Broadcasting Inc. Changed from WDLT.

■ WRPL Charlotte, N. C.—Risden Allen Lyon.

■ WVCB Shallotte, N. C.—Shallotte Broadcasting Co.

■ WYLO Jackson, Wis.—Suburban Broadcasting Inc.

APPLICATIONS

WTBC Tuscaloosa, Ala.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Oct. 18.

KSTP St. Paul—CP to change from DA-D and N to DA-D and install new daytime ant. approximately .3 miles east of east tower of DA system (same description). Ann. Oct. 23.

KLVT Levelland, Tex.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Oct. 22.

New FM stations

ACTION BY FCC

El Dorado, Ark.—Radio Enterprises Inc. Granted CP for new FM on 103.1 mc, 3 kw. Ant. height above average terrain 200 feet. P. O. address Box 610, El Dorado. Estimated construction cost $13,620; first year operating cost $1,200; revenue $20,000. Principals: **W. N. McKinney** (95%) and **R. E. Meinert** (5%). Applicant owns KELD El Dorado. Action Oct. 17.

APPLICATIONS

St. Petersburg, Fla.—Florida West Coast Broadcasters Inc. 107.3 mc, channel 297, 25.12 kw. Ant. height above average terrain 266 feet. P. O. address Box 12680, St. Petersburg. Estimated construction cost $22,226; first year operating cost $11,825; revenue $12,000. Applicant is licensee of WPIN St. Petersburg. Ann. Oct. 23.

Columbus, Ga.—Port City Radio Co. 104.9 mc, channel 285, 2.73 kw. Ant. height above average terrain 175 feet. P. O. address 612 47th Street, Columbus. Estimated construction cost $18,703; first year operating cost $29,430; revenue $56,360. **Robert B. Folsom,** sole owner, is sales engineer with Georgia Power Co. Ann. Oct. 23.

Moultrie, Ga.—Colquitt Broadcasting Co. 93.9 mc, channel 230, 27.4 kw. Ant. height above average terrain 278 feet. P. O. address Moultrie. Estimated construction cost $15,600; revenue $18,000. Applicant is licensee of WMTM Moultrie. Ann. Oct. 18.

Mendota, Ill.—Mendota Broadcasting Co. 100.9 mc, channel 265, 3 kw. Ant. height above average terrain 141 feet. P. O. address 924 Bellwood Avenue, Bellwood, Ill. Estimated construction cost $10,270; first year operating cost $12,000; revenue $16,000. **Janet C. Becker,** sole owner, also has application pending for new AM in Mendota. Ann. Oct. 21.

Minneapolis—Hubbard Broadcasting Inc. 94.5 mc, channel 233, 100 kw. Ant. height above average terrain 575 feet. P. O. address 3415 University Avenue, St. Paul 14. Estimated construction cost $66,600; first year operating cost $80,700; revenue listed as uncertain. Applicant is licensee of KSTP Minneapolis-St. Paul, and application is contingent on grant of KSTP site change. Ann. Oct. 18.

Vineland, N. J.—Mortimer and Vivian E. Hendrickson. 92.1 mc, channel 221, 1 kw. Ant. height above average terrain 180 feet. P. O. address station WDVL, Maurice River Boulevard and Almond Road, Vineland. Estimated construction cost $15,623; first year operating cost $25,000; revenue $30,000. Applicant is licensee of WDVL Vineland. Ann. Oct. 18.

Conneaut, Ohio—Louis W. Skelly. 104.9 mc, channel 285A, 2.78 kw. Ant. height above average terrain minus 21 feet. P. O. address 211 Main Street, Conneaut. Estimated construction cost $7,125; first year operating cost $12,000; revenue $18,000. Applicant is licensee of WWOW Conneaut. Ann. Oct. 17.

Radford, Va.—WRAD Broadcasting Co. 101.7 mc, channel 269, 3 kw. Ant. height above average terrain 64 feet. P. O. address Route 2, Radford. Estimated construction cost $13,595; first year operating cost $1,500; revenue $7,000. Applicant is licensee of WRAD Radford. Ann. Oct. 18.

***Marinette, Wis.—State of Wisconsin-State Radio Council.** 91.5 mc, channel 218, 1 kw. Ant. height above average terrain 240.7 feet. P. O. address c/o Harold A. Engel, Radio Hall, University of Wisconsin, Madison 6, Wis. Estimated construction cost $2,900; first year operating cost $2,950. Principals: **board of directors.** Ann. Oct. 21.

Existing FM stations

CALL LETTERS ASSIGNED

■ KRIL-FM El Dorado, Ark.—El Dorado Broadcasting Co.

■ KSGV(FM) West Covina, Calif.—Pacific South Broadcasting Co. Changed from KDWC(FM).

■ WCBW(FM) Columbia, Ill.—Joseph L. Lepp Inc.

■ WLUV-FM Loves Park, Ill.—Loves Park Broadcasting Co.

■ WASK-FM Lafayette, Ind.—Lafayette Broadcasting Inc.

■ WLOI-FM La Porte, Ind.—La Porte County Broadcasting Inc.

■ *KRNL-FM Mt. Vernon, Iowa—Cornell College.

■ WKNR-FM Dearborn, Mich.—Knorr Broadcasting Corp. Changed from WKMH-FM.

■ WKMI-FM Kalamazoo, Mich.—Steere Broadcasting Corp.

■ *WJRH(FM) Easton, Pa.—Lafayette College.

Ownership changes

ACTIONS BY FCC

WEAD College Park, Ga.—Granted assignment of license from **Ruth Sills** (100%), trustee in bankruptcy, to **Metro Broadcasting Inc.,** owned by **Arthur P. Jackson, Bernard S. Lipman** and **Hubert C. Tant** (each 20%) and **Harvey J. Aderhold, Paul Jones, Frank M. Lokey Sr.** and **Frank M. Lokey Jr.** (each 10%). Consideration $42,500. Mr. Jackson is banker; Dr. Lipman is phy-

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 23

	ON AIR Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,843	44	141	301
FM	1,113	17	86	262
TV	521[1]	55	82	120

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 23

	VHF	UHF	TOTAL TV
Commercial	486	90	576[1]
Noncommercial	51	29	80[2]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Sept. 30

	AM	FM	TV
Licensed (all on air)	3,838	1,110	521[1]
CP's on air (new stations)	49	20	55
CP's not on air (new stations)	134	75	81
Total authorized stations	4,021	1,205	657[1]
Applications for new stations (not in hearing)	185	224	70
Applications for new stations (in hearing)	123	12	51
Total applications for new stations	308	236	121
Applications for major changes (not in hearing)	226	95	46
Applications for major changes (in hearing)	52	3	10
Total applications for major changes	278	98	56
Licenses deleted	2	1	0
CP's deleted	2	1	1

[1] Does not include seven licensed stations off air
[2] Includes three stations operating on unreserved channels

sician; Mr. Tant is president of broadcast tower company; Mr. Aderhold is chief engineer of Georgia educational TV stations WXGA-TV Waycross, WVAN-TV Savannah, WJSP-TV Columbus and WCLP-TV Chatsworth; Mr. Jones is retired; F. M. Lokey Sr. is manager of retail store; F. M. Lokey Jr. is general manager of WEAD. Action Oct. 18.

WBGN Bowling Green, Ky.—Granted assignment of license from **Clement L. Cockrel, Elmer L. Hargan, Eugene K. Hornback** and **J. Paul Brown** (each 25%), d/b as **Bowling Green Broadcasting Co.**, to Mr. Brown and **Robert L. Proctor** (each 50%). Consideration $17,000. Mr. Proctor is general manager of WBGN. Action Oct. 17.

KARR-AM-FM Great Falls, Mont.—Granted assignment of licenses from **Pat M. Goodover** (100%) to Mr. Goodover (87% plus), **Erma N. Goodover** (12.5%) and **William E. Murray** (less than 1%), tr/as **Radio-TV Enterprises Inc.** No financial consideration involved. Action of Oct. 17.

KELR El Reno, Okla.—Granted relinquishment of negative control of licensee corporation, **C P Corp.**, from **Charles L.** (49%) and **Jessie Mae** (1%) **Cain** and **Joseph M. Price** (50%) to Mr. and Mrs. Cain (34% and 1% respectively), Mr. Price (35%), **Bill B. Marshall** and **Clifton R. Gardiner** (each 15%). Consideration $26,700. Messrs. Marshall and Gardiner are co-managers of station. Action Oct. 16.

KHEM Big Spring, Tex.—Granted assignment of licenses from **Cobra Broadcasting Co.**, owned by **Thomas E. Conner** and **Robert E. Bradbury Jr.** (each 50%), to **Cobra Corp.**, owned by same persons in same percentages. No financial consideration involved. Also see KPET Lamesa, Tex., grant below. Action Oct. 16.

KPET Lamesa, Tex.—Granted assignment of license from **Lamesa Broadcasting Co.**, owned by **Thomas E. Conner** and **Robert E. Bradbury Jr.** (each 50%), to **Cobra Corp.**, owned by same persons in same percentages. No financial consideration involved. Also see KHEM Big Spring, Tex., grant above. Action Oct. 16.

WNNT Warsaw, Va.—Granted assignment of license from **Patricia P. Headley**, executrix of estate of **Grayson Headley** (100%), to Mrs. Headley (100%), tr/as **Northern Neck & Tidewater Broadcasting Co.** No financial consideration involved. Action Oct. 21.

APPLICATIONS

KENT Prescott, Ariz.—Seeks assignment of license from **Harvey Raymond Odom** to **Ira G. McCormack Jr.** (100%), d/b as **Prescott Broadcasting Service.** Consideration $50,000. Mr. McCormack is employe of WSAL Logansport, Ind. Ann. Oct. 23.

KTVE(TV) El Dorado, Ark.—Seeks transfer of control of licensee corporation, **KTVE Inc.**, from **Veterans Broadcasting Inc.** (90%) and **William H. Simons** (10%), to **Fuqua Industries Inc.** (100%), wholly owned by **J. B. Fuqua.** Consideration $612,000. Mr. Fuqua owns WJBF-TV Augusta, Ga., and WROZ Evansville, Ind. Ann. Oct. 17.

KRAK Sacramento, Calif.—Seeks assignment of license from **Golden Valley Broadcasting Co.** to parent corporation, **Hercules Broadcasting Co.** No financial consideration involved. Ann. Oct. 17.

WINE Brookfield, Conn.—Seeks assignment of CP from **Eastern Broadcasting System Inc.** to **Housatonic Valley Broadcasting Co.**, owned by Eastern (40%), **George F. O'Brien** and **Blair A. Walliser** (each 30%). No financial consideration involved, as assignment is resolution of conflicting applications for new AM's in same area. Ann. Oct. 23.

WEAT-AM-TV West Palm Beach, Fla.—Seeks assignment of licenses from **WEAT-TV Inc.**, owned 80% by **Rand Broadcasting Co., (Rex Rand)** licensee of WINZ Miami and WINQ Tampa, Fla., and 20% by **Bertram Lebhar**, to **Gardens Broadcasting Co.**, wholly owned subsidiary of **Royal American Industries Inc.**; Royal American is approximately ⅔ owned by **Bankers Life and Casualty Co.** Consideration $2,100,000. Ann. Oct. 17.

WTAF-TV Marion, Ind.—Seeks transfer of control of permittee corporation, **Geneco Broadcasting Inc.**, from **Eugene C. Thompson** (88.3% before transfer, 29.8% after) to **Northern Indiana Broadcasters Inc.** (61.77%), whose majority owner is **William N. Udell**; other ownership remains same. Consideration $66,740. Northern Indiana owns WIMS Michigan City and WKAM Goshen, both Indiana, and is applicant for new AM at Mishawaka, Ind.; Mr. Udell is applicant for new AM at Wabash, Ind. Ann. Oct. 21.

WKLX Paris, Ky.—Seeks assignment of license from **Tal Jonz**, receiver, to **David L. Krause**, receiver for **Charles W. Krause**, tr/as **Paris Broadcasting Co.** No financial consideration involved. Ann. Oct. 17.

WNAV-AM-FM Annapolis, Md.—Seeks transfer of control of licensee corporation, **Capital Broadcasting Co.**, from **Washington Broadcasting Co.** to stockholders of Washington in proportion to their ownership. No financial consideration involved. Ann. Oct. 22.

WQRS-FM Detroit—Seeks transfer of control of licensee corporation, **Fine Arts Broadcasters Inc.**, from **Richard N. Hughes** (75%) to **Stanley R. Akers** (100% after transfer, 25% before). Consideration $850 and cancellation of debt. Ann. Oct. 23.

WYSI Ypsilanti, Mich.—Seeks relinquishment of positive control of permittee corporation, **Ypsilanti Broadcasting Co.**, by **Craig E. Davids** (50.8% before transfer, 38.8% after) through sale of stock to **Roy W. McLean** (26.2% after, 14.2% before); other ownership remains same. Consideration $7,200. Ann. Oct. 17.

KEVE and KADM(FM) Golden Valley, Minn.—Seeks assignment of licenses from **Western Broadcasting Corp.** to Western and **John Poole Radio Properties Inc.** (each 50%), d/b as **Minneapolis-St. Paul Radio Broadcasters.** Consideration $200,000. Poole firm is owned by John H. Poole. Mr. Poole has interests in KGLM and KBIG(FM) Avalon (Los Angeles). Ann. Oct. 23.

KFUN Las Vegas, N. M.—Seeks transfer of control of licensee corporation, **Southwest Broadcasters Inc.**, from **Dorothy G. Thwaites**, administrix of estate of **Ernest N. Thwaites**, to Mrs. Thwaites individually. No financial consideration involved. Ann. Oct. 23.

SUBSCRIPTION APPLICATION

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WFVG Fuquay Springs, N. C.—Seeks assignment of license from **Carl V. Venters Jr.** and **Herbert C. Wade Jr.** (each 50%), d/b as **WFVG Broadcasting Co.**, to same company owned by **C. V. Venters Jr.** and Mr. Wade (each 49.5%) and **Ann H. Wade** (1%). No financial consideration involved. Ann. Oct. 18.

KOHU Hermiston, Ore.—Seeks assignment of license from **Sarah Knierim**, executrix of estate of **Carl F. Knierim**, deceased, to Mrs. Knierim individually. No financial consideration involved. Ann. Oct. 23.

WBDS Danville, Pa.—Seeks assignment of license from **William Emert** (90%) and **Dean Sharpless** (10%), d/b as **Montour County Broadcasting Inc.**, to **Montrose Broadcasting Corp.**, nonstock corporation of which **W. Douglas Roe** is president. Consideration $35,000. Assignee is licensee of WPEL-AM-FM Montrose, Pa. Ann. Oct. 23.

WTSA Brattleboro, Vt.—Seeks assignment of license from **Tri-State Area Broadcasting Inc.**, 100% owned by **Theodore Feinstein**, to **Brattleboro Broadcasting Corp.**, 99% owned by **Atlantic States Industries Inc.**; **Robert Price** is president of both firms. Consideration $80,000. Mr. Price is New York attorney. Atlantic States owns *Nassau Herald* and Peninsula Printing Co., both Lawrence, N. Y., and *Rockaway Journal*, Far Rockaway, N. Y. Ann. Oct. 7.

WRGM Richmond, Va.—Seeks transfer of control of licensee corporation, **Southern States Radio Corp.**, from **Eastern States Radio Corp.** to its stockholders individually. No financial consideration involved. Ann. Oct. 23.

KTW-AM-FM Seattle—Seeks assignment of license from **First Presbyterian Church of Seattle** to **David M. Segal**. Consideration $250,000. Mr. Segal owns WGVM Greenville, Miss. Ann. Oct. 17.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Arthur A. Gladstone issued initial decision looking toward granting application of O. L. Withers for new AM on 940 kc, 250 w-D in Woodburn, Ore.; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Oct. 23.

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward granting applications of Central Wisconsin Television Inc. for (1) additional time to construct WCWT(TV) (ch. 9) Wausau, Wis., and (2) assignment of CP to Midcontinent Broadcasting Co. for $34,439. Action Oct. 22.

■ Hearing Examiner Basil P. Cooper issued supplemental initial decision looking toward granting application of Salina Radio Inc. for new AM on 910 kc, 500 w-D, DA, in Salina, Kan.; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Oct. 22.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Coastal Cities Broadcasting Inc. for new AM on 1460 kc, 1 kw-D, DA, in Moss Point, Miss.; conditions include precluding presunrise operation with daytime facilities pending final decision in Doc. 14419. Action Oct. 22.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on applications of Garo W. Ray and Connecticut Coast Broadcasting Co. for new daytime AM stations in Seymour and Bridgeport, both Connecticut, respectively, in Docs. 14829-30, (1) denied further motion by Ray to enlarge issues and (2) dismissed Connecticut Coast motion to strike Ray's reply to opposition. Board Member Nelson not participating. Action Oct. 23.

■ In proceeding on application of Beamon Advertising Inc. for new AM in Daingerfield, Tex., denied Beamon's motion to strike Mt. Pleasant Broadcasting Co. (KIMP), Mt. Pleasant, Tex., petition for extension of time to file exceptions and dismissed opposition to petition. Action Oct. 17.

■ By memorandum opinion and order in proceeding on applications of Garo W. Ray and Connecticut Coast Broadcasting Co. for new AM stations in Seymour and Bridgeport, respectively, both Connecticut, granted motion by Connecticut Coast and struck Ray's objection to Connecticut's replies to Ray's exceptions to initial decision. Action Oct. 17.

■ By memorandum opinion and order denied petition by Kennett Broadcasting Corp. (KBOA), Kennett, Mo., for reconsideration of July 31 decision which granted application of William L. Miller, tr/as Bootheel Broadcasting Co., for new AM on 1540 kc, 1 kw (250 w-CH), D, in Kennett, Mo. Action Oct. 16.

ACTIONS ON MOTIONS

■ Commission granted request by Kentuckiana Television Inc. (WLKY-TV [ch. 32]), Louisville, Ky., to extend time from Oct. 21 to Nov. 1 to file opposition to petition by Southeastern Broadcasting Inc. (WSFC), Somerset, Ky., for assignment of channel 7 to Somerset. Action Oct. 21.

■ Commission, by Office of Opinions and Review, granted petition by Carol Music Inc. to extend time to Nov. 6 to file exceptions to initial decision in matter of revocation of license and SCA of Carol Music Inc. for WCLM(FM) Chicago. Action Oct. 18.

■ Commission granted petition by Advisory Council For Educational Television of Commonwealth of Virginia to extend time from Oct. 16 to Oct. 25 to file reply comments in TV rulemaking proceeding involving Staunton-Waynesboro, Va. Action Oct. 15.

By Chief Hearing Examiner James D. Cunningham

■ Ordered that Examiner Elizabeth C. Smith, in lieu of Walther W. Guenther, will preside at hearing on AM application of Moberly Broadcasting Co. (KNCM), Moberly, Mo., in which hearing conference is scheduled for Nov. 6 and formal hearing is rescheduled to commence Dec. 6, rather than Dec. 4. Action Oct. 22.

■ Ordered that Examiner Arthur A. Gladstone, in lieu of Walther W. Guenther, will preside at hearing on AM application of Northland Radio Corp. (KWEB), Rochester, Minn., in which formal hearing is rescheduled to commence Nov. 5, rather than Oct. 29. Action Oct. 22.

■ Designated Examiner Arthur A. Gladstone to preside at hearing in proceeding on AM application of Big Chief Broadcasting Inc. (KLPR), Oklahoma City; scheduled prehearing conference for Nov. 18 and hearing for Dec. 11. Action Oct. 21.

By Hearing Examiner Charles J. Frederick

■ Upon request by Broadcast Bureau and with agreement of applicant, rescheduled from 10:00 a.m. to 9:00 a.m. Oct. 21 hearing in proceeding on application of Albert John Williams (KTYM), Inglewood, Calif. Action Oct. 18.

By Hearing Examiner Millard F. French

■ In proceeding on applications of Harry Wallerstein, receiver, Television Co. of America Inc., for renewal of license, assignment of license and transfer of control of KSHO-TV Las Vegas, in Docs. 15006-8, granted petition by Mr. Wallerstein and Arthur Powell Williams (transferee) to continue Oct. 29 hearing to Jan. 15, 1964, in Las Vegas and ordered that witness subpoenas presently outstanding shall remain in full force and effect and be returnable on Jan. 15. Action Oct. 22.

■ On own motion, rescheduled Oct. 18 prehearing conference for Oct. 17 in proceeding on applications of Harry Wallerstein, receiver, Television Co. of America Inc., for renewal of license, assignment of license and transfer of control of KSHO-TV Las Vegas in Docs. 15006-8. Action Oct. 16.

■ Granted request by Broadcast Bureau to extend time from Oct. 16 to Oct. 24 to file proposed findings and from Oct. 28 to Nov. 4 for replies in proceeding on AM application of Brush Broadcasting Co., Wauchula, Fla. Action Oct. 16.

By Hearing Examiner David I. Kraushaar

■ Issued order after Oct. 21 prehearing conference in Salem, Ore., TV channel 3 proceeding in Docs. 15165-6 and scheduled

Continued on page 95

Choosing a Tall Tower Design ?

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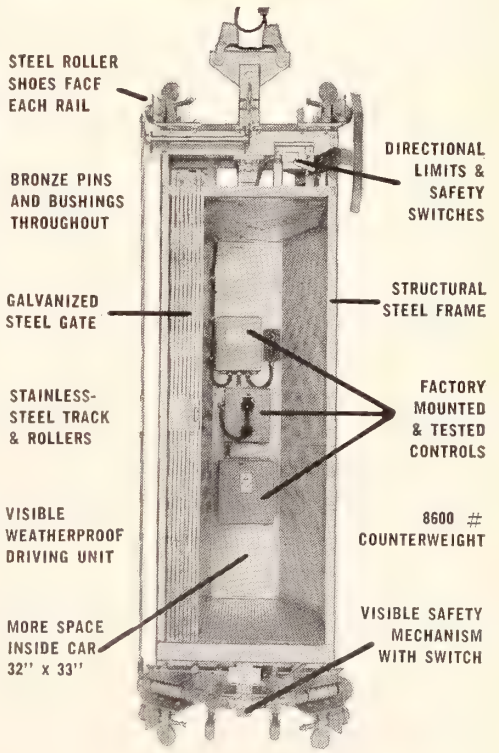
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RADIO

Help Wanted—Sales

Detroit—Immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box M-169, BROADCASTING.

Sales promotion writer, strong on research, sales presentation and ideas in top five markets. Box H-128, BROADCASTING.

AAI rated national promotional radio advertising firm has opening for radio station contact man eight (8) Midwestern states. Firm has 17 years experience selling patented promotional campaigns for radio stations. Car necessary, free to travel, $300.00 weekly draw against commissions. Box M-235, BROADCASTING.

Salesman Metropolitan Boston. Single station market. Top AM-FM, independent. Hard intelligent work will earn increasing large income. Must be ambitious, experienced, steady. Send photo, resume. Box M-246, BROADCASTING.

Bright, middle of road, Eastern Iowa local station needs salesman who can handle short morning on-the-air shift. Job opportunity for presently employed announcer who has some selling experience and wants to increase his income. Need resume, references and picture first. Box M-260, BROADCASTING.

Northern New Jersey AM-FM station needs experienced radio salesman. Excellent salary, commissions and benefits. Box M-268, BROADCASTING.

NYC fringe station—independent, group-affiliated—seeks young, experienced, dynamic time salesman. Opportunity and earning potential unlimited in market of one million. Send complete resume, including recent photo, to Box M-272, BROADCASTING.

Ready to move up to million plus market? Want to break into big time radio? Like to start collecting big commissions? All of this available at long established 5 kw Eastern fulltimer. $100 per week base plus generous commission and expense plan. Excellent account list and billing waiting for new man. Joint radio-TV operation with possibility of moving into TV sales. Our account executives know about this ad. Send resume to Box M-282, BROADCASTING.

California major market—Fulltime well established adult radio station in fast growing area needs sharp, energetic, experienced time salesman. Substantial guarantee, commission, and future with an expanding organization. An opportunity seldom seen in this market. If not interested in making above-average income do not apply. Send complete resume to Box M-284, BROADCASTING.

Adult music station in small market wants top-notch salesman, preferably with announcing experience. Excellent town to raise children—educational system outstanding—sportsman's paradise, KHIT, Walla Walla, Washington. Jackson 5-3190.

If you're selling FM now in the Detroit area and would like to make up to **35% commission** contact WHFI, Pontiac, Michigan.

Immediate opening sales manager for full time country music station. Excellent opportunity for right man! Contact Carl Davis, Manager radio station WFMX, Statesville, N. C. Tel. 872-6345.

Help Wanted—Sales (Cont'd)

Needed at once experienced time salesman for fulltime Ohio regional station. Excellent income for aggressive salesman. Big active account list. Call or write C. B. Heller, WIMA, Lima, Ohio, CA 3-2060.

Southeastern Chain of 5 top rated Negro stations expanding to 6. Tampa, Richmond, Shreveport, Little Rock, Jackson and Birmingham, seeking 3 pro type executive salesmen with proven record. Excellent guarantee, insurance plan, moving expenses, management opportunity. Send complete resume in confidence. McLendon Broadcasting Co., 960-980 Milner Building, P. O. Box 197, Jackson, Mississippi.

Announcers

Immediate opening for 1st phone-announcer for AM radio station east coast or mountain area West Virginia. Reply Box M-20, BROADCASTING.

Move up! Quality Illinois kilowatt seeks skilled announcer for news gathering, writing, airing, plus some deejay work. Newsmobile, beeper, all top flight equipment. Opportunity also for production spot work. Excellent starting salary plus many extra benefits for competent man. Personal interview required. Send tape, complete resume, phone number. Box M-45, BROADCASTING.

Metropolitan 5 kw Michigan station has immediate opening for an alert air personality with a smooth, mature, easy and spontaneous professional delivery. Must deliver a tight top rated modern format. No screamers. Send complete resume, tape, late photograph. Ratings will help. All replies confidential. Box M-138, BROADCASTING.

Interesting, bright personality, also sportsman-deejay for adult operation. Immediate openings. Box M-174, BROADCASTING.

Personality-type DJ wanted for southern New England AM station. Must be capable of tight production and imagination. Ability to appeal to the younger audience as well as the adult. Send tape and resume. Box M-184, BROADCASTING.

Announcer, experienced, conscientious with pride in his work. Regular board shift and play-by-play sports. No frills just $125 per week. Pennsylvania. Box M-192, BROADCASTING.

Can you announce? Sell advertising? Service accounts? Write copy? Supply good work references. Colorado kilowatt has attractive opening. Box M-200, BROADCASTING.

Immediate opening for announcer-engineer. Must excel in both. North Carolina. Salary open. Send tape and resume to Box M-259, BROADCASTING.

Mature announcer strong on news gathering and announcing for a middle of the road music station in NW Penna. Must have experience. Give all details in first letter and send audition tape to Box M-264, BROADCASTING.

Kansas group ownership station needs 1st phone announcer. Ticket isn't necessary if you can sell. Adult programing, salary open. Experience is necessary. Box M-276, BROADCASTING.

New c & w station in Tucson wants dj-1st phone man. KHOS—Box 5945.

Help Wanted—Announcers—(Cont'd)

Experienced program man wanted to settle down in small town of 14,000 and become part of a stable community oriented operation. We have 17 staff members, well equipped with such things as ampexes, cartridge units, 4 mobile news cruisers and etc. We offer security, stability, respect in the community, and good working conditions. Salary open but at least $500 a month to start. Mr. Jim Lipsey, KNCM radio, Moberly, Mo.

Wanted: Radio announcer. Northern New Mexico AM & FM stereo. Good climate. Short housing limits your family to wife. Not disc jockey position. If you are now in New Mexico or near-by state write with tape to Darrel Burns, Radio Station KRSN Los Alamos, New Mexico.

Do you have permanent insomnia? Does the night air turn you on? Major market inde needs talented all night personality for good music and talk show. Must like other people and be willing to share the stimulating night air with them. WASA, Havre de Grace, Md.

Wanted: Experienced announcer. First class license helpful but not absolutely necessary. Send replies to WCLW, 771 McPherson St., Mansfield, Ohio.

Immediate opening for experienced afternoon personality on good music station. Must have bright adult sound and production ability. Network affiliate with TV. Send complete background, experience, picture, audition tape complete with dj show, production spot, live spots and news representation. Carl Hollberg, WDBO, Orlando, Fla.

Immediate opening-dj for tight production with bright sound, call Frank Wilson, collect EL 5-8611, Richmond, Virginia or write WMBG, P.O.B. 5229, giving resume and photo.

Wanted immediately, experienced personality announcer with bright sound. No rockers, prima donnas or non-conformists need apply. Must run own board. Also need 1st phone announcer, emphasis on announcing. Send tape, resume, photo and references first letter, WMIX, Mt. Vernon, Illinois.

Announcers with first phone. Also announcers with first and potential sales ability. Send resume and audition tape to: WSYB, Rutland, Vermont.

Combo man with judgment, maturity, education. Top-notch, active medium market. Send tape, resume. Richard Scholen, WTIG, Massillon, Ohio.

Night man for good music station, NBC affiliate. Must be experienced. Immediate opening. Send tape, photo and resume to Ed Huot, WTRC, Elkhart, Ind.

Like quick. Come now. One drafted must be replaced fast. Pop format progressive operation. Must have experience and ideas. Send tape and resume. WWIT, Canton, North Carolina. No calls please.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 212-TW6-1245.

Technical

Radio engineer, 1st class, (colored) for 5 kw non-directional central Florida station. Box M-233, BROADCASTING.

Wanted engineer for WARE radio in Ware, Massachusetts.

Help Wanted—Technical—(Cont'd)

Chief engineer for kilowatt daytime clear channel. New studios, offices, Collins equipment. Some announcing. Top benefits. Salary open. Tape and resume to WDUX, Waupaca, Wisconsin.

Studio engineer for nite operation. 1st phone license required. Five day week. Excellent benefits. WJW radio, 1630 Euclid Ave., Cleveland 15, Ohio, c/o studio supervisor.

Chief engineer for 50 kw day—10 kw night in Jackson, Mississippi. Experienced—sober — reliable — self starter — permanent employment with expanding southern radio group. Excellent salary—fringe benefits. Contact Ray Horton, Director of Engineering, McLendon Communications Company, 372-9111 Jackson, Miss., between 6:00 p.m. and 9:00 p.m. every day.

Production—Programing, Others

Mature responsible man wanted, program director material. Must be fully experienced all phases. Opportunity with growing top rated station. Florida east coast. Box M-86, BROADCASTING.

NYC fringe station seeks news director who now holds responsible position in medium to large news operation and who plans to make broadcast journalism a career. Must be top notch writer with supervisory experience. Able to handle sizable news staff. Newspaper experience helpful. Send resume, tapes, 5 or 6 samples of writing and salary requirements. Box M-281, BROADCASTING.

Swingin' mornin' man with writing and production abilities for WHYE in Roanoke, Virginia's most monitored station. The pay is good, conditions great, and you'll be the most sought after man in the area. But please! don't come if you can't stay. Send resume, photo, tape and salary requirements immediately.

Radio newsman. Evening shift with one of New England's news-minded organizations. Seek writing ability, top notch delivery, tape, news writing samples, resume. News director, WHYN & WHYN-TV, Springfield, Mass.

Situations Wanted—Management

General manager available soon. Excellent background and top flight record. Box M-162, BROADCASTING.

General Manager—aggressive, creative top manager of Los Angeles AM-FM-TV stations seeking new association in Western U. S. Heavy on sales. Solid experience in all phases of broadcasting. Can do the work of 3 executives. If you need a real heavyweight, let's talk! Box M-239, BROADCASTING.

Well rounded experience. Now in Florida market of 75,000. Box M-252, BROADCASTING.

You get what you pay for! Salesman with proven ability in top 25 market wants sales manager position. Minimum yearly guarantee of $15,000. Write Box M-287, BROADCASTING.

Have sold station. 15 years broadcast veteran available soon. Past ten years in successful ownership and management. Strong sales and promotion. Desire challenging opportunity in management or related fields. Would also consider ownership in medium market. Prefer but not limited to Northeast. Box M-292, BROADCASTING.

Mass.-Conn.-R. I.: Available Jan. 1. Full charge general manager, 15 years successful management, must personally direct & participate in all depts. with long hours for mutual growth & profits. FCC license. Box M-293, BROADCASTING.

Currently manager of highly profitable popular music station, one of highest rated stations in country. Twenty years experience in radio and TV. College graduate. 44 years old. Strong background sales and programing. Can arrange interview. Interested in top 25 markets. Available January 1st. Box M-294, BROADCASTING.

Situations Wanted

Management—(Cont'd)

General manager-salesman. Pro-American conservative. Dynamic news and commercial delivery. Prefer managerial—But will work in sales and/or programing with right team. All inquiries answered. Available soon. Jack Wright Hatcher, Route #3, Oneida, Tenn.

Sales

Money hungry? So am I. my experience in selling, programing, writing and producing creative commercials get results—keeps clients happy. 1st phone too. Florida employed. Box M-251, BROADCASTING.

Best billing salesman in half million market. Desires change. Good reason for change. Box M-275, BROADCASTING.

Announcers

Sports announcer, seven years experience. Excellent voice, finest of references. Box L-353, BROADCASTING.

Good music stations only! Announcer-dj, 3 years experience, veteran, rich authoritative voice, smooth professional delivery. Box M-146, BROADCASTING.

Great telephone talk show mc-newsman available. Now employed Philadelphia, but available from format change. Have documented success record. Box M-187, BROADCASTING.

Announcer, 1st phone, 4 years experience. News & sales, seeks challenging opportunity with stable station. Box M-197, BROADCASTING.

Basketball announcer, copywriter, salesman, available immediately, prefer Indiana. Box M-224, BROADCASTING.

Number one morning personality in twelve station market, with non-frantic, tasteful humorous approach. Box M-231, BROADCASTING.

DJ with humorous friendly personality. Also news and production voices. Veteran. 3 years experience. Box M-236, BROADCASTING.

Available soon—top afternnon good music disc jockey midwest metropolitan area—20 years experience. Box M-238, BROADCASTING.

Strong on news and commercial delivery. Seeking position as newscaster in Chicago area. Personal interview. Box M-240, BROADCASTING.

Professional Broadcaster—21 years experience, covering all phases of radio. Top-flight sports director (play-by-play) covering National events . . . and managing studio in nearby city. Also doing sales here. PD experience—outstanding mc and civic leader. Would like chance at administrative position or sports directorship at top-flight radio-tv station. Have only best of references—both professional and character. Married, 39—desire West coast or anywhere where five figures are possible in future, if not just now. Available January 1 or sooner. More information on request. Box M-241, BROADCASTING.

Want a happy nut? I'm your man. Good music and charming chatter. Like late hours, hard work. Good looks for TV. 5 years experience radio announcing, producing, directing, acting on major midwest college station, 3 years news. Take a chance, drop a line, Box M-247, BROADCASTING.

Sportscaster, radio-TV, 10 years, seeks new location. $125, talent. Box M-249, BROADCASTING.

Free—For limited time only! Proven personality - emcee - announcer - mine - puppeteer. Seeks home with quality, progressive organization. Object: mutual productivity. Box M-250, BROADCASTING.

Ten years-solid references. Finest professional background. Know formula or standard. Quality production. Veteran with college. Midwest or East. Box M-253, BROADCASTING.

Situations Wanted

Announcers—(Cont'd)

1st phone — announcer — DJ — draft exempt, pleasant voice — Midwest preferred. Box M-254, BROADCASTING.

Announcer—DJ—Mature and experienced. News and personality. Fast and tight production. Smooth voice and delivery. Married. Family man. Box M-256, BROADCASTING.

Like sports, six years announcing experience, young, family, want permanent position with solid organization. Box M-258, BROADCASTING.

Biggest scoop of the jocks in the book! Real worker. News minded, promotions, sales, good production dj. Try me, radio/television experience. A great buy?! Box M-262, BROADCASTING.

For rent, one well broken in dj with first phone. Box M-265, BROADCASTING.

Have one year experience on number one station in midwestern three station market. Am seeking dj position at small to middle size top 40 station. Will work any times. Am hard worker, good references. Box M-273, BROADCASTING.

Announcer newsman. 3 years experience. Hard worker. Family man. Tight production. Not a prima donna. Box M-277, BROADCASTING.

Sportscaster presently employed by professional football team seeks college basketball play-by-play. Experienced. Married. Box M-279, BROADCASTING.

DJ-announcer, mature, relaxed style, college, two years professional experience. Now employed but want to relocate in Southwest or Southeast. Desire C & W or middle-road music. Have wide C & W background. Box M-283, BROADCASTING.

No. 1 Pulse rated dj and experienced chief engineer desires work with no. 1 top 40 station in middle or Northeast. Personal appearances and programing. Box M-285, BROADCASTING.

Nightime dj. Adult music show. First phone. Smooth commercial delivery. Box M-289, BROADCASTING.

Swinging DJ personality plus big selling sound with tight board. Experienced, adaptable, authoritative newscast, family man, not a prima donna or floater. Eastcoast preferred. Box M-295, BROADCASTING.

Negro, announcer-DJ, college, journalism. Recent broadcast school graduate, looking for 1st job. Good voice. Will relocate anywhere. Box M-296, BROADCASTING.

D.J. with dynamic R&B and gospel style, needs work. Beginner, with BBA and radio school. Strong on commercials, know and love the music. Eager to learn. Prefer Southwest or Southeast, but will go anywhere. Box M-297, BROADCASTING.

DJ announcer, announcer/dj. Air personality. Announcer newscaster. Experienced. Box M-299, BROADCASTING.

DJ newsman—14 years experience. 50 mile radius Washington, D. C. Mr. Ken Scott, 11601 Elken St. Wheaton, Md., phone 949-7578.

Attention northern Illinois and Southern Wisconsin stations! Lets arrange a personal interview. I'm experienced, versatile, ambitious and sports minded. Contact Tom Mirshak, 1235 Clover Ave., Rockford, Illinois.

Sportscaster DJ. Excellent play by play, all sports. Experience. First phone. College graduate. Available immediately. Tom Walters, 3253 Warwick, Kansas City, Missouri.

Combo man with first phone and limited experience. Can start to work immediately. Phone 362-7688 in Delaware, Ohio.

Experienced network announcer available soon. Presently employed as summer relief announcer at WTOP-AM-FM-TV, Washington, D. C. and as C.B.S. staff Washington, D. C., seeks position of security at established large market outlet. Experienced in sports, news and record shows as well as staff duties. 15 years experience. Willing to relocate for the right financial contract. Write or wire—Ted Work—WTOP Broadcast House—Washington, D. C. or call 244-5678.

Situations Wanted

Announcers—(Cont'd)

Announcer, deejay, bright ad lib sound, no screamer, news, write copy, dependable family man, no prima donna, references. Bill Schuler, KSGT, P. O. Box 100, Jackson Hole, Wyo.

Technical

Experienced chief 1½ years as chief and announcer (nite man) 4 years as AF technician. Box M-232, BROADCASTING.

Chief engineer with many years experience. Installation, operation & maintenance both low and high power transmitters, also directional arrays. Available on two weeks notice. Box M-270, BROADCASTING.

Experienced chief engineer — announcer wants job immediately. Good references. $80 minimum. Phone: 302 Olympia 2-9308 mornings only, 9:30 to 11:00.

Attention Kentuckiana, young first class operator with experience, desires top hundred format, other considered. Johnny Bowles, 4812 Imperial Terrace, Louisville, Ky. Telephone 502-447-2779.

Production Programing & Others

Experienced, mature newsman, desires East coast. Prime concern advancement opportunities. Box M-234, BROADCASTING.

Why management? I like it! Responsible, talented, able. Operations or program manager. Ten years radio experience. Available now for medium or major market. Box M-181, BROADCASTING.

Pd/some air, small to medium large market. Sixteen years programing, top sports. Presently large market. Best references. Box M-213, BROADCASTING.

Experienced sports man desires professional baseball or college play-by-play. Good reputation, 26, college graduate, married. Would accept tv or combination. Currently employed. Box M-243, BROADCASTING.

One last move. To a progressive station with room at the top. Major or medium Southern market. Aggressive young program director, married with children. Eight years experience. Small town dj to large city dj. Small market PD to large market PD, 1000 watts to 50,000. Never stopped going up, and I stand on my record. Nothing radical, just push. Wish to settle with an organization big enough to have a future, small enough to care. The $8,320 per year that you will spend on my salary will be the best investment you have made. I am not a floater or a blow hard. Have well known name. My former employers are my references. Strong on production, promotions ratings and organizing. Welcomes authority and responsibility. My last move. Read this twice then answer. Box M-286, BROADCASTING.

I write right! News, continuity, promotion with a flare. College grad., 25, now with General Motors public relations, desires to re-enter broadcasting. Prefer midwest. Box M-288, BROADCASTING.

Newsman. College and announcing school graduate. Gather write and air local news. Year experience, first phone, no maintenance. Box M-298, BROADCASTING.

TELEVISION

Help Wanted—Management

Sales manager for North central television station. Our company needs a proven salesman who is ready to take over the responsibility of sales manager. Please submit sales record and salary requirements to Box M-257, BROADCASTING.

Help Wanted—Technical

Las Vegas & Reno openings in Donrey. AM-FM chief, no announcing. Las Vegas and Reno TV need operators and maintenance men. Max. power, net color, vtr's. Experience desirable. Contact Don Bowdish, KORK-TV, Las Vegas, Nevada.

Help Wanted—Technical—(Cont'd)

Need master control room engineers for one of the best educational television stations in the country. Contact Orbra W. Harrell, Chief Engineer, WEDU, Tampa 5, Florida.

Wanted: First phone engineer with TV studio equipment maintenance experience. Write or call WCET, Cincinnati 19, Ohio, phone: 381-4033.

Experienced transmitter and studio engineer needed. Must be familiar with RCA black & white and color equipment, including studio, film, transmitter, microwave and VTR. Maintenance experience essential. Contact J. W. Robertson or Harry Barfield, WLEX-TV, Lexington, Ky.

Production—Programing, Others

Program director to create and execute live local commercial and public service programing. Must be capable of creating and administering program department. Opportunity for management advancement. Starting salary $12,000 to right man. Send complete resume to Box M-255, BROADCASTING.

Producer-Director to direct-produce news, public service, commentaries, special events for prime time scheduling on CBS affiliate. Floor director experience not sufficient. Excellent opportunity for creative perfection-minded man. Include full details of experience and credits. Box M-263, BROADCASTING.

Leading news department in city of 250,000 has opening for experienced newsman. We are seeking strong background in reporting and writing with ability to air a top show. If you qualify and desire permanent position with good advancement possibilities, send art or film with complete resume. Box M-280, BROADCASTING.

Wanted—Experienced, seasoned TV traffic manager. Excellent opportunity with large southeastern market station. Must be able to assume management responsibility of traffic operations. Write or wire: WAII-TV, Atlanta, Ga.

Cameraman for documentary film unit creating programs for major midwest video chain. Must be thoroughly experienced with 16mm double system sound and capable of both creative photography and editing. Unit produces 9 films per year in variety of documentary forms ranging from spot news to dramatic dialogue technique. Must be able to supply sample films on which you have full photography and editing credits. Write personnel department, Crosley Broadcasting Corporation, Cincinnati, Ohio. 45202.

Several openings for TV studio and/or TV transmitter engineers. Some vacancies in a major midwest market area—others in a smaller midwest market. All of these jobs pay prevailing union scale and provide good union working conditions. If you can meet high standards of workmanship and aspire to a shorter work week please contact us. Local #1220, I.B.E.W., 400 North Michigan Avenue, Chicago 11, Illinois. Phone 644-5244.

Situations Wanted—Management

General manager available for television station. Mature, dependable, top record. Box M-161, BROADCASTING.

Manager—Sales manager top station among top 20 markets. Fine background, all phases broadcasting. Experienced production-program manager, film buying, promotion, news. Well placed in community. Good at community service, knows FCC and code. Prefers early 1964. New slot must be top decision-policy position. Box M-237, BROADCASTING.

Announcers

Available—Experienced in kids show—weather—news—commercials—host — directing. Write Box M-267, BROADCASTING.

Situations Wanted

Announcers—(Cont'd)

Successful television announcer. Fourteen years radio and television. Experienced in supervision, production, announcing. Heavy on emcee, personality, some singing, weatherman, quiz shows, audience participation, news, commercials. Very qualified all phases broadcasting . . . solid man. Thirteen years same operation. Relocate anywhere for promising offer. Seeks new challenge . . . new opportunity. Let's talk business. Box M-269, BROADCASTING.

Dependable announcer, ten years radio, desires television position. 33, married, sober, no drifter. Dalton Jones, 1106 Red Bud, Oklahoma City 10, Oklahoma.

Technical

Director of engineering: Presently employed, medium market VHF. Desires change for valid reasons. Thirteen years experience in all phases of television operations. Resume and interview upon request. Box M-278, BROADCASTING.

Production—Programing, Others

Announcer-newscaster-writer, buried alive in major market VHF and 50 kw, AM, seeks return to smaller market TV. College graduate, 15 years experience. Box L-338, BROADCASTING.

Film editor and/or photographer news or commercial (film or stills) experienced dark room technician. What do you need? Background of commercial and educational TV, newspaper and commercial photography. Box M-220, BROADCASTING.

Newspaper - trained newsman/writer/producer, with light-gag touch, seeks news or night interview spot. Box M-271, BROADCASTING.

Newsman, now in top ten city, 13 years radio-TV experience. College journalism degrees. Seeking medium market news directorship or major market airwork. Western states. Box M-274, BROADCASTING.

WANTED TO BUY

Equipment

For channel 5 we need 500 or 1000 watt transmitter and three gain antenna. Box M-56, BROADCASTING.

Need zoom lens for 3″ image orth. Will consider Studio Zoomar, Berthoit or Varatol II. Write stating age, condition, and price. Box M-191, BROADCASTING.

Needed: 702-A oscillator unit for Western Electric transmitter 443A-1. WKHM, 441 Wildwood Ave. Jackson, Michigan.

Video tape used: Wanted 5 minutes minimum length Chief Engineer KSD-TV St. Louis.

Used self-supporting tower up to 370′. Must support FM antenna and withstand winds up to 160 m.p.h. Prefer galvanized. All cash. WQXT, Palm Beach, Fla.

FOR SALE

Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1⅝″ rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Templebar 2-3527.

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

RCA TT5A tuned to channel 2. Priced to sell quickly. Write Box M-23, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

Wincharger model 300 heavy duty tower. Nine twenty foot sections including 3500 feet galvanized steel guy wire with clips and insulators. Also, 50 foot galvanized tower used for gin pole, completely rigged. $1500.00 takes all, F.O.B., Worthington, Minnesota. Jim Wychor, KWOA, Worthington, Minnesota. 56187

RCA 76-B2 Console, desk, two 76-C2 turntables with pre-amp, mike and floor stand. $595.00. Write G. J. Morey, WNLC, New London, Conn.

Norstan helicopter. Ideal merchandising attraction for childrens show. Six years old can fly it. Excellent condition. Write WCOV-TV, Montgomery, Alabama.

Federal 3 kw FM transmitter. Replaced for higher power. Best bid over $1000 F.O.B., WSON, Henderson, Kentucky.

GPL 16mm Kinescope recording unit complete. Good condition. Contact Al Powley, WMAL-TV, Washington, D. C. KEllogg 7-1100.

Will sell or swap for light fixtures new General Electric Type PF-3-C TV slide projector equipment—never used. Box M-180, BROADCASTING.

Raytheon RL-10 limiting amplifier, $250.00. WABQ, Cleveland, Ohio.

Spare turntable motors type, Bodine NYC—12. Fits Gates, RCA and most standard broadcast tables. Used but completely rebuilt and guaranteed for 90 days in turntable use. $18.95 each. Cash, check or money order please. Shipped prepaid anywhere in U. S. Electromagnetic Products, P.O.B. 51, Lexington, Ill.

Mohawk tape recorder and play back amplifier with case. Good condition. Make offer cost $300. Recco cut table 33 and 78 rpm turntable and lathe. Make offer. Box M-171, BROADCASTING.

Ampex 351, 7½, 3¾, half track, 50 hrs, $1050. Crown type 702, 250 hrs, $375. Vega Mike, tape recorders, microphones, etc. Write us your requirements. F.T.C. Brewer Company, 2400 W. Hayes Street, Pensacola, Florida.

For sale: 3V color television film system, original price $40,000 also 35 ft. television mobile van, driven only 3600 miles. Includes 40KVA stand-by engine-driven generator, voltage regulator, isolation transformer, rack mountaing space for video and audio equipment. For complete details, write Box M-215, BROADCASTING.

Western Electric 10 kw FM Transmitter Model 506-B2. Excellent condition. WHIO, Dayton, Ohio.

Used UHF 1 kw RCA transmitter excellent condition, immediate delivery. A bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

UHF transmitter for sale: One used RCA TTU-1B UHF transmitter in excellent condition available immediately. A bargain. Includes spare parts and monitoring equipment. Contact Jim Hoke, Chief Engineer, WGHP-TV, Sheraton Hotel, High Point, N.C.

1 Western Electric 310-B 250 watt transmitter in operating condition. Crystal for 1240 kc. Spare tubes. $225. Cash and carry. WJTN, Jamestown, N. Y.

2 RCA 73 B 78 & 33-⅓ recorders with heads, 1 Presto 92 A amplifier 60 watt for above, 1 RCA RS 1 A suction equipment, 1 RCA custom master control console: Panel 1-LP'S, Panel 2-Monitor 1 Selector 12 line, Panel 3-6 outgoing channels 10 inputs, 6 UU meters present switching, Panel 4-Monitor 3 selector, Panel 5-Monitor 2 selector, includes bridging coils VU meters but no amplifiers. As is 1 Ampex model 400 recorder. Box M-295. BROADCASTING.

BUSINESS OPPORTUNITY

Small market on Florida Gulf Coast, excellent coverage, good frequency. Best living conditions, resort area plus industry. Willing to sell up to 49% interest to qualified manager. Allied business interests reason for change. All communications will be confidential. $10,000 cash required. Box M-164, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

Recording studio, serving southeast from metropolitan area, fully equipped, A-1 reputation, strong potential. Reply Box M-70, BROADCASTING.

Bingo cards for radio and television programs, personalized. Forsyth Manufacturing, 1930 W. 41 Ave., Denver 11, Colorado.

"TALK TO YOURSELF" is a new file of comedy banter for disc jockeys who can do two voices. Quick time fillers $5.00—Also available new "SOUND EFFECTS BITS" using stock sounds for maximum laughs . . . $5.00. . . Show-Biz Comedy Service (Dept. T) 65 Parkway Court, Brooklyn, N. Y., 11235.

News directors and Program directors—Terse, authoritative voice reports with exclusive information from our Washington and New York news bureaus—tape via air mail special delivery. Your station's exclusive in your area. Low cost—top audience response to your added depth and prestige. Write Box M-125, BROADCASTING.

"How to break into broadcasting" booklet written by Jim Hawthorne, vp and national program manager—Crowell-Collier Broadcasting Corporation—KFWB. Send one dollar, cash, check or money order to 3536 Berry Dr., Studio City, California.

Job hunting? Open more doors with a professional written resume that proves you're the right man! Free information. Career Development Institute, Box B-341, Beltsville, Md.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

INSTRUCTIONS—(Cont'd)

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduate approximately six to one. Day and night classes. Write for 40 page brochure and graduate placement list. Don Martin School of Radio and TV Arts & Sciences, 1653 North Cherokee, Hollywood, Calif. "No cram school."

San Francisco's Chris Borden School graduates are in constant demand. 1st phone and "modern" sound. Plenty of jobs. Free placement. Illustrated brochure, 259 Geary St. Starting date for next class November 4, 1963.

Same time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 8, March 11, May 13. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated schedule. For the man who must get his 1st phone in a hurry, the Los Angeles Division of Grantham schools now offers the proven Grantham course in an accelerated schedule. Next classes begin November 11 and January 13. For free brochure write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif.

Jobs waiting for first phone men. Six weeks gets you license in only school with operating 5 kw station. One price includes everything, even room and board. Can be financed. American Academy of Electronics, WLIQ, Sheraton Battle House, Mobile, Alabama.

FCC license in six weeks. Total cost $285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance, Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

Three days . . . gets third class broadcast endorsed radio telephone license. Classes start each Tuesday 8:30 a.m. Write/phone Broadcast License School, Box 26, Pineville, Ky., 606-337-3838—337-2100.

1st ticket class . . . 6 week course resident, or correspondence Live and study in Denver, Colorado. The greatest! Write for bulletin. Next resident class starts November 4 or January 13. Signal Broadcasting, 431 W. Colfax, Denver, Colorado, 80204. Also announcing station operations course and TV production.

Help Wanted—Sales

SALES ENGINEER

Broadcast Equipment

Midwest equipment manufacturer has immediate sales opening to headquarter in San Francisco area. Wonderful career opportunity with excellent starting salary, sales incentive program, profit sharing, insurance, and all travel expenses provided. Requirements include thorough technical knowledge of AM, FM, and Audio Broadcast Equipment, demonstrated sales ability, plus the initiative and energy to travel and to work effectively without close supervision. Send complete resume to:

BOX M-227, BROADCASTING

Salesmen, where are you?

Energetic, experienced salesmen are being interviewed for sales position in progressive radio station located in highly competitive market, one of the top hundred cities in the United States. Active account list, plus established billing with good compensation to the right man. Address reply in detail to:

Box M-290, BROADCASTING

Interviewing capable individual who has been associated with farm radio accounts as farm director and salesman for position with radio station maintaining a farm department. Address all details to:

Box M-291, BROADCASTING

Production—Programing, Others

CAN YOU PRODUCE?

Creative Ideas
Copy That Sells
Production That Sells

Pop Format station in top 20 Eastern Market seeks Production-Continuity Chief. Rush resume-copy-tapes to:

Box M-226, BROADCASTING

Situations Wanted—Announcers

NOT EVEN A BAKER'S DOZEN

Only twelve. All of the great major markets combined supply only a total of twelve very special men to America's local radio scene. Twelve bona fide adult radio morning show craftsmen—of network calibre. Men who dare to entertain through a rare blend of wit, wisdom, knowledge, maturity and finely-honed ability. Not really costly if you value the complete performer. We deliver audience, business and professional respect in each property with which we're affiliated. This 'one of twelve'—with impressive credentials and capability—available now!

Box M-266, BROADCASTING

TELEVISION

Help Wanted—Sales

EXPERIENCED

Radio or Television Salesman with desire to get into 5 figure income bracket—Generous draw against commission—Southeastern medium market—Wonderful area for family man—Applicants must undergo thorough investigation—Send complete resume and photo with first letter. No phone calls—No applicants employed until personally interviewed. Reply Box M-248, BROADCASTING.

TELEVISION–Help Wanted–Technical

TELEVISION/FIELD BROADCAST ENGINEERS

1st phone, transmitter and video operation, installation and maintenance experience. Considerable travel involved, possibility of some foreign. Openings in Midwest and East. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, N. J.

An Equal Opportunity Employer

WANTED TO BUY

Equipment

AM STATION WANTED

in Alabama, Louisiana, Mississippi, or No. West Florida. . . Your reply confidential.

Box M-245, BROADCASTING

NEED
FM ANTENNA
FOR

Stereo and multiplexing with eight or more bays. Jerry Weist, KICN RADIO, 511 S. St., 17th St., Omaha, Nebraska.

EMPLOYMENT SERVICE

MOVE AHEAD!
ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U. S. MARKETS
MIDWEST SATURATION
Write for application NOW

BROADCAST EMPLOYMENT SERVICE

4825 10th Ave. So.
Minneapolis 17, Minn.

FOR SALE—Equipment

EQUIPMENT

One 10 RCA transmitter TT10-AH used only 500 hours. $47,500.

One TM 6A RCA Monitor $1,000.

One TM 6C Master Monitor $1,290. One BC 6 Audio Console $1,046. One RCA Housing M-1 26266 RCA Master Monitor $1,475.

One channel 10 twelve bay antena. Cost $64,000. Make offer.

Write or call Walter Koessler, 1935 Ne 119 Rd. N. Miami, Fla.

Phone PLaza 1-7858.

BUSINESS OPPORTUNITY

Radio Station For Rent

AM radio station, 1 KW, central Florida for rent with option to buy, to operator who can qualify as to license and financial position. $500.00 per month rent. Property includes land, five room acoustical building, tower and all technical and office equipment and furniture; also standby 250 watt transmitter.

Box M-242, BROADCASTING

Will Buy all or Part

Broadcast executive seeks ownership share of radio or TV station via token payment . . . remainder from profits. Agency, network background. Strong in management, sales, production. Owned business producing film and radio commercials. BA degree—Broadcasting. Will consider promising offer, any location. E. R. Carroll, 78 Crest Drive, Tarrytown, New York.

MISCELLANEOUS

PRO-DOC PRODUCES

top rated, professional stations at realistic consultant cost.

Box M-244, Broadcasting

WANTED TO BUY

Stations

MAJOR MARKET FM

Present owner, Major market FM station, wishes to extend into another major market. Station wanted in one of the following cities, or in the suburbs thereof: New York, Philadelphia, Washington, D. C., San Francisco, Los Angeles. Excellent references, immediate cash.

Box M-25, BROADCASTING

FOR SALE—Stations

CALIFORNIA

Profitable daytime station in dynamic growth and desirable living area. Well-equipped and beautifully appointed. Priced at little more than average annual cash gross of over $80,000. Excellent terms to qualified buyer.

Box M-42, BROADCASTING

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

CALIFORNIA

Fastest growing area in fastest growing state* *(Stanford Research Inst.) Absentee owned—500 w. days new facilities $69,500. Terms. No Brokers

Box M-261 BROADCASTING

STATIONS FOR SALE

NEW ENGLAND. Exclusive. Fulltime. Priced at $85,000. 25% down.

CALIFORNIA. Daytime station serving a growing market of 200,000. Priced at $78,500. $25,000 down.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, California

Ca.	single	fulltime	$ 85M	terms
Vt.	small	fulltime	80M	SOLD
South	medium	profitable	80M	29%
N. Y.	medium	daytime	68M	cash
M. W.	"Top 10"	daytime	600M	29%

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Continued from page 89

certain procedural dates and rescheduled Nov. 25 hearing for Jan. 8, 1964. Action Oct. 21.

By Hearing Examiner Jay A. Kyle

■ On own motion, scheduled further hearing for Oct. 18 in proceeding on applications of Jupiter Associates Inc., Somerset County Broadcasting Co. and Radio Elizabeth Inc. for new AM stations in Matawan, Somerville and Elizabeth, respectively, all New Jersey. Action Oct. 17.

■ By memorandum opinion and order, granted petition by Progress Broadcasting Corp. to extent of continuing time to April 21, 1964, for exchange of exhibits and rescheduling hearing from Nov. 12 to May 21, 1964, in proceeding on application for changes in DA and ground systems of WHOM New York. Applicant requested continuance of proceeding because, since filing application, it was apprised that trans. site might be taken through right of eminent domain by New Jersey turnpike authorities. Action Oct. 17.

By Hearing Examiner Forest L. McClenning

■ Scheduled further hearing for Nov. 4 in proceeding on AM applications of Ponce Broadcasting Corp., Cayey, and Abacoa Radio Corp. (WMIA), Arecibo, both Puerto Rico. Action Oct. 18.

By Hearing Examiner Chester S. Naumowicz Jr.

■ In consolidated AM proceeding on applications of Charles W. Stone (KCHY), Cheyenne, Wyo., et al., in Docs. 14816 et al., granted joint request of parties to schedule further hearing for Oct. 24. Action Oct. 16.

By Hearing Examiner Sol Schildhause

■ Agreements having been reached at Oct. 21 further prehearing conference in proceeding on applications of WEAT-TV Inc. and Scripps-Howard Broadcasting Co. to change trans. location, increase ant. height and make other changes in WEAT-TV (ch. 12) and WPTV(TV) (ch. 5), respectively, both West Palm Beach, Fla. (Docs. 15136-7), continued Oct. 22 hearing to Dec. 3. Action Oct. 21.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on applications of John A. Egle and KLFT Radio Inc. for new AM stations in Golden Meadow, La., scheduled hearing conference for Oct. 24 for purpose of expediting hearing to be held pursuant to memorandum opinion and order issued by commission Oct. 17, remanding proceeding to examiner for further hearing on specified issues. Action Oct. 18.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Oct. 22

KLBK-TV Lubbock, Tex.—Granted CP to change type trans. and make other equipment changes (main trans. and ant.).

KTWO-TV Casper, Wyo.—Granted mod. of CP to change type ant.

Actions of Oct. 21

WEEF-AM Highland Park, Ill.—Granted mod. of CP to specify studio location; remote control permitted.

WCBC(FM) Catonsville, Md.—Granted mod. of CP to change studio location and remote control point.

WTWA Thomson, Ga.—Granted authority to remain on air until 8 p.m., Monday through Friday, for period ending Feb. 10, 1964.

WCBC(FM) Catonsville, Md.—Granted extension of completion date to Dec. 1.

Actions of Oct. 18

WSHB Raeford, N. C.—Granted increased daytime power on 1400 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; remote control permitted; conditions.

WCBY Cheboygan, Mich.—Granted increased daytime power on 1240 kc, from 250 w to 1 kw, continued nighttime operation with 250 w; conditions.

KORA Bryan, Tex.—Granted increased daytime power on 1240 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, installation of new trans., and change in studio location and remote control point; remote control permitted; conditions.

KRCR-TV Redding, Calif.—Granted CP to replace driver of trans. and make other equipment changes.

KCTV(TV) San Angelo, Tex.—Granted CP to modify type trans.

WAAP Peoria, Ill.—Granted CP to change ant.-trans. location to north of Pekin, Ill., make changes in ground system and install new trans.; conditions.

WHBG Harrisonburg, Va.—Granted CP to change ant.-trans. and studio locations, make changes in ant. system (increase height) and in ground system, and change type trans.

WCTA-FM Andalusia, Ala.—Granted CP to install new trans. and ant., change ERP to 26 kw, and ant. height to 190 feet; conditions.

***WNTV(TV) Greenville, S. C.**—Granted mod. of CP to change ERP to 282 kw (DA) vis. and 144 kw (DA) aur.

WTIK Durham, N. C.—Granted mod. of CP to install new main nighttime trans. and use old main trans. as daytime trans.

WPRB(FM) Princeton, N. J.—Granted mod. of CP to change type trans.

KARA-FM Albuquerque, N. M.—Granted mod. of CP to increase ERP to 3.7 kw and install new trans. and new ant.

***KCRW(FM) Santa Monica, Calif.**—Granted mod. of CP to change type ant. and specify ERP as 1.40 kw.

W11AI Rome, N. Y.—Granted mod. of CP to include Air City, N. Y., in principal community, change trans. location and make changes in ant. system for VHF TV translator station.

K04BX Northome, Minn.—Granted mod. of CP to change trans. location and type trans.; make changes in ant. system; include Bergville, Funkley and Shooks, all Minnesota, in principal community for VHF TV translator station.

Actions of Oct. 17

KOAM-TV Pittsburg, Kan.—Granted license covering changes.

KALU(TV) Hilo, Hawaii—Granted CP to change ERP to 2.14 kw vis. and 1.1 kw aur.; change trans. location; make changes in ant. system; and change ant. height to minus 700 feet.

KOAM-TV Pittsburg, Kan.—Granted CP to use presently licensed main ant. as aux. ant. at main trans. location.

Actions of Oct. 16

KWUN Concord, Calif.—Granted license.

KZIM Cape Girardeau, Mo.—Granted mod. of CP to change ant.-trans. location, specify main studio location and make changes in ground system; remote control permitted; without prejudice to whatever action commission deems appropriate in light of pending appeal in Court of Appeals, case No. 18064.

WRAN Dover, N. J.—Granted mod. of CP to change ant.-trans. location to near Dover and specify main studio location same as trans. site.

WMRT-FM Lansing, Mich.—Granted mod. of CP to decrease ERP to 55 kw and specify type ant.

Action of Oct. 14

KALV Alva, Okla.—Granted authority to operate with sign-off at 7 p.m., except on Friday and Saturday nights during football season, for period ending Jan. 10, 1964.

Rulemakings

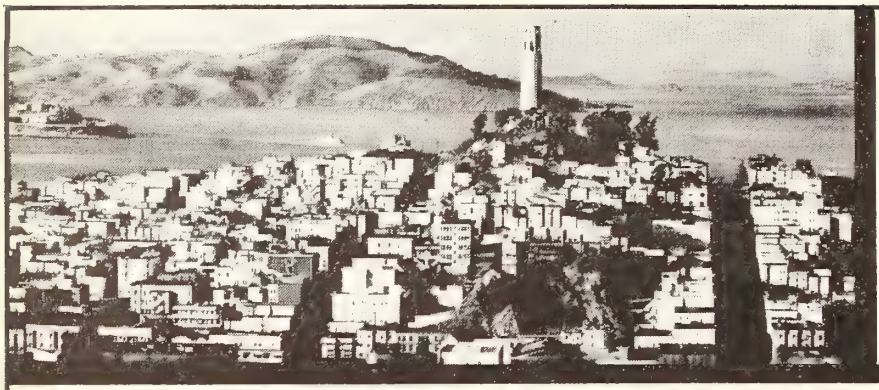
PETITIONS FOR RULEMAKING FILED

■ Little Rock, Ark.—Arkansas Educational Television Commission. Requests institution of rulemaking proceeding to redesignate and reserve to Arkansas following channel as noncommercial educational television channel: Hot Spring, Ark., from channel 9+ to *9+. Received Oct. 16.

■ WROD Radford, Va.—Requests institution of rulemaking proceeding to assign FM channel 269(A) to Radford and channel 285(A) to Blacksburg, Va. Received Oct. 16.

PETITION FOR RULEMAKING AMENDED

■ KUDL Fairway, Kan.—Requests amendment of rules to request reassignment of *KANU Lawrence, Kan., from channel 218 to 217. Received Oct. 2.



BPA

BROADCASTERS' PROMOTION ASSOCIATION, INC.

1963 SEMINAR NOVEMBER 17-20

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- Informative work sessions
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BROADCASTERS' PROMOTION ASSOCIATION

OUR RESPECTS to John Harrison Gayer

International communications his forte

There's hardly a broadcaster who hasn't experienced that sheepish feeling when the public address system goes out of whack at a meeting and nobody can fix it.

Broadcasters can sympathize then with the chagrin of the delegates and technicians attending the Extraordinary Radio Conference in Geneva on space frequency allocations when on Oct. 8 the scheduled international telecast—U Thant from the United Nations in New York to the Geneva conference and leaders of the conference to the UN—failed to materialize. Someone in Geneva goofed on the timing of Telstar which was to relay the historic transoceanic telecast.

A second attempt was scheduled for Oct. 9 and the Geneva arrangements were placed in the hands of John H. Gayer, a quiet, stocky American who is chairman of the International Radio Frequency Board. In his reasonable, diplomatic manner, he calmed the despondent technical men in Geneva, reorganized the work, reassigned responsibilities and welded the multinational group into a single harmonious working force. The second Telstar telecast worked without a hitch.

This is one of the attributes of the one-time Nebraska farm boy who has made international communications his life's work.

Diplomat ▪ Distinguished by a shock of graying hair, a standout among the more balding pates of his confreres, Mr. Gayer has, his friends say, this almost automatic feel for diplomacy and the ability to get things done.

Mr. Gayer has explained that he speaks American, but tries to get along in English, French, German and Spanish. This is a required characteristic for one dealing with the myriad temperaments of all nationalities and the complex requirements of electronics.

That he has met this test is apparent. Early this year he was elected chairman of IRFB, the only man honored by his colleagues by being chosen twice for this leadership. In 1956 he was also chairman of the board.

The IRFB is an arm of the International Telecommunications Union, both with headquarters in Geneva. ITU is an organ of the United Nations, although it antedated the UN by eighty-odd years. It was organized in 1865. The IRFB registers the call letters, frequencies, powers and hours of operations of more than 500,000 radio stations all over the world.

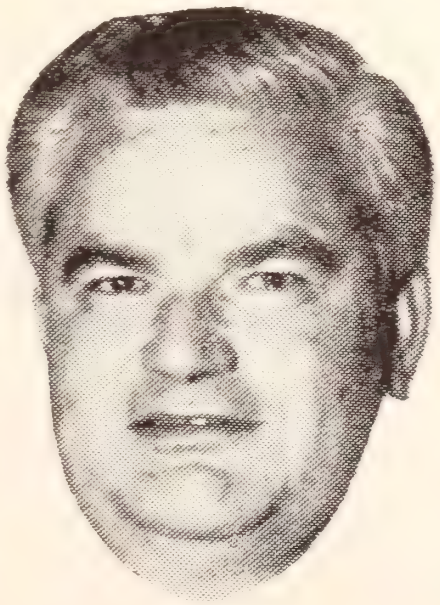
It does more than this, however, operating in a management and consulting capacity to radio users the world over. Since radio waves know no boundaries, the need for an international organization is obvious.

A Definition ▪ Since Mr. Gayer is an engineer and has this penchant for getting people to work together, he has garnered in his 10 years in Geneva a reputation for accomplishment. An associate recalls that Mr. Gayer's definition of the word "impossible" is now an accepted aphorism in the language of electronics:

"Impossible," Mr. Gayer has said, "is something that hasn't been done yet."

A warm, friendly man of medium height, Mr. Gayer has the gregariousness that comes so naturally to a product of America's Midwest. Consequently, he's much sought after for membership in various organizations, and in view of the nature of his work, they are mostly international and in communications. Among his affiliations: founder and president of the International Amateur Radio Club; organizer and chairman of the International Television Symposium held first in 1961 at Montreux, Switzerland; first president of the Swiss chapter of the Armed Forces Communications and Electronics Association. In 1959 he was president of the American Club of Geneva.

As chairman of the 11-man IRFB commission, Mr. Gayer's job requires not only administrative responsibility and the ability to work with people of varying cultures, but also a liking for travel. Two or three times a year he's likely to be attending a radio meeting, and the place names might be a page from international airline timetables: Varna, Bulgaria; Brussels, Belgium; The Hague, Holland; Stockholm, Sweden; Rome, Italy; Prague, Czechoslovakia; Moscow, USSR.



Mr. Gayer

Expatriate, Almost ▪ Actually, Mr. Gayer has been abroad ever since the end of World War II.

He was with an Ohio electrical firm which handled work all over the world. In 1947, he joined the U. S. military government in Germany, and two years later (for two years) he was chief of the communications branch of the Office of U. S. High Commissioner.

It fell to Mr. Gayer's lot to prepare for any communications eventuality when the Russians blockaded Berlin in that period.

In 1951, Mr. Gayer returned to the United States and became a consulting engineer in Washington. He was associated with John H. Mullaney. Two years later he was named to the IRFB and he has been there since.

John Harrison Gayer was born Sept. 20, 1919 in Lincoln, Neb. He grew up on his parents' farm at Plattsmouth, Neb., attended local schools—and built his first breadboard radio receiver in high school. In 1941, he was graduated from the University of Nebraska with a BS in electrical engineering.

During World War II, he served with the Air Force in electronics communications at Harvard, Massachusetts Institute of Technology, at various military installations in Florida, Ohio and Pennsylvania. He ended the war as a lieutenant colonel.

Mr. Gayer's interest in television goes back to 1946 when he worked as an engineer with the Douglas Aircraft Co. in Santa Monica, Calif. At night, he served as a partime instructor at the American Television Laboratories in Hollywood.

Outdoors Man ▪ When Mr. Gayer was a young Nebraskan, he enjoyed what all rural youngsters enjoy—hunting and rifle shooting. In fact he won two trophies for marksmanship from the National Rifle Association. These hobbies still are with him, but he has added a few: sailing, skiing (water and snow) and rugby.

In 1943 Mr. Gayer married his college sweetheart, Dorothy Griswold. Mrs. Gayer is the daughter of the late U. S. Senator Dwight Griswold, (R-Neb.). The Gayers have three children: John Jr., 20, a senior at Cornell University studying electrical engineering; Diane, 11, and Dwight, 8, both of whom are in school in Switzerland.

190 million boobs?

A THOROUGH review of the FCC's function and purpose can no longer be postponed—unless the agency is to be ceded the right to make its own laws and choose its methods of enforcing them.

The recommendations that Chairman E. William Henry put forward last week as a sequel to the Omaha hearing on local television programing are a case in point. Mr. Henry has discovered a function that was never even thought of by the writers of the law that governs broadcasting and presumably the FCC. Mr. Henry says it is the commission's duty to arouse public pressure for better programing even though the public may be perfectly happy with programing as it exists.

In Mr. Henry's words the "members of the public are entitled to help . . . in obtaining knowledge of the relevant facts and help in articulating their own needs and those of the community as a whole." What this means is that Mr. Henry, as presiding officer at an Omaha hearing that turned up little but praise for local television programing, has decided that the public is too ignorant to know what is wrong. According to this line of thinking, if the natives aren't restless, the FCC isn't doing its job.

What, one may legitimately ask, is going on here?

How long will the Congress that created the FCC permit it to usurp authority it was never intended to be given?

Who appointed E. William Henry to change the tastes of the citizens of Omaha?

We should think these questions would interest government officials who got their jobs by election. It hardly enhances the stature of legislators to be told they were chosen by voters of so little discrimination that they don't know it is bad television that they are watching several hours a day.

Who pays what to whom?

THE subject of advertising agency compensation is making one of its periodic appearances in the headlines and, as always happens, is causing a certain nervousness in the agency community. Among media it appears to be resulting in little more than apathy.

It is an easy subject to be apathetic about, for the alternative requires complicated evaluations of difficult and delicately balanced elements. Yet it seems destined to come up from time to time, probably increasingly in the future, and whenever it does, the element that does not appear to be an issue in the current headlines—payment of media commissions to agencies—deserves attention.

In its current resurrection, the compensation question was shoved into big black type by General Foods and two of its agencies, Young & Rubicam and Ogilvy, Benson & Mather (BROADCASTING, Oct. 21). They disclosed a test plan under which, on certain products, a fee arrangement will be devised to give the agencies "adequate" compensation for specified services, in addition to which GF will pay a proportionate part of the agencies' overhead.

The traditional 15% media commission, which presumably will be credited by the agencies against the fees due them from General Foods, was not specifically mentioned. But it did get into the headlines in a speech a few days earlier by William Marsteller of the Marsteller agency, chairman of the Media Policy Committee of the American Association of Advertising Agencies. In effect, Mr. Marsteller warned agencies to shore up their relationships with media or risk a breakdown in the media commission system.

The media commission is, of course, as old as 20th century advertising. One of the chief arguments for it is that it pays for agency services that media would otherwise have to perform for themselves. The chief complaint, usually from advertisers, is that it means media are paying for services rendered primarily to advertisers and may encourage agencies to recommend bigger campaigns in order to make bigger commissions.

The issue is made increasingly sensitive by the diminishing profit margins of agencies. Not many top officials in the client companies could hold their jobs on a net profit ratio of 3.39% of gross income or 0.61% of billings, which is the AAAA's estimate of the agency average for 1962.

Advertisers are right, in some cases, when they argue that agencies have contributed substantially to their own P&L problems by setting up expensive services that clients don't really want or need. The desire to designate the agency services they want and will pay for has made a modified fee system attractive to some advertisers just as the need for additional income has made it necessary for agencies.

The AAAA says the current ratio of commissions to fees —about 65-35, on the average—has not changed materially over the past seven years. But GF's stature is so weighty that its current test of the cost-plus system ranks as the most significant to date and could have a bearing on agency-advertiser relationships in the future. Other advertisers and agencies will follow it closely, and media should be no less alert. Anything that bears on agency-advertiser relations almost inevitably bears on them.

While they're thinking about agency-advertiser relationships, the broadcasting media might also wish to give some thought to their own commission relationships with agencies. If it is true that buying radio is so difficult that agencies lose money on it and tend to shy away from radio for that reason, would it be profitable for radio to offer a higher commission? If agencies have relatively little to do in administering participating sponsorships on the TV networks, might not the lesser chore be adequately covered by a smaller commission—or is this an attraction that increases the volume of network business? Is the current system, in which the difficulty and compensation of agency services are presumed to average out, the best that can be devised?

These are hard questions. The whole issue of agency compensation is full of hard questions. None of them will be answered sensibly without hard thought.



Drawn for BROADCASTING by Sid Hix

"I'm worried, Doctor. I've been dreaming of going out without my Maidenform!"



How to relieve television congestion all day long

Just watch Kprc-tv, channel two in Houston. That's all. Then you can forget about peeves, gripes and television congestion all day long. Or most of the night, as the case may be. Because the tiny "sales pills" (around 250) in each Kprc-tv day don't forget. They work fast--and they work continuously, to provide sales relief. Get Kprc-tv at your agency.

EDWARD PETRY & CO.
National Representatives



COURTESY OF MENLEY & JAMES LABORATORIES, MAKERS OF CONTAC



ADVERTISERS GO FOR NBC RADIO

. . . CONSISTENTLY THE LEADER IN SPONSORED HOURS

50 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

NOVEMBER 4, 1963

CBS-TV is ahead, but the national Nielsens show a three-network race 31

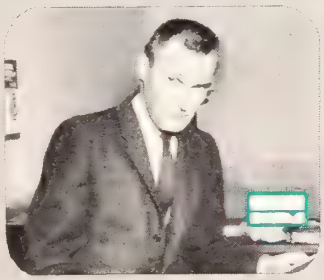
Initial stock offering for pay TV produces no shortage of subscribers 66

Agreement with RAB on joint study awaits imprimatur of NAB board 40

FCC steps up its tempo in effort to break renewal logjam 76

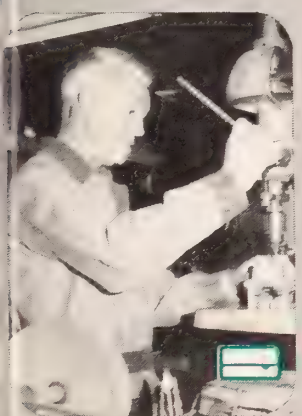
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new show

NEW NAME

WKMH IS NOW

WKNR

THE STATION THAT *KNOWS* DETROIT

A dramatic change to emphasize new programming, new research, new influence in Dynamic Detroit.

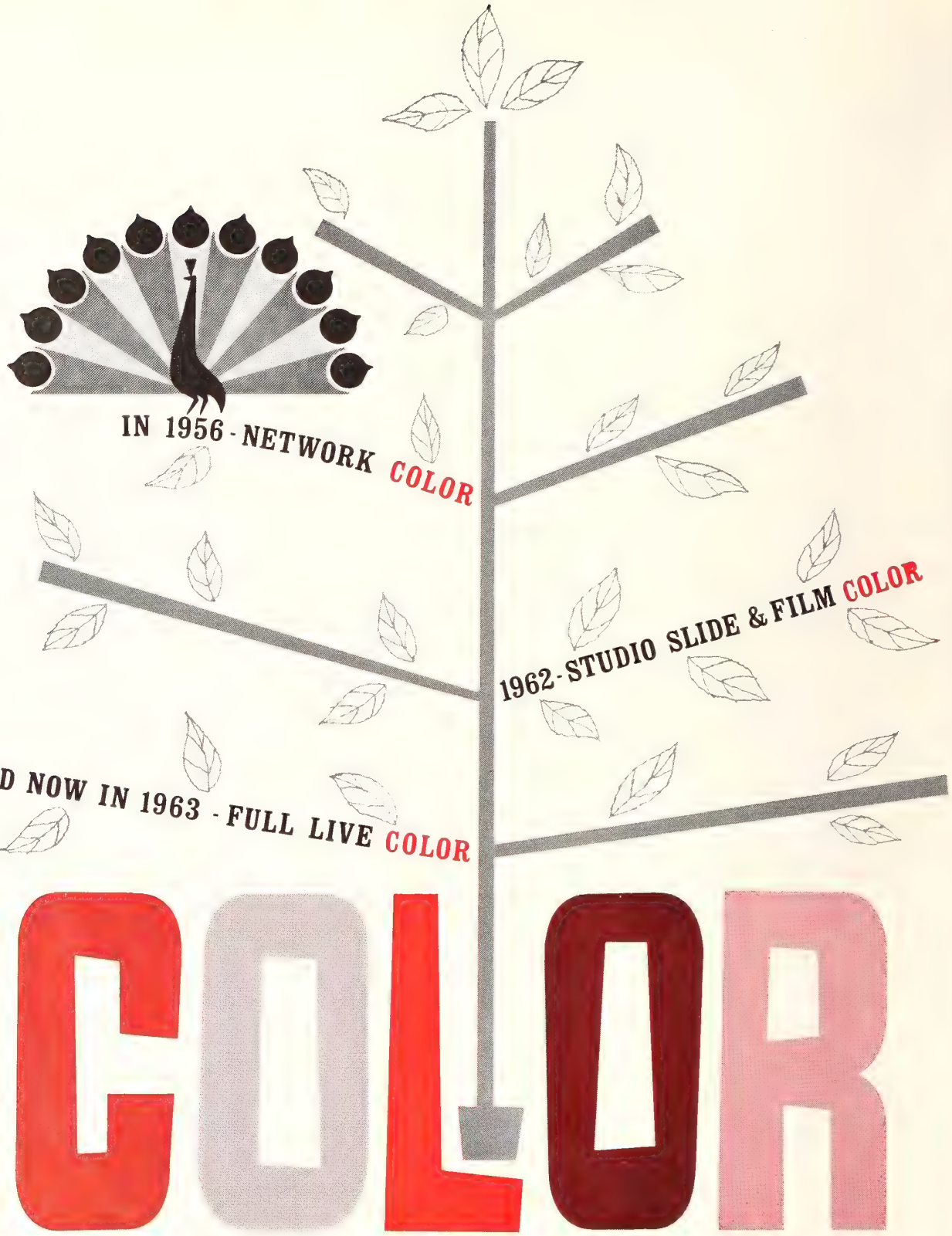
In the weeks to come we'll be revealing to you the WKNR Index of Detroit, an exciting collection of new facts about the lives, habits and availability of the people who make up the nation's fifth major market.

The new data have provided the basis for every minute of WKNR's new sound. It will also be the basis for new buying patterns to extend your reach in Detroit.

Walter Patterson, Executive Vice President and General Manager

Mrs. Fred Knorr, President, KNORR BROADCASTING CORPORATION

REPRESENTED NATIONALLY BY THE PAUL H. RAYMER COMPANY



WDSM-TV—the first and only complete color TV channel in Northern Minnesota, Northern Wisconsin and upper Michigan.

Facilities for telecasting color slides, color film and live color studio presentations.

Give your commercials the extra PLUS of COLOR on WDSM-TV.

Peters Griffin and Woodward—National Representatives
Bill Hurley, Minneapolis—Regional Representatives
TV Representatives Ltd.—Canadian Representatives

NBC

W D S M - T V

Duluth—Superior

Covering the second largest market in Minnesota and Wisconsin



"SPECIALIST in Adult Music"

Meet Elane Stein, music supervisor, at WCBM Radio. It's her job to select the music . . . the right music . . . the kind *adults* prefer . . . that is aired on WCBM. Elane's selections include popular music . . . show tunes . . . semi-classical and classical music. She knows that carefully selected good music plays a vital part in WCBM's adult-level programming policy.

Adult music – likeable personalities – CBS features – and news, local and regional covered in depth by WCBM's top staff of legmen, plus reports from national and international news services – all combine to reach the adult audience – the *buying* audience.

Adult-wise, the wise buy in your Baltimore schedule is WCBM Radio!

WCBM

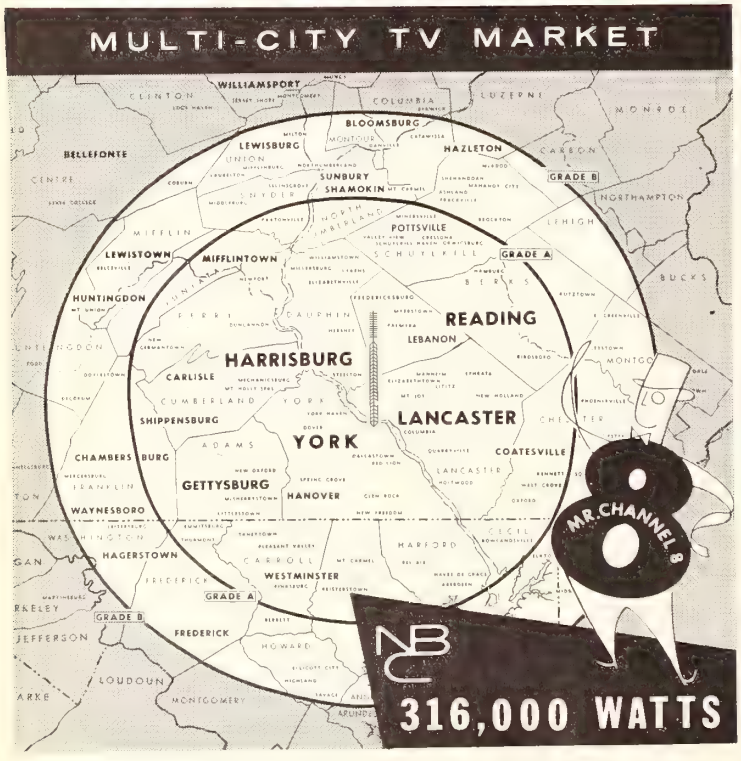
National Sales Representative

Metro Radio Sales

A SERVICE OF METROPOLITAN BROADCASTING

A CBS RADIO AFFILIATE • 10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland





The growing WGAL-TV market lives well. Your product advertised on Channel 8 moves profitably. WGAL-TV does an outstanding selling job because—in its market—it is more sales-productive than any other station, has more viewers than all others combined.*

*Statistics based on ARB data and subject to qualifications issued by that company, available upon request.

Market figure: SRDS 1/63

WGAL-TV

Channel 8
Lancaster, Pa.

STEINMAN STATION · Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.• New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

In everybody's pocket

Unprecedented interest in new season's first TV network ratings had A. C. Nielsen Co. in deep swivet last week. Despite Nielsen copyright and explicit limitations on disclosure by subscribers, its ratings were bandied all over—and in fullest detail. Nielsen, which traditionally releases only top 10's for nonsubscribers, spent week wrestling with two-pronged problem: not only to detect whoever was flaunting nondisclosure requirements, but to devise ways to make sure it doesn't happen again.

Worst blow for Nielsen may have been first one: On Monday, even before ratings were supposed to be out, New York Times *had long story purporting to give highlights, subsequently also published top 40 list and gave rankings of all new shows. By then, Nielsen pocketpieces were almost as easy to find as Madison Avenue, and most intimate detail could be had by practically anybody with a telephone and a friend. Upshot: Nielsen almost certainly will take new steps shortly to prevent unauthorized disclosures next time around.*

Code showdown?

Fur may fly at first meeting of new National Association of Broadcasters executive committee this week to discuss with President LeRoy Collins future of NAB codes. Meeting of five-man committee was called by joint board chairman, William B. Quarton, WMT-AM-TV Cedar Rapids (BROADCASTING, Oct. 28). Since then Governor Collins has been testy with his staff and with others.

The late shift

Madison Avenue insiders attest to what appears to be general, though tacit, understanding among major cigarette TV network advertisers to move out of periods when their commercials can be seen in homes before 8:30 p.m. Withdrawal, they say, won't be abrupt but should be discernible by next season. Agencies are hard put to satisfy desire of cigarette clients who want "good buys"—programs attracting mass audiences but made up mostly of adults—but also are sticklers for product protection, particularly aggravated for tobacco firms because they all have numerous brands advertised in nighttime TV, network and spot.

Presto, chango

Congressmen, including Representative Walter Rogers (D-Tex.), chairman of House Communications Subcommittee, were dismayed early last week when only four broadcasters had filed appearances for hearings this week on bill to prohibit FCC from controlling length and frequency of broadcast commercials. But after grass-roots activities, picture changed completely and by week's end 20 broadcasters had asked to testify at three-day hearing Nov. 6-8.

Scores of broadcasters had complained to congressmen, and several state delegations came to Washington in person, but few had been willing to testify at hearings, evidently fearing possible reprisals. Most larger entities plan only to file statements.

Zenith conversion

Zenith Radio Corp., which runs WEFM(FM) Chicago virtually as noncommercial good music outlet except for rare Zenith product promotion, may soon announce it will retain former NBC vice president, Jules Herbuveaux, as consultant to study possible conversion of WEFM to regular commercial operation. Zenith itself occasionally uses radio-TV media, but puts most of its ad budget in newspapers (story page 51).

Double dealing?

Although FCC has made no public mention of double billing for 18 months, investigations of practice are currently under way by agency's Office of Complaints and Compliance. Major national advertisers, which provide co-op funds for use by local distributors, have been asked to furnish FCC with copies of bills sent by specific stations. In such cases, FCC reportedly has "strong allegations" that station involved has double billed. Letters to manufacturers make no mention of such charges. Several double billing cases currently are pending at FCC. In winter of 1962, FCC warned licensees that practice was fraudulent (BROADCASTING, March 19, 1962).

More in the pot

National Association of Educational Broadcasters thinks it has found way to add some 700 station assignments to present television allocations, without disturbing existing criteria or arrangements with border nations. NAEB commissioned Atlantic Research Corp. to make allocations analysis by computer, will announce results soon.

Purpose behind NAEB's computer project is to get more educational station reservations than are provided in FCC's new allocation plan (BROADCASTING, *Oct. 28). NAEB has said educational TV will need 1,200 stations in next decade. In FCC's new plan, only 700 stations would be earmarked for educators. It's probable that NAEB will ask that its longer allocations list be considered as alternative to FCC's new proposal.*

Casualty report

It's now quite certain that new Allen Funt program series—*Candid Camera* type but with reverse twist (BROADCASTING, Oct. 28)—is slated for replacement for ill-fated *Glynis*, new entry this season on CBS-TV's Wednesday, 8:30-9 p.m. period. More certain, however, is that *Glynis's* fate has been sealed. It'll be first new entry on CBS-TV this season to get its walking papers after initial 13-week run.

Hanging in space

Usual troubles have developed at International Space Communications Conference in Geneva, which may wind up this week. New and emerging nations—mainly in Africa—which have not developed their communications are concerned about allocation proposals, for fear of having assignments pre-empted. USSR reportedly was siding with this view, but for different reason: It isn't as far advanced in space communication techniques as U. S. and wouldn't mind delay. But experts hope that reasonable compromise agreement would be reached for orderly use of communications in outer space.

Nothing moves

FCC's concern with backlog of work isn't limited to license-renewal applications (see story page 76). Backlog of pending transfer applications is also considered serious. According to commission's last report to Congress on subject, 148 such applications had been pending more than three months as of Aug. 31.

Part of problem, at least, is claimed to be lack of personnel. Normally four lawyers process applications. But fewer than that were on job during summer because of vacations and illnesses. To speed processing, four extra lawyers were taken from other tasks and assigned to transfer branch. Although they are now beginning second month on special assignment, no appreciable dent in backlog has been made.

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(compliments of a friend*)

A FRIEND IS SOME-ONE WHO BEATS THE DRUM for YOU



We'll beat the drum for you in the Omaha market, telling all of your customers about your advertising campaign on KMTV.

A FRIEND IS SOME-ONE WHO GIVES YOU THE INSIDE STORY



Nobody knows a back yard better than the people who live in front of it. Count on us to give you usable, complete facts and figures on the Omaha market, with reference to your particular product.

A FRIEND IS SOME-ONE who SHOWS You AROUND TOWN



We'll show you around town . . . and introduce you to wholesalers, retailers, brokers and others on your marketing firing line.

A FRIEND IS SOME-ONE You can DEPEND ON



In Omaha, depend on KMTV.

See Petry for YOUR FRIEND IN OMAHA*—KMTV-3!

WEEK IN BRIEF

They're studying the TV form sheets on Madison Avenue. First Nielsens are in and agency and network executives ponder who's to get the ax. Ratings show CBS leading in top shows, NBC and ABC neck and neck. See . . .

NECK AND NECK FOR PROGRAM LEAD . . . 31

Gene Autry group buys one of country's oldest TV stations, KTLA(TV) Los Angeles, for $12 million. Station expected to carry Angels and Rams games in which Autry and friends have interests. See . . .

GOLDEN WEST GETS KTLA(TV) . . . 68

RAB and NAB agree to joint financing of study in radio research—or do they? NAB board members notified of agreement, told to disregard notification, and then notified again by Collins. See . . .

AGREE TO JOINT STUDY, BUT . . . 40

Commissioners consider license deferral backlog as an emergency. They consider revised program logs, six-month lead time for renewal applications, and liberalizing guidelines so staff can act more quickly. See . . .

ATTACK RENEWAL LOGJAM . . . 76

Madison Avenue generally is critical of governmental intrusions in the business of broadcasting. Crichton enunciates consensus of agencies on time limitations. program control, network licensing. See . . .

AGENCIES CRITICAL OF FCC . . . 44

Freedom of information becomes football in political arena. Republicans charge FCC commercial time limit proposal one element in news "management." Hearing held on news availability. See . . .

CONTROLLED NEWS BATTLE . . . 62

TV billings are up 11%, radio's 14%, financial management executives are told. Cash predicts $2.2 billion in TV by 1970 from medium's 100 top spenders. Lee talks about fairness doctrine. See . . .

CASH, BUNKER PREDICT UPSWING . . . 48

UHF group in Illinois asks commission to order Midwest to divest itself of all but one TV in central area of state. Claims WCIA and its units blanket area unfairly through common rates, programing and operation. See . . .

UHF OPERATORS CHARGE MONOPOLY . . . 70

Stock of Subscription Television Inc. sells out first day it goes on sale. Investment public goes for offering, finally cleared by state and federal agencies. Public subscription is $15.7 million. See . . .

PAY TV STOCK SELLS OUT . . . 66

FCC commissioner gives broadcasters alternatives to commercial time limits. Loevinger, chiding industry for not using imagination, eschews decimal-point accounting but urges flexible standards. See . . .

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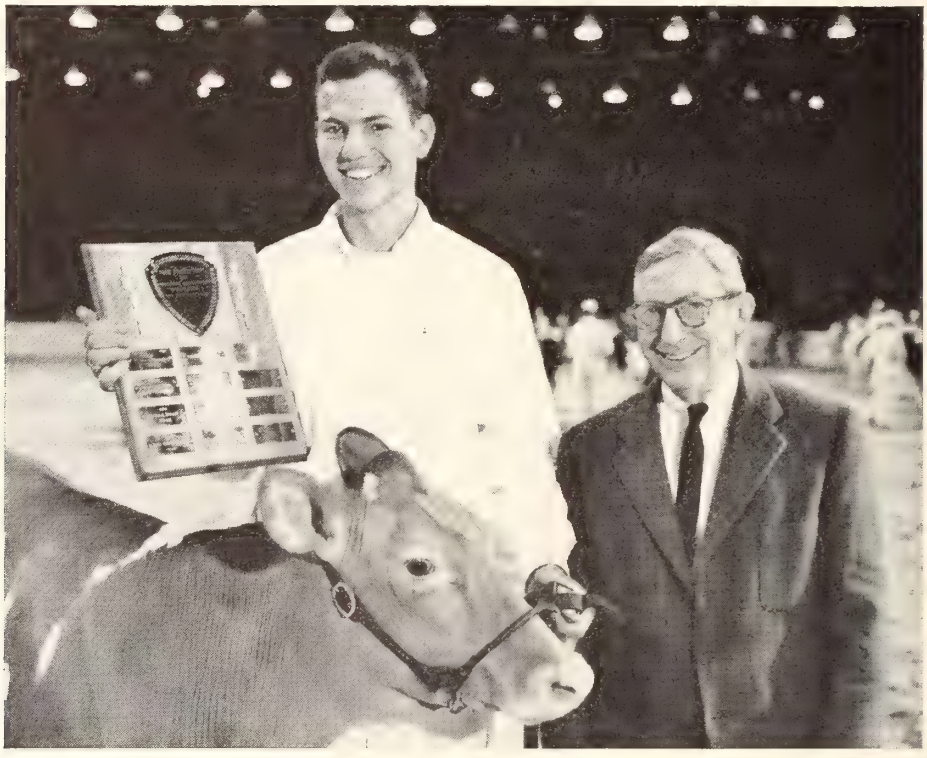
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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What is the Measure of a Broadcasting Station?



One measure is service to youth.

- Service to young people . . . like Richard Weingart . . . shown here with the coveted Frank Atwood Trophy . . . awarded him at the Eastern States Exposition.

- The trophy was named by New England 4-H leaders . . . to honor WTIC'S Farm Program Director . . . also seen in the photograph.

- Richard won the trophy for his prize heifer*. . . grand-daughter of a calf he purchased . . . with an interest-free WTIC Farm Youth Program loan.

- Since 1948 . . . WTIC has made 833 such interest-free loans . . . totaling $130,980.18 . . . to 650 young people . . . in Connecticut and western Massachusetts . . . resulting in many fine herds . . . which otherwise would not exist today. Incidentally, our losses dealing with this fine group of young Americans, have been almost non-existent.

We believe this to be another measure of a broadcasting station . . . undreamed of in a rating service's philosophy.

WTIC AM/FM

Broadcast House, 3 Constitution Plaza, Hartford, Connecticut 06115

WTIC AM-FM is represented by the Henry I. Christal Company.

*Greenridge King's Anita

Which came first: the chicken or the egg?

FCC WANTS TO ACT ON TIME LIMITS BEFORE CONGRESS

FCC told House Communications Subcommittee Friday (Nov. 1) that it should be allowed to go ahead with its proposed rulemaking on commercial standards—then Congress or courts can react.

Reaction came sooner. Representative Walter Rogers (D-Tex.), subcommittee chairman and author of legislation to block FCC move, said agency's comments on his bill "make a good case out for us."

This "very clearly points out that they think they are beyond the scope and control of the Congress," Representative Rogers continued. "This is one of the attitudes of the regulatory agencies that ought to be stopped now.

"People have money invested in broadcasting properties, and they could be 'broken' before they get the redress [from courts or Congress] to which they are entitled," congressman said.

Commission's comments urged subcommittee, which begins hearing on legislation Wednesday (Nov. 6) (see earlier story, page 50), to hold off "consideration of this important area" until FCC decides what should be done.

Commission has reached "no conclusions" yet, its statement said, and enactment of HR 8316, Representative Rogers's bill, would strip FCC "of desirable authority and a great deal of its flexibility in dealing with the ever-changing trends in this important area of overcommercialization." Statement concludes FCC should "not be deprived . . . of the broad discretion . . . which Congress gave it.

Even as Representative Rogers was reviewing FCC comments, broadcaster requests to testify were "flooding my office," he said. Names added to witness list Friday included:

Nov. 7: A. James Ebel, KOLN-TV Lincoln, Neb.; H. Randolph Holder, WGAU-AM-FM Athens, Ga.; Joseph P. Dougherty, WPRO-AM-FM-TV Providence, R. I.; Richard D. Smiley, KXXL Bozeman, Mont.; William S. Morgan, KNOR Norman, Okla., and president, Oklahoma Association of Broadcasters; Wayne Kearl, KENS-TV San Antonio, and Kenneth E. Duke, KDDD-AM-FM Dumas, Tex.

Nov. 8: E. L. Byrd, WILS Lansing, Mich.; Cecil Woodland, WEJL Scranton, Pa., and John P. Carr, WDNE Elkins, W. Va.

Equal time for Democrats

Shades of subliminal advertising: Viewers of Southwest TV station were watching entertainment program one night several weeks ago when video faded and picture of U. S. Senator Barry Goldwater (R-Ariz.) appeared for full three seconds, before local program reappeared. Some viewers immediately complained to FCC, which in turn wrote to station for explanation. Answer: Local engineer was patching board for upcoming network feed and inadvertently put network show then on line (Goldwater interview) on air.

What caused dismay at station, however, was nature of FCC request for explanation; agency also asked whether (1) sponsor was identified, (2) how Goldwater appearance was handled in program log, and (3) whether station charged for his appearance.

FCC reaffirms KWK revocation

FCC has reaffirmed order revoking license of KWK St. Louis for "willful misconduct" in connection with broadcast of two "fraudulent" treasure hunt broadcasts in 1960.

Commission gave station 30 days to wind up its affairs before going off air. But Robert M. Booth Jr., attorney for station, said appeal will be taken to U. S. Court of Appeals. This would keep station operating at least until judicial review is concluded.

Commission action was in form of order, released Friday, denying KWK's petition for reconsideration of FCC's original decision in case, issued May 29 (BROADCASTING, June 3).

Vote to deny reconsideration was 3-2, with Chairman E. William Henry, Commissioners Frederick W. Ford and Lee Loevinger in majority. Commissioners Rosel H. Hyde and Robert E. Lee dissented. Commissioners Kenneth A. Cox and Robert T. Bartley did not participate.

In seeking reconsideration, KWK argued that revocation was precluded in case, since commission failed to give advance warning of alleged wrongdoing, as required by law.

Commission, however, said advance warning is not required in cases of willfulness. And "repeated misconduct" in connection with "fraudulent treasure hunts," commission said, constituted "willfulness."

Thorough review of record, commission said, doesn't disclose basis for reducing penalty. "Deliberate frauds upon the public are clearly adverse to the public interest," FCC said, "and if the commission is to effectively perform the duties charged to it, it cannot countenance fraudulent contests."

Sarnoff predicts flourishing global TV

Global television is flourishing with advent of Relay and Telstar and perfection of tape and film, Robert W. Sarnoff, NBC board chairman, declared in speech delivered Sunday (Nov. 3) at 83d Founder's Day Convocation at Emerson College in Boston.

Mr. Sarnoff received honorary degree of doctor of literature from Emerson and in separate ceremony was given Joseph E. Connor memorial award for 1963 by school's Phi Alpha Tau fraternity in recognition of "excellence in field of communications."

He stated that with development of TV throughout world and "rapid growth" of international program exchange, all broadcasters are under "increasingly heavy responsibility" to use their resources wisely.

Stern sells WAFB-TV for $2.97 million

Sale of WAFB-TV Baton Rouge, La., by Edger Stern group to group of local businessmen for $2,970,000 was reported Friday.

Buyers are Guaranty Bond & Finance Co. and Guaranty Income Life Insurance Co., with George A. Foster Jr., president of life insurance firm, as principal. Guaranty companies already own aggregate 2% of Modern Broadcasting Co. of Baton Rouge, licensee of channel 9 outlet.

Modern Broadcasting is owned by Royal Street Corp., principally owned by Stern family of New Orleans which also owns WDSU-AM-FM-TV in that city.

Buyers report that Thomas E. Gibbens will remain as manager of Baton Rouge station.

WAFB-TV, which began operating in 1953, is affiliated with CBS and ABC. Sale is subject to usual FCC approval.

FCC on Friday announced approval of sale of WINF-AM-FM Manchester,

more AT DEADLINE page 10

'Wham' and 'Crash' axed

Lever Bros. urged producer of *Candid Camera* to forget about six-minute spoof produced for showing on CBS-TV on Sunday (Nov. 3). Scene dealt with towel test type "commercial" on hypothetical detergents called "Wham" and "Crash." In it, woman said, "you tell Wham and Crash they are both lousy."

Lever said this could be taken as slur on Procter & Gamble which has similar type commercial running for Blue Cheer. Allen Funt, executive producer of program that has Lever as sponsor, said "to keep them (Lever) from making a federal case out of it, we did [take it off]."

Conn., by John Deme to Profit Research Inc. for $225,000. Profit Research is headed by Sidney Walton and is in research and publishing business.

It has just bought KBON Omaha for $325,000 (page 68). Mr. Deme recently bought KAVE-AM-TV Carlsbad, N. M.

WINF is CBS-affiliated fulltimer on 1230 kc with 1 kw daytime and 250 w nighttime. Grant for WINF-FM is for 107.9 mc with 7.6 kw.

ACLU protests ABC's 'Hootenanny' policy

American Civil Liberties Union has protested to ABC-TV against network's alleged refusal to permit use of folksinger Pete Seeger on *Hootenanny* because he refused to sign affidavit forswearing Communist association or activity. ACLU statement, being released today (Nov. 4), said ABC action was "arbitrary censorship of the citizen's right to see and hear."

ABC said it had pointed out to ACLU that Mr. Seeger refused to discuss Communist front charges against him during his appearance before House subcommittee in 1955, and that ABC has long-standing policy in entertainment programing to deny use of its facilities by performers identified with Communist party.

Anello to meet with FCC

Douglas Anello, general counsel of National Association of Broadcasters, will meet with officials of FCC tomorrow (Nov. 5) in continuing NAB fight against FCC's July 26 statement on fairness doctrine. Association has taken strong exception to FCC position that statement places no new restrictions on broadcast programing in controversial and political areas. Tomorrow's meeting follows double exchange of correspondence and NAB hopes to get more controversial statements in paper on controversy rescinded.

Sindlinger releases Detroit radio study

Almost three out of four people in Detroit listen to radio sometime during week day, and almost one out of four listens to car radio. These are some results of special Detroit radio survey made by Sindlinger & Co. and announced today (Monday).

Sindlinger survey is based on 2,663 interviews May through August in Detroit. Two-volume report covers audience of 22 Detroit radio stations by 15-minute time periods, includes demographic characteristics of each station's audience. Ratings are in three categories—upper, average and lower figures.

Detroit report is first of seven underway by Sindlinger; to be announced at about three-week intervals are radio reports on Los Angeles, Chicago, New York, Philadelphia, Washington and San Francisco. All analyses are done on IBM 1620 computer.

Detroit findings:

- 72.1% (1,764,000 people 18 or over) listen to radio sometime (5-minutes or more) during average day.
- 51.1% (1,251,000 people) listen at home.
- 23.5% (575,000 people) listen in automobile.
- 6.9% (169,000 people) listen out of home or car, in public places to transistor radios.

Special Detroit radio listening survey is also being made by American Research Bureau for RKO General.

FTC-Pulse order amended

January 1963 consent order between Pulse Inc. and Federal Trade Commission has been amended to make it less restrictive on Pulse. New language is more in line with orders signed at same time by A. C. Nielsen Co. and American Research Bureau (BROADCASTING, Jan. 7). Orders prohibit audience measurement firms from claiming 100% accuracy of results and new Pulse language on claims it can make now conforms more closely to that applying to other two.

RCA to build new depot

RCA will erect new building in Camden, N.J., to house its electronics parts depot, Arthur L. Malcarney, RCA group executive vice president, announced last Friday (Nov. 1). It will cost $2.5 million to build structure, which will contain approximately 200,000 square feet of space. It is expected to be completed late next year.

Business booms in spots

Hollywood's commercial production firms, film and tape studios are working overtime to handle unseasonal business boom as agencies hurry to get TV commercials through production before Nov. 15, when current TV commercial contracts with Screen Actors Guild and American Federation of Television and Radio Artists expire.

After that date new agreements with new terms will go into effect and although producer-agency negotiators can be counted on to do their utmost to hold line against increases asked by unions, history indicates some rises are almost inevitable. Consequently, rush is now on to get as many TV spots as possible completed while old rates prevail.

Rep. O'Konski wants TV permit to be moved

Representative Alvin E. O'Konski (R-Wis.) has asked FCC to reassign television channel 12 from Hurley to Merrill, Wis., and to grant him construction permit to operate on it.

Commission granted him CP for channel 12 Hurley in March (BROADCASTING, March 4). Representative O'Konski said he is asking for move about 100 miles south to Merrill, because that area is more densely populated.

He intends to seek authority for satellite station on channel 31 at Hurley.

Congressman had asked for CP for channel 4 in Merrill. But he told FCC he was withdrawing that request.

ARF to consult on ARB's radio study

Advertising Research Foundation said Nov. 1 that it had agreed with RKO General Broadcasting to consult on radio methodology studies to be made in Detroit by American Research Bureau (CLOSED CIRCUIT, Oct. 21.)

William E. Weilbacher, senior vice president of C. J. LaRoche & Co. and chairman of ARF technical committee, complimented RKO and ARB on their plans to make study which gets underway this month.



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Triangle Audio Program Service provides you with 16 hours of professionally balanced programs for your AM or FM station, 7 days a week, 52 weeks a year. Flawlessly produced in infinite variety on finest quality tape. Mood Music. Show hits. Pops. Classicals.

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"For Courage and Devotion"

Telephone men and women fulfill a long tradition

The first telephone call ever made was a call for help as Alexander Graham Bell spilled acid on his clothes: "Come here, Mr. Watson, I want you!"

Ever since that fateful evening in 1876, telephone people have been responding to calls for help—and training to supply it.

A tradition of service—a knowledge of first aid—an instinct to help—these keep operators at their posts in fire or flood—send linemen out to battle blizzards or hurricanes—and save lives many times in many ways.

Over the years, the Bell System has awarded 1,896 medals to employees for courage, initiative and accomplishment—for being good neighbors both on the job and off it. Here are some recent winners:



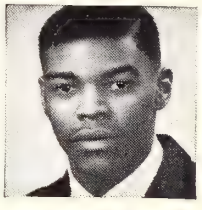
Kenneth E. Ferguson, Installer-Repairman, Newport News, Virginia. En route to a repair job, he came upon a burning house where a blind, bedridden woman lay helpless. Ripping out a window, he and a policeman entered the flaming room. They were forced out by intense heat and smoke. Mr. Ferguson ran to a nearby house for blankets. Wrapped in wet blankets, the two men re-entered and rescued the woman.



Mrs. Dorothy Crozier, Operator, San Rafael, California. She took a call from a frantic mother whose small son had stopped breathing. After notifying both ambulance and fire department, Mrs. Crozier realized that traffic was heavy and time short. Over the telephone, she taught the mother mouth-to-mouth resuscitation. The boy was breathing when firemen arrived. Doctors credit his life to her alertness.



Charles J. Gilman, Communications Serviceman, Bellwood, Illinois. Driving to an assignment, he saw an overturned car and found a man under it bleeding profusely. Cautioning bystanders not to smoke, he helped remove the victim. The man's arm was almost severed below the shoulder and he seemed in shock. Mr. Gilman applied a tourniquet and kept pressure on it until an ambulance arrived.



Leonard C. Jones, Supplies Serviceman, Morgantown, West Virginia. He noticed a neighboring house on fire. Rushing to it, he helped a father rescue three young children. Then he plunged back into the burning building and, guided only by cries through the choking smoke, found and saved another child who was hiding under a couch in the blazing living room. Minutes after he left, the wooden house collapsed.



Franklin Daniel Gurtner, Station Installer, Auburn, Washington. He heard a request for emergency breathing equipment on his radio monitor and hurried to the address, where a baby was strangling. He found the child's air passage was blocked, cleared it, and successfully administered mouth-to-mouth resuscitation. Then the fire department arrived and applied oxygen to help overcome shock.

BELL TELEPHONE SYSTEM

Owned by more than two million Americans

DATEBOOK

A calendar of important meetings and events in the field of communications.

▪ Indicates first or revised listing.

Nov. 4—**Hollywood Advertising Club,** luncheon meeting, Hollywood-Roosevelt, 12 noon. John Guedel, radio-TV producer and vice president Hollywood museum, speaks on "The Most Unusual Museum In The World."

Nov. 4-5—Central Canadian Broadcasters Association management and engineering convention, Royal York hotel, Toronto.

▪ Nov. 5—Dinner meeting of Chicago chapter of **American Women in Radio and Television** at The Carriage House.

Nov. 6—Annual meeting of **Maine Association of Broadcasters**, Eastland hotel, Portland, Me. Among the speakers will be Paul Comstock of the National Association of Broadcasters.

Nov. 6-8—Hearing on bills to block FCC from regulating commercial time, **House Communications Subcommittee.** Witnesses not announced, but NAB President LeRoy Collins and FCC Chairman E. William Henry are expected to testify.

Nov. 6-8—**American Association of Advertising Agencies** (AAAA) eastern annual conference, Waldorf-Astoria, New York. "Going public" by agencies, changes in the consumer society, untapped reservoirs of research, "creative youth," new product advertising and "the expanding Negro market and its importance" are among subjects on agenda.

Nov. 6-9—National convention of **Sigma Delta Chi,** professional journalistic society. Golden Triangle Motel, Norfolk, Va. Keynote speaker will be Barry Bingham, editor and publisher of the *Louisville Courier-Journal & Times.* Other speakers include Dr. Glenn Seaborg, chairman of the Atomic Energy Commission; Turner Catledge, managing editor of the *New York Times;* Blair Clark, vice president and general manager of CBS News; Palmer Hoyt, publisher of the *Denver Post;* Walter Cronkite, CBS news correspondent; Gardner Cowles, publisher of the *Des Moines Register & Tribune* and *Look* Magazine; and Charles Ferguson, senior editor of *Reader's Digest.*

Nov. 7-8—Sixth annual **Freedom of Information Conference,** sponsored by University of Missouri School of Journalism, Jay H. Neff auditorium, Columbia, Mo.

Nov. 7-8—**College Majors Conference,** series of seminars for college seniors majoring in broadcasting and advertising, sponsored by International Radio and Television Society, Hotel Roosevelt, New York.

Nov. 7-9—Annual fall meeting of the **Washington State Association of Broadcasters,** Ridpath hotel, Spokane.

▪ Nov. 8—Annual stockholders meeting, **Teleprompter Corp.,** to elect 10 directors, to consent to disposition of certain properties (Weathers, Conley Cartridge and Audio-Visual divisions) to agree to issue of authorized but unissued shares of common stock pursuant to key employe restricted stock option plan. 50 W. 44th St., New York.

Nov. 8—Technical committee meeting of **Association of Maximum Service Telecasters,**

NAB CONFERENCE DATES

National Association of Broadcasters fall conference dates:

Nov. 14-15, Dinkler-Andrew Jackson hotel, Nashville.

Nov. 18-19, Texas hotel, Fort Worth.

Nov. 21-22, Cosmopolitan hotel, Denver.

Nov. 25-26, Fairmont hotel, San Francisco.

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WSM-TV headquarters, 301 Seventh Ave., Nashville, Tenn.

Nov. 8-9—**Conference on News Coverage of the Courts,** co-sponsored by Oregon Association of Broadcasters, Eugene hotel, Eugene.

Nov. 10—Sixth annual **National Press Photographers Association** cross country seminars in photojournalism, Norfolk, Va.

Nov. 10-13—Annual meeting of the Association of National Advertisers, The Homestead, Hot Springs, Va.

■ Nov. 11-12—**Radio Advertising Bureau** board of directors meeting, Sheraton Park hotel, Washington, D. C.

Nov. 11-13—Fall radio meeting, sponsored by **Electronic Industries Association Engineering Department.** Among speakers will be Charles F. Horne, EIA president, and Rear Admiral B. F. Roeder, assistant chief of naval operations in charge of communications. Manager hotel, Rochester, N. Y.

Nov. 12—Sixth annual **National Press Photographers Association** cross country seminars in photojournalism, Omaha, Neb.

Nov. 12—**Group W** (Westinghouse Broadcasting Co.) public service conference, Cleveland. FCC Chairman E. William Henry will be luncheon speaker.

Nov. 14—Sixth annual **National Press Photographers Association** cross country seminars in photojournalism, Memphis, Tenn.

■ Nov. 16—**UPI Indiana Broadcasters** convention at the Indianapolis Press Club. Speaker is Edward F. Ryan, general manager for news and public affairs at WTOP-AM-FM-TV Washington, who is president of the Radio-Television News Directors Association.

Nov. 16—**Advertising Career Conference,** sponsored by the Advertising Women of New York Foundation Inc., Commodore hotel. Speakers include Chet Posey, senior vice president at McCann-Erickson, and Jean Rindlaub, vice president of BBDO.

■ Nov. 16—**Indiana UPI Broadcasters** meeting, Indianapolis Press Club.

Nov. 16—Sixth annual **National Press Photographers Association** cross country seminars in photojournalism, Hartford, Conn.

Nov. 16—Annual meeting of **UPI Broadcasters of Pennsylvania,** Governor's Room, Penn-Harris hotel, Harrisburg.

Nov. 16—Second annual **Wyoming Associated Press Broadcast News Clinic,** Gladstone hotel, Casper, Wyo.

■ Nov. 16—**Institute of Social Ethics, Georgetown University,** discussion on ethics, advertising and responsibility. Participants to include FCC Commissioner Robert E. Lee, Cunningham & Walsh Vice President Newman McEvoy and D'Arcy Vice President Robert Sorensen. 36th & Prospect, Washington.

■ Nov. 17-19—Annual meeting of **French-Language Radio and Television Broadcasters Association,** Chateau Frontenac hotel, Quebec City.

Nov. 17-20—National Association of Educational Broadcasters national convention, **Hotel Schroeder, Milwaukee, Wis. Banquet speaker is FCC Chairman E. William Henry.** Other speakers include Robert Lewis Shayon ("Responsibility in Educational Broadcasting"), radio-TV critic for the *Saturday Review,* and Arthur Sylvester ("Broadcasting Public Affairs"), assistant secretary of defense for public affairs.

Nov. 17-20—Broadcasters Promotion Association annual convention, **Jack Tar hotel, San Francisco. Joseph P. Constantino, KTVU(TV) Oakland-San Francisco, is convention general chairman.**

■ Nov. 19—Argument, U. S. Court of Appeals for District of Columbia, on appeal by **WKDK Kingstree, S. C.,** from FCC decision denying license renewal. Federal Courthouse, Washington, D. C.

■ Nov. 19—**Broadcasting Executives Club** luncheon, Sheraton Plaza hotel, Boston. Edmund Bunker, president of Radio Advertising Bureau, will be principal speaker.

Nov. 19-21—Television Bureau of Advertising holds its annual membership meeting, **Sheraton-Blackstone hotel, Chicago.**

Nov. 20—American Association of Advertising Agencies (AAAA) east-central region meeting, Statler Hilton, Cleveland.

Nov. 21—**National Conference of Christians and Jews** first annual Brotherhood Testimonial Dinner of the Broadcasting and Motion Picture Industries. Chairman: Thomas W. Sarnoff, NBC VP. Beverly Wilshire hotel, Beverly Hills, Calif. Formal. $100 a plate.

Nov. 22—National Academy of Television Arts and Sciences, New York chapter, holds "Close-Up" dinner and show lampooning comedian Jackie Gleason. Hilton hotel, New York.

Nov. 22-23—Combined meeting of Wisconsin Associated Press newspaper and broadcasting members, Milwaukee.

■ Indicates first or revised listing.

DECEMBER

Dec. 2-3—**NBC Affiliates** annual convention: radio meetings and radio network luncheon-presentation followed by evening banquet on Dec. 2, TV meetings and NBC Board Chairman Robert W. Sarnoff address to joint radio-TV affiliates luncheon and an evening banquet on Dec. 3. Robert W. Kintner, NBC president, addresses radio and TV affiliates meetings. Beverly-Hilton hotel, Los Angeles.

JANUARY 1964

■ Jan. 3—Comments due on proposal to authorize on regular basis operation of **Midwest Program for Airborne Television Instruction Inc.** (MPATI) and to allocate six UHF channels for the purpose.

■ Jan. 3—Comments due on proposed expansion of **UHF table of assignments.**

Jan. 8—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. News analysis and forecast by a panel of Chet Huntley, Walter Cronkite and Ron Cochran.

Jan. 21-23—National Religious Broadcasters convention, Mayflower hotel, Washington.

Jan. 21-23—Nineteenth annual **Georgia Radio-TV Institute,** co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens.

Jan. 24-26—Mid-winter convention of **the Advertising Association of the West,** Bakersfield, Calif.

Jan. 24-26—American Women in Radio and Television board of directors meeting, Hilton hotel, New York.

FEBRUARY

Feb. 3-5—Second annual **Electronic Marketing Conference** of the Electronic Sales-Marketing Association (ESMA), Barbizon Plaza hotel, New York.

Feb. 5—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. National Association of Broadcasters President LeRoy Collins is speaker.

Feb. 5-7—National Winter Convention on Military Electronics, Ambassador hotel, Los Angeles. C. D. Perrine, executive vice president of General Dynamics/Pomona, is convention chairman.

Feb. 8-16—International TV and Equipment Market, Lyons, France.

Feb. 25—**International Broadcasting Awards** banquet, 8 p.m., Hollywood Palladium. Presentation of trophies for best commercials on radio and television in any part of the world for 1963.

Feb. 26-28—Ninth Scintillation and Semiconductor Counter Symposium, under the sponsorship of the Institute of Electrical and Electronics Engineers, the Atomic Energy Commission, and the National Bureau

WCKT 7 NBC CHANNEL MIAMI

IN MIAMI, IT'S...

HIGH SALES



ON THE 7See ...IT'S WCKT

It's smooth selling in the great South Florida market with the new high-potency programming that makes WCKT the "High-See" of this multi-million audience.

CAMERA 7
SUNDAYS: 5:30 to 6 P.M. A three-phase program of intense local interest including "SUMMATION", actual legal summations of real cases affecting the community . . . "PROOF POSITIVE" reviews local volunteer public service activities . . . "SHOWCASE" of local amateur classical musical talent.

FLORIDA FORUM
SUNDAYS: 6:30 to 7 P.M. Audience-building guests have included Jimmy Hoffa, Pierre Salinger, Gov. Wallace, Author James Baldwin, FCC Commissioner Lee Loevinger, and others of such interest on this town-meeting series.

OUTLOOK
MONDAYS: 10:30 to 11 P.M. A probing local news documentary that explores behind the scenes on current South Florida issues and problems . . . by those most closely involved. Gripping, informative, entertaining.

HIGH-POTENCY PROGRAMMING
REACHES
2 MILLION RESIDENTS
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PLUS A "CAPSULE"
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OF 5 MILLION*
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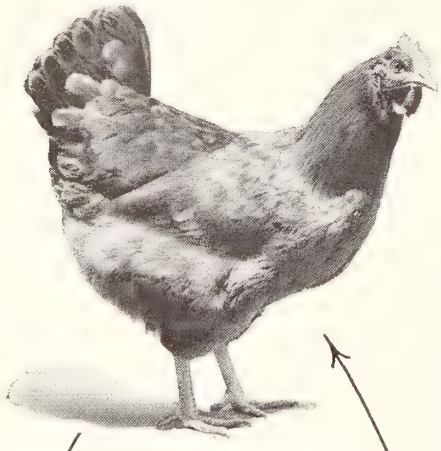
*Source: Florida Development Commission

WCKT 7 NBC

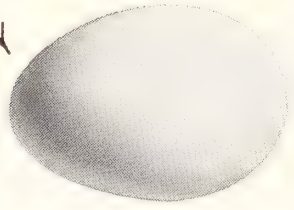
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Nothing like it in broadcasting— anywhere, anytime, anyhow!



WHICH CAME SECOND?



They still don't know the answer at Everybody's Farm, but they have all the other answers for farmers.

Everybody's Farm is a 385-acre farm operated by clear-channel WLW Radio. A fountainhead of information for one of the most important agricultural areas in the country. Most of the WLW farm programs originate right there. No wonder WLW was chosen as the outstanding farm station by the American Farm Bureau.

Everybody's Farm is one of the reasons why WLW is among the most heard, most talked about stations in the United States.

CROSLEY COLOR TV NETWORK

WLW-T Television Cincinnati
WLW-D Television Dayton
WLW-C Television Columbus
WLW-I Television Indianapolis

WLW Radio—Nation's Highest Fidelity Radio Station

CROSLEY BROADCASTING CORPORATION
a subsidiary of Avco

of Standards, Hotel Shoreham, Washington. Program committee chairman is W. A. Higinbotham, Brookhaven National Laboratory, Upton, L. I., N. Y. The deadline for abstracts is Dec. 1.

MARCH

■ March 11-12—Annual meeting of Southeast Council of **American Association of Advertising Agencies** at Riviera motel, Atlanta.

March 23-26—International convention of the **Institute of Electrical and Electronics Engineers,** New York Hilton hotel and New York Coliseum, New York.

APRIL

April 5-8—Annual convention of the **National Association of Broadcasters,** Conrad Hilton hotel, Chicago.

■ April 6-9—Thirty-first annual **National Premium Buyers Exposition,** under auspices of National Premium Sales Executives, the Premium Advertising Association of America and the Trading Stamp Institute of America. More than 600 manufacturers expected to participate in exhibits. McCormick Place, Chicago.

■ April 7—Premium Advertising Conference of the **Premium Advertising Association of America,** McCormick Place, Chicago.

April 13—Newsmaker luncheon, **International Radio & Television Society,** Grand Ballroom of Waldorf Astoria, New York. Robert Moses, president of New York World's Fair 1964-1965 Corp., is speaker.

■ April 21-24—**Alpha Epsilon Rho,** honorary radio-TV fraternity, annual national convention in Los Angeles at the Hollywood Roosevelt hotel.

April 30-May 3—Thirteenth annual convention of the **American Women in Radio and Television,** Mayo hotel, Tulsa, Okla.

MAY

■ May 6—Broadcasting follies and annual meeting of the **International Radio & Television Society.** Luncheon at Grand Ballroom of Waldorf Astoria, New York.

JUNE

June 13-16—Summer convention of the **Georgia Association of Broadcasters,** Callaway Gardens, Ga.

Nov. 29-Dec. 1—Annual convention of the **National Association of Radio and TV Farm Directors,** Chicago.

Dec. 3-5—**Winter conference of Electronic Industries Association,** Statler-Hilton hotel, Los Angeles.

■ Dec. 5—Board of directors meeting of the **Association of Maximum Service Telecasters,** Riviera hotel, Palm Springs, Calif.

Dec. 5-6—**Fourteenth conference of the Professional Technical Group on Vehicular Communications,** Adolphus hotel, Dallas.

Dec. 6—**Association of National Advertisers' workshop on planning and evaluation,** Plaza hotel, New York.

■ Dec. 6—**Arizona Broadcasters Association** annual fall meeting, Paradise Valley, Phoenix. FCC Commissioner Frederick W. Ford will be principal speaker.

■ Indicates new or revised listing.

OPEN MIKE

Death and federal control

EDITOR: Please accept my belated but fervent endorsement of your editorial "Who's boss?" (BROADCASTING, Oct. 7).

I commend you most highly for providing the leadership we should be geting from the National Association of Broadcasters—and have so advised them. I hope you will continue to try to arouse some righteous indignation among those rugged individualists who operate America's radio, TV and FM stations.

Although federal control—like death —seems to be inevitable, we might at least try to postpone both until 1984.—*William A. Vaughn, president and general manager,* WYFM(FM) *Charlotte, N. C.*

A 'must' buy

EDITOR: We in this office for many years have subscribed to BROADCASTING. At each of our councils I always encourage our men across North America to subscribe. It is certainly a must for those of us in this work.—*E. R. Walde, secretary, radio-television department, General Conference of Seventh-Day Adventists, Washington.*

Tobacco testimonial

EDITOR: I have read "North Carolina just a puff away from Erin" (BROADCASTING, Oct. 14) with much interest. From many years of smoking, I can strongly recommend North Carolina tobacco—when blended and packed in Ireland by Carrolls of Dundalk.—*Thomas J. Kiernan, Ambassador of Ireland, Washington.*

Perceptive interview

EDITOR: Thanks for a well written, perceptive interview (OUR RESPECTS, BROADCASTING, Oct. 7). I'm happy you didn't mention O'Brian's review [Jack O'Brian, TV critic of the *New York Journal-American*] which panned the hell out of the show. I can't understand why—I'm not even a Communist. Love.—*Goody* [*Goodman Ace*], The Sid Caesar Show, *New York.*

What to do?

EDITOR: The preponderance of the "let's make a fast buck" TV material isn't worth the time and effort it takes to produce. Perhaps the viewer can always turn his set off if he doesn't like what's on. But even this doesn't seem to affect the TV ratings.

There was a time when television seemed about to make significant strides toward high-level entertainment. But the days of *Playhouse 90* were short-lived, sacrificed to the god of money. What has occured since has been a continual lessening of standards and significance. The 1962 season wasn't too much, but '63 is just plain *bad.*

What's to be done?

First, the networks have to let the sponsors know that they intend to live up to certain standards of creativity, competence and originality. They can do this simply by informing their na-

HOGBACK MEANS MONEY IN YOUR BANK



And you don't have to break it to get the money out. You just call the man from Hollingbery.

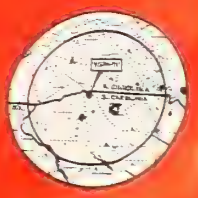
Hogback is a mountain, not a piggy bank. On this mountain in upper (really upper) South Carolina, WSPA-TV has just erected a new transmitter tower. The new WSPA-TV transmitter is: ■ 3,468 feet above sea level, and 2,000 feet above average terrain in its area, which means an increase of 70%. ■ equipped to broadcast with 316,000 watts, which means an increase of 23%.

This also means, among other pleasant things: ■ a 60% increase in Grade B coverage contour; 2,020,869 people reached, compared with only 1,289,709 people before ■ coverage from Charlotte, N.C., to Toccoa and the Savannah River in Georgia; from the western North Carolina mountain country above Asheville southward almost to the capital of South Carolina at Columbia.

It means, in short, money in the bank for advertisers who want results in the 46th market (Sales Management Survey of Buying Power rating for the Spartanburg-Greenville-Asheville market).

For the rich, juicy Hogback details, ask the man from George P. Hollingbery.

WSPA-TV owned and operated by SPARTAN RADIOCASTING COMPANY Walter J. Brown, President
SPARTANBURG, SOUTH CAROLINA CBS in the nation's 46th market



So good to start on with... 1-1-3



The youngsters: "'Bye, Dad"... Her: "Have a good day, dear"

Sunny music and crisp news brightens the way... via radio **1-1-3.**

Detroit's good music station...

W-CAR
radio 1-1-3
5 7 11 13 16

One of a series in Detroit newspapers and Adcrafter.

Representation: AM Radio Sales

SUBSCRIPTION APPLICATION

BROADCASTING ***The Businessweekly of Television and Radio***

1735 DeSales Street, N.W., Washington, D. C., 20036

Please start my subscription immediately for—

☐ 52 weekly issues $8.50 ☐ 104 weekly issues $14.00 ☐ Payment attached

☐ 52 issues & 1964 Yearbook $13.50 ☐ Please bill

☐ 1963 Yearbook $5.00 (so long as supply lasts)

name *title/position**

address ☐ *Business* ☐ *Home*

city *state* *zip code*

company name

*Occupation Required

tional advertisers that they intend to hire new writers, more script readers, spending less on production and big names and put more time and thought into scheduling better programs. There will be sponsors who will leave, however, after a time they'll realize they can't afford not to advertise on TV and that they might as well pay for a good show.

If the networks go this far, they can open up their idea departments to amateurs and professionals alike. Imagine how many new ideas could be generated if this occurred?

There may be no easy cure for TV's ailments, and such a cure may take many years. But the industry has to determine what "public service" implies.—*Paul E. Noe, vice president, Franklin Organization, Chicago.*

How many?

EDITOR: How many broadcasters are urging their congressional delegation to have the President appoint a broadcaster to the FCC?—*D. A. Rock, general manager,* WSMN *Nashua, N. H.*
(Not enough.)

Call-letter hobby

EDITOR: I am a night watchman and listen to the radio quite a lot.

I am interested in the meaning of the different radio and TV call letters. WMGM New York (now WHN) was for Metro-Goldwyn-Mayer. I have a hobby of trying to find out the meaning—if any—of the different call letters. Some have quite a history.

I have been writing letters to different stations for four or five years and still have a long way to go.—*John D. Playfair, 159 Yonge Street East, Midland, Ont., Canada.*

[A few more for Mr. Playfair's collection: WGCD Chester, S. C., stands for the "Wonderful Guernsey Center of Dixie"; WGBS Miami and KGBS Los Angeles are the initials of George B. Storer, founder of the owning company, Storer Broadcasting, and WACO Waco, Tex., is self explanatory.]

BOOK NOTES

"Pretesting Advertising," by Harry Deane Wolfe, PhD; James K. Brown; Stephen H. Greenberg, G. Clark Thompson. National Industrial Conference Board, 845 Third Avenue, New York 22. $5 to NICB associates and government agencies; $1.65 to students and teachers; $25 to all others. 214 pp.

The NICB has presented what is a textbook and a workbook that is not limited in its readership. The beginner in advertising will gain from it, and the experienced adman will find it a valuable tool.

It details 105 case histories with different methods of pretesting used to garner results for companies, large and small, in the U. S. and Canada. In effect the book simply says "these are the ways to pretest, if you want to. If

WHAT IS IT?



Take a second look. Even then you may not recognize it as a close-up of a crested crane.

But viewers don't get a second look at a television commercial. It's there—and it's gone.

Dramatic effects can strengthen your selling idea. But viewers must understand them *instantly*. Else you'll weaken the wallop of your precious selling seconds.

We've won quite a few awards with our commercials. But the awards that make us happiest are the sales and profits on the income statements of our clients.

The commercial is the payoff **N. W. AYER & SON, INC.**

WAPI

PERSONALITY PORTRAIT



CHARLIE DAVIS

"The Early Risers Club", featuring emcee Charlie Davis, is heard throughout Alabama's most progressive market area Monday thru Saturday, 4:45 to 9:00 a.m. Here's get-up-and-go pleasure for thousands of Alabama listeners.* Popular music, complete local, state, national and international news, weather and time checks, as well as tid-bits that set each day off with a smile. WAPI . . . Charlie Davis . . . "The Early Risers Club" . . . Happy Alabamians. That's the combination that keeps WAPI personality Charlie Davis **first thing in the morning.**

* Charlie had 7,100 entries in a contest offering a $10.70 prize.

WAPI-RADIO

BIRMINGHAM, ALABAMA

WAPI radio represented by Henry I. Christal Company, Inc.

you do, the results should be more beneficial than harmful."

It should be must reading for admen —whether they are proponents of pretesting or not.

"The Audio Control Handbook" (revised), by Robert S. Oringel. Hastings House Publishers Inc., 151 East 50th Street, New York 22. $6.95. 145 pp.

In his preface, Mr. Oringel, a broadcast engineer at the Voice of America, states that the revised edition reflects the "important changes" which have been made in new control equipment and in microphones since the book was originally published in 1956.

Included in these changes are photographs of several new microphones and an RCA cartridge tape. Noticably missing are details about these new products and what they can do.

While delving into the use of Magnecord and Ampex tape recorders, Mr. Oringel leaves the cartridge tape field to a photograph omitting any explanation of how these machines—now in most stations—operate.

Although the book admittedly is written for audio control novices, and is basically accurate and informative the author's "revised edition" refers to the International News Service as a wire service a station may subscribe to. (INS merged with United Press to become UPI in 1958).

He refers to the recording standard of the National Association of Radio and Television Broadcasters. NARTB became the National Association of Broadcasters (NAB) in 1958.

From these and other pictorial and written examples, it appears that this volume, rather than being revised, is simply a 1963 printing of a 1956 publication.

"The Nature of Public Relations" by John Marston, McGraw-Hill Book Co., New York. $7.95, 393 pp.

Every college course in public relations begins with a few lectures defining just what the monster is. Mr. Marston, who is assistant dean of communication arts at Michigan State University, begins his book the same way, when in the second paragraph he presents a brief but clear definition: "Public relations is planned, persuasive communication designed to influence significant publics."

The definition sets the tone for the complete book. After investigating the nature of PR in the first part, Mr. Marston asks his readers and or students to put their new-found knowledge to work in the second part with the study of several case histories in PR research, action, communication and evaluation projects.

This practical approach makes the book useful as both a textbook for students and a refresher for PR practitioners.



INVITATION

Some figures are hard to resist. New Orleans, for example, has more people than Nashville . . . and so does Denver, Louisville, Norfolk. But Nashville television delivers more homes than any of the four. In fact, Nashville is America's 28th* television market, with buying power that tops $2,872,648,000. Be our guest. R.S.V.P.

*ARB estimate, March 1962, 9:00 a.m. to 12:00 midnight

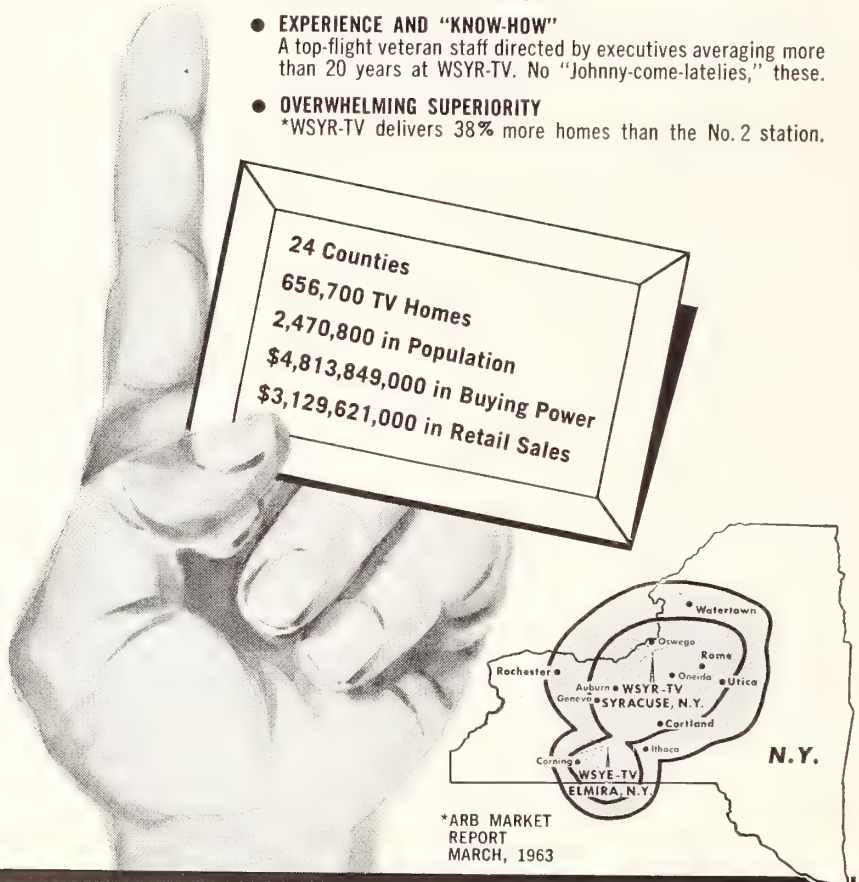
WLAC-TV	WSM-TV	WSIX-TV
CBS-TV Channel 5	NBC-TV Channel 4	ABC-TV Channel 8

NASHVILLE, TENNESSEE

first every day

. . .and here's why:

- **EXCITING, COLORFUL LOCAL PROGRAMMING**
  Central New York's greatest news department; Upstate New York's only live musical variety show; celebrity-filled live women's show; outstanding documentaries that out-rate network programs.
- **GREATEST TV PERSONALITIES**
  Fred Hillegas, Joel Mareiniss, Jerry Barsha and experienced news staff of seven; Denny Sullivan and the WSYR Gang, musical variety show starring Eileen Wehner and Fred Krick; Bill O'Donnell, sports; Ed Murphy, movies and weather; Kay Russell, women; "Salty Sam," Popeye host. Central New York's greatest salesmen!
- **BEST TECHNICAL FACILITIES**
  In Central New York—first with color; first with video tape; first with a modern, completely-equipped TV center and the only channel with maximum power at maximum height.
- **EXPERIENCE AND "KNOW-HOW"**
  A top-flight veteran staff directed by executives averaging more than 20 years at WSYR-TV. No "Johnny-come-latelies," these.
- **OVERWHELMING SUPERIORITY**
  *WSYR-TV delivers 38% more homes than the No. 2 station.



*ARB MARKET REPORT MARCH, 1963

WSYR • TV

NBC Affiliate



Channel 3 • **SYRACUSE, N. Y.** • *100 KW*

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

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*Reg. U. S. Patent Office

Copyright 1963: Broadcasting Publications Inc.

"DESIGN IT THE BEST YOU KNOW HOW, AFTER WHICH WE WILL PRICE IT"

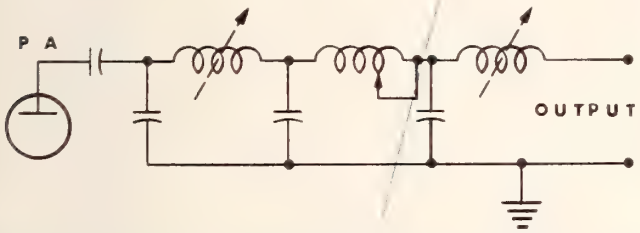
This was the instruction from Gates management throughout the development of the BC-5P-2 5000 watt AM broadcast transmitter. That this directive became a reality is now history, as 218 of these transmitters now operate world-wide. Several of the design features, responsible for this universal acceptance, are listed below. In preparing this analysis, Gates recognizes that the items it omits could be construed as weak points. Actually, this effort is to cover the points that are of major importance to a buyer who is going to invest several thousand dollars for a 5000 watt transmitter.

TRANSMITTER SIZE: A prime objective was to fit the transmitter into the smallest possible room size, while staying within good engineering practice. There was no sensible reason, however, to build it so small that: (1) it is hard to service, (2) it runs hot, and (3) it cannot be 100% self-contained. After all, few things are worse than finding room and protection of life for an outboard high voltage power transformer. BC-5P-2 is 100% self-contained in 3 cubicles, each with its own cooling system. Floor size is 73½" across and 39½" front to back. With the 78" height, BC-5P-2 has a total cubage of 135.6, a minimum for both good cooling and serviceability with common sense ease.

TRI-UNIT COOLING: The BC-5P-2 features a special 3-cabinet cooling system consisting of blowers, each with 270 C. F. M. air capacity and ¼ H. P. motor, plus ceiling suction fan. Blowers are shock mounted to assure minimum low frequency noise.

FULL TEE NET TANK:

Gates does not stop at the dotted line . . . (below). The



BC-5P-2 has a complete Tee network to guarantee meeting FCC harmonic reduction figures. FCC rules say this reduction is "as measured into a suitable load". Gates DOES NOT interpret a suitable load as an antenna coupler with its own network. The BC-5P-2 must meet FCC harmonic measurements at the transmitter output terminals into a pure resistance dummy antenna. Nothing else!

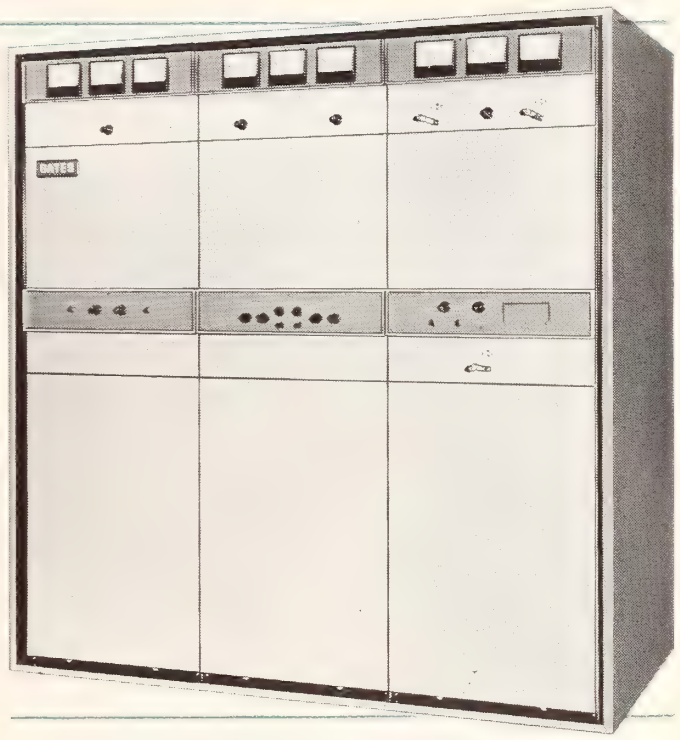
POWER AMPLIFIER COMPONENT VALUES: Lasting power is as important as *output* power. For this reason, Gates has installed what we firmly believe to be the largest power amplifier component list of any 5000 watt transmitter made. To prove this, we list these values for you to check.

Plate Tank Coil: Edgewound ribbon, Micalex insulated, rotating type for tuning, ⅛" x ½" ribbon, silver plated, 20 ampere rating.

Tank Vacuum Capacitor: Jennings Model M voltage 15,000 volts. Current: 21 amperes.

Shunt Capacitor No. 1 Tee Network: Ceramic insulated 5% Mica Type G3 rated at 15,000 volts and 21-27 amperes.

First Tee Net Coil: Edgewound, ribbon Micalex insulated, fixed tapped, ribbon 3/32" x ⅜" silver plated, 15 amperes.



Second Tee Net Coil: Rotating type continuously variable edgewound ribbon, Micalex insulated. Ribbon ⅛" x ½". Silver plated, 20 amperes.

POWER OUTPUT: Capable of 5600 watts, the transmitter provides ample margin for losses incurred in directional arrays. The ability to modulate an easy 100% (note easy) is very important. The same modulator tube complement is used in the BC-5P-2 as in the Gates 10,000 watt model and at the same plate voltage.

TUBE OR SILICON RECTIFIERS: Gates has both. What should I buy? As silicon rectifiers cost more and must never fail (they are not replaced like a tube) Gates feels that the very best is necessary and demands 3 times voltage and 15 times current safety factors. If the equipment is operator-attended, such as with directionals, tubes might be preferred.

TRANSFORMERS: The heart of any equipment. Here, the number is important, as distribution of load has much to do with transformer and transmitter heat, and heat has very much to do with transmitter life. BC-5P-2 has a total of 22 sealed transformers and reactors, spaciously distributed throughout the three cubicles. They are all made for 50 cycle service — a 20% bonus safety factor for 60 cycle users.

CABINET RADIATION: All broadcast transmitters must pass critical cabinet radiation tests to obtain FCC approval. To assure absolute cabinet radiation compliance, the entire RF driver/tank and output network are constructed within an 11 gauge aluminum housing.

GATES

GATES RADIO COMPANY

A Subsidiary of Harris-Intertype Corporation

QUINCY, ILLINOIS

HARRIS INTERTYPE CORPORATION

Offices in: Houston, New York, Los Angeles, Washington, D.C.

In Canada: Canadian Marconi Company, Montreal • Export Sales: Rocke International Corporation, New York City

MONDAY MEMO

from HARMON O. NELSON, MacManus, John & Adams, Los Angeles

Pontiac dealers use radio to supplement national ads

This is the season of the year when Southern California radios virtually echo with new car commercials. To us at MacManus, John & Adams, Los Angeles, Southern California Pontiac Dealers have entrusted the job of making their voice heard above the rest. It's a challenging assignment when you consider what's involved in making a market like this listen and buy. Competition gets keener and the stakes get higher so that, every year, you're in the position of having to outdo yourself.

Each of us who is in the market for a new car is faced with a choice almost as wide as faces the housewife in the spellbinding aisles of a supermarket. But since the decision on choice of car involves a considerable number of dollars, it follows that we'll do plenty of intensive shopping before we make our selection.

The job of each of us in the advertising side at MJA is to Pontiac-precondition as many buyers as possible so that they head straight to the Pontiac dealership when they're ready to buy. This job may be a bit easier than that of some of our competitors, since we've been third in sales for nearly three years running and this can only prove that a great number of people are already sold on the values Pontiac offers.

No Time To Dawdle ▪ But we can't sit fat, dumb and happy in our position. Cars come off the lines in droves and dealers must get them on the street with a minimum of delay. Granted a fine product—and an outstanding dealer group, which we have—the major job remaining falls to advertising. How can we best persuade people to go Pontiac?

Of course, our major effort stems from the national plans—the beautiful double-page color spreads of new product, the handsomely mounted TV commercials, nationwide radio and outdoor advertising. But the job doesn't end there, for MJA, Los Angeles, also handles the Southern California Pontiac Dealers Association and it is our local job to determine how we can supplement the national campaign most effectively. What can we do here to localize the story—to get people in Southern California to beat a path to their Pontiac dealer? One of the most effective ways we've found is through use of local radio. Here's a relatively inexpensive medium with which we can make a great many impressions. TV is too expensive for us at the moment and print is also too expensive for the coverage we must have.

California-Only Flavor ▪ In radio we must find ways for the dealer association's advertising to give the national storyline a local twist. We try to do this in a number of ways. Currently we're using a one-minute jingle based on the national copy line. "There are two kinds of Pontiacs for all kinds of people." The lyrics expand on this theme with a Southern California-only flavor:

> "You put the HILL PEOPLE
> and the VALLEY PEOPLE
> with the BEACH PEOPLE
> and the CANYON PEOPLE
> with the STREET PEOPLE
> and the FREEWAY PEOPLE
> and what have you got? You
> got PONTIAC PEOPLE!"

The jingle is tagged by live station announcers with various dealer identification phrases, i.e., "from Pontiac Tempest to the luxurious Grand Prix, you've got something to see at Wide-Track Town."

Alternate versions of this jingle end with the provocative thought, "What kind of people am I?" This introduction is followed by humorous vignettes in which the Southern California Pontiac dealer-salesman, acting as a car psychologist or Pontiac "peopleologist," fits the customer to one of the 30 models which fits his taste and budget. In each situation the prospective buyer is characterized in a distinct "car class" as to his likes in economy, high performance, luxury, etc. The vignettes are aimed directly at a segmented market for the purpose of making conquest sales.

One segment of our market is the economy family car buyer. We talk directly to him in several vignettes on the low-priced Pontiac Tempest Custom Six. To those who buy in the medium price class, we address stories on the new Pontiac Catalina "2 + 2." The luxury market is enticed with vignettes emphasizing the plush Grand Prix sports model.

Local Goes National ▪ In the past we've created radio material from scratch for local use only. But in general we feel that we're ahead when we us a national theme or storyline as a springboard for our local effort. In this way we take advantage of public awareness of advertising which has been created by the weight of national advertising dollars. And automatically we contribute directly to the national effort with each local advertising dollar spent. Occasionally the tail wags the dog too. In our search for ways of pointing to the local dealerships, Don Jones, vice president in charge of our Los Angeles office, came up with the phrase "Wide-Track Town" to describe the dealers' place of business. This phrase was adopted by the national Pontiac account group and is now an integral part of Pontiac national advertising.

Another tactic which we use in our work to help the dealers is careful evaluation of the advance national media schedule. We hit 'em where they ain't. For example, this year Pontiac (in addition to heavy schedules in print) is making wide use of TV nationally. To complement this, we put our local dollars in radio. Our current schedule calls for some 500 spots per week in the Los Angeles area, the largest local coverage in the history of Pontiac dealer advertising. Thus, Pontiac is being seen widely through national dollars and being heard through local dollars. One helps the other. And between them, there's plenty of action. Let the facts speak for themselves. As of this writing, car buyers have purchased 34% more Pontiacs than last year at this same date. At MJA we like to think that part of the reason for this success is the job we've done in radio for the Southern California dealers.



Harmon O. Nelson joined the radio department of Young & Rubicam, New York, in the late 30's. After World War II, he was head of the West Coast office of Roche, Williams & Cleary, broadcast director of Berg-Allenberg (Los Angeles talent agency), program manager of KTLA(TV) Los Angeles and broadcast executive with Kenyon & Eckhardt and Stromberger, LaVene, McKenzie before becoming broadcast director, western division of MacManus, John & Adams.









IT TAKES RPM TO MOVE THE GOODS

RATINGS . . . .
PROGRAMMING . .
MERCHANDISING

RATINGS · PROGRAMMING · MERCHANDISING · RpM!

Sound rule in Southern Connecticut: Buy Big WELI.

You get more Resolutions Per Minute.

That's RPM Radio. Sales Action!

National: H-R Representatives, Inc.
Boston: Eckels & Co.

WELI

5000 WATTS
THE SOUND OF NEW HAVEN
960 KC

Theatre in the Round



"Bonanza" is as big in Tokyo as it is here. "Amahl and the Night Visitors" has been shown for four consecutive seasons in Denmark. And "Dr. Kildare" is—if you'll pardon the expression—killing the people in Manila.

These are just a few of the NBC Television Network programs being enjoyed and admired all over the globe. It is a globe which radio and television have transformed into a giant theatre-in-the-round, with audiences of hundreds of millions the world over.

These attractions—embracing public affairs, drama, comedy, adventure and opera—are giving the world's viewers a closer look at American life, history, entertainment and culture than they've ever had before.

This overseas program—in which NBC International plays so large a role—is a natural outgrowth of a broadcasting company whose horizons, both here and abroad, have never been limited.

■ NBC is, for example, the acknowledged leader in the field of electronic journalism—with coverage that ranges from the expanded "Huntley Brinkley Report" to the fascinating exploration of ancient Greece's Golden Age.

■ The NBC Television Network, with the most diversified schedule in broadcasting, is unmatched in its record for developing young performers—like "Dr. Kildare's" Richard Chamberlain—and in introducing such innovations as the drama-repertory principle of the weekly "Richard Boone Show."

■ NBC Radio, boasting such unique attractions as the dynamic "Monitor," has more sponsored time than any other radio network.

■ NBC's owned television and radio stations have earned an unparalleled reputation for distinguished achievement in the field of community service.

The *universal* appeal of NBC programming is, we think, happily underscored by its hundreds of millions of viewers and listeners overseas.

But no statistics can tell the whole story of this broadcasting company's worldwide popularity and impact. More revealing, perhaps, is the repeated observation of travelers abroad that, wherever they go, the people look upon NBC as the second most familiar set of letters to come out of America.

The first? USA, of course.

THIS IS NBC

...serving 410,000,000 people all over the world

10 YEARS OLD . . . BUT 10 FEET TALL. WKJG-TV will be 10 years old on November 21. Not old by age standards; BIG by TV standards. Still growing, too. Each year WKJG-TV celebrates, but this year it's special.

Invited to the birthday party for Ft. Wayne's senior station is every youngster in the community who shares this same birth date. Also, area married couples whose 10th anniversary falls on November 21. Should be quite a party!

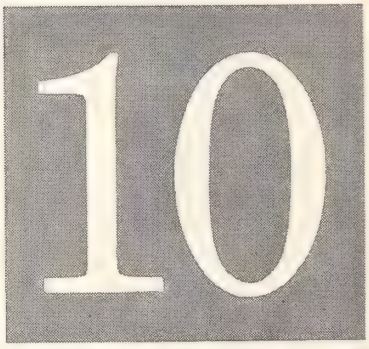
SOUND HOMESPUN? It's just this kind of Hoosier neighborliness which endears WKJG-TV to everyone for miles around. Viewers from 3 states pledge allegiance to this station—from Indiana, Ohio and Michigan. Partially because of this kind of community involvement. Also because WKJG-TV's programs and personalities have won so many top awards.

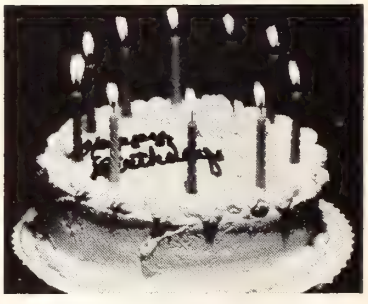
To "come to the party" in Indiana's prime test market, order WKJG-TV. CALL **ATS** TODAY.

WKJG-TV FORT WAYNE 33 NBC









A MEMBER STATION OF THE COMMUNICANA GROUP ■ JOHN F. DILLE, JR., PRESIDENT



BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
November 4, 1963, Vol. 65, No. 19

NECK AND NECK FOR PROGRAM LEAD

■ CBS-TV not as far ahead as agency experts had predicted
■ NBC-TV and ABC-TV so close nobody can be sure who's leading
■ 'Grindl', 'Mr. Novak', 'Greatest Show' get surprising ratings

The men who earn their living by picking network television programs were taking hard second looks at their 1963-64 handiwork last week, trying to develop corrective foresight from the benefits of hindsight.

The men were the program executives of the leading advertising agencies, who "bought" most of the programs for their clients, and the network officials who put the schedules together in the first place. Their hindsight arrived Monday (Oct. 28) with the first national Nielsen ratings on the new season. The foresight they were intently trying to develop involved what they ought to do next with their respective programs, using clues from the ratings as a guide (for list of top 75, see this page).

Although most agreed that further ratings reports would be needed before audience trends would become clear in many cases, the first national ratings pointed up programs where, it was felt, the most work—and the least—would be required. This work can take several forms, including replacement of some shows, efforts to move others into "better" time periods and to strengthen the production values of others. As another alternative, some advertisers may seek to withdraw sponsorship if all else fails.

The first consensus was that there probably would be neither significantly more nor significantly less of this sort of patching, doctoring and withdrawing than in most former years.

Point Of Surprise ▪ Agency executives, who had evaluated the season's new programs in a pre-ratings survey by BROADCASTING in mid-October (BROADCASTING, Oct. 14), indicated after studying the ratings last week that, for the most part, they were surprised by the performances of some programs. But on one point, they agreed, the general ratings surprised none of them: it's a three-network horse race.

If anything, the agency executives felt last week, it's an even closer horse race than they had expected. Many said they had thought CBS-TV would take a more commanding first-place lead than the ratings indicated. They felt that the ratings bore out their predictions of a see-saw battle between NBC-TV and ABC-TV for second place.

Here's how the race stood in terms

Here's how national Nielsen's ranked this year's shows

Here are the top 75 regularly scheduled programs in the first national Nielsen ratings for the new season. Excluded are two specials that rated high enough to qualify: *Elizabeth Taylor's London* on CBS-TV (22.9) and *A Man Named Mays* on NBC-TV (16.2). In addition the list was topped by two daytime world series games, which scored 39.5 and 35.4 respectively.

The ratings are for average audience. The period was the two weeks ended Oct. 13. The top 75:

1.	*Beverly Hillbillies* (CBS)	34.9
2.	*Bonanza* (NBC)	30.9
3.	*Dick Van Dyke* (CBS)	28.1
3.	*The Lucy Show* (CBS)	28.1
5.	*Andy Griffith* (CBS)	27.0
6.	*Petticoat Junction* (CBS)	25.9
7.	*Danny Thomas* (CBS)	25.8
8.	*Red Skelton* (CBS)	24.6
9.	*Perry Mason* (CBS)	24.2
10.	*Donna Reed* (ABC)	23.9
10.	*I've Got a Secret* (CBS)	23.9
12.	*Patty Duke Show* (ABC)	23.5
13.	*Candid Camera* (CBS)	23.1
14.	*Dr. Kildare* (NBC)	22.9
15.	*Ben Casey* (ABC)	22.8
16.	*Jack Benny* (CBS)	22.4
17.	*Hazel* (NBC)	22.2
18.	*My Favorite Martian* (CBS)	21.8
19.	*Virginian* (NBC)	21.7
20.	*Gunsmoke* (CBS)	21.4
21.	*Grindl* (NBC)	21.3
22.	*Ed Sullivan* (CBS)	21.2
23.	*Lawrence Welk* (ABC)	20.9
23.	*Walt Disney* (NBC)	20.9
25.	*What's My Line* (CBS)	20.5
26.	*Ozzie & Harriet* (ABC)	20.3
26.	*My Three Sons* (ABC)	20.3
28.	*McHale's Navy* (ABC)	20.2
29.	*Wagon Train* (ABC)	20.1
30.	*To Tell the Truth* (CBS)	20.0
31.	*Nurses* (CBS)	19.9
31.	*Jackie Gleason* (CBS)	19.9
33.	*Rawhide* (CBS)	19.8
34.	*Flintstones* (ABC)	19.7
35.	*Saturday Night Movies* (NBC)	19.6
35.	*Garry Moore* (CBS)	19.6
37.	*Outer Limits* (ABC)	19.3
37.	*Joey Bishop* (NBC)	19.3
39.	*Fugitive* (ABC)	19.0
40.	*Greatest Show on Earth* (ABC)	18.9
41.	*Combat* (ABC)	18.8
42.	*Perry Como* (NBC)	18.7
43.	*Lassie* (CBS)	18.4
44.	*Alfred Hitchcock* (CBS)	18.2
44.	*Defenders* (CBS)	18.2
46.	*Password* (CBS)	17.7
47.	*Route 66* (CBS)	17.6
47.	*Twilight Zone* (CBS)	17.6
49.	*Price is Right* (ABC)	17.4
50.	*Jack Paar Show* (NBC)	17.2
51.	*Burke's Law* (ABC)	17.1
52.	*Mr. Novak* (NBC)	17.0
53.	*International Showtime* (NBC)	16.9
53.	*Phil Silvers* (CBS)	16.9
55.	*Danny Kaye* (CBS)	16.7
56.	*Breaking Point* (ABC)	16.5
56.	*Lieutenant* (NBC)	16.5
58.	*Bob Hope Show* (NBC)	16.4
59.	*Arrest & Trial* (ABC)	16.2
60.	*DuPont Show of Week* (NBC)	16.1
61.	*Kraft Suspense* (NBC)	16.0
62.	*Richard Boone* (NBC)	15.9
63.	*Farmer's Daughter* (ABC)	15.3
64.	*Glynis* (CBS)	15.2
65.	*Mon. Night at Movies* (NBC)	15.1
66.	*Great Adventure* (CBS)	14.9
67.	*Eleventh Hour* (NBC)	14.0
67.	*Hootenany* (ABC)	14.0
69.	*Judy Garland* (CBS)	13.9
70.	*Mr. Ed* (CBS)	13.7
70.	*Jaimie McPheeters* (ABC)	13.7
72.	*Redigo* (NBC)	13.4
73.	*Channing* (ABC)	13.3
74.	*Hollywood Stars* (NBC)	13.0
74.	*Huntley-Brinkley Report* (NBC)	13.0

of half-hour wins and nightly dominance in the 7:30-11 p.m. period, based on the Nielsens for the two weeks ended Oct. 13. The score card also indicates where some of the most extensive doctoring may occur, for each network may be expected to do what it can to bring its weaker nights into contention.

According to the Nielsen report, CBS was ahead with first place ratings in 32 prime-time (7:30-11 p.m.) half-hour periods. CBS is second in eight time periods and third in nine.

ABC and NBC are in a dead heat, as NBC has first place ratings in nine time periods and ABC is first in eight. In second place ratings, ABC has 21 time periods and NBC 20. In third place ratings, both ABC and NBC have 20 time periods. (For the Sunday 10-11 p.m. time periods on ABC and the Tuesday 7:30-8 p.m. time period on CBS, when those networks were not programing, third place ratings were added to their totals.)

CBS wins first place on every night but Sunday, when NBC leads, and CBS is second and ABC third. ABC is second on Mondays and Tuesdays, and third the remainder of the week, while NBC is second on Wednesdays, Thursdays, Fridays and Saturdays.

30-Market Reports ▪ Several executives saw significant differences between the national Nielsens and the 30-market Nielsens (BROADCASTING, Oct. 14, 21, 28). They felt that the 30-market reports, representing audience reaction in major cities where all three networks are competing head to head, give a better picture of the relative audience appeal of ABC programs (which are not seen "live" in many markets in the national Nielsen) and also give a higher rating to dramatic shows. In the national report, these executives said, a rural-areas preference for situation comedies is reflected to the disadvantage of dramatic offerings.

A few agency executives reported "no surprises" in the national report, but most conceded they had misjudged the audience appeal of at least a few programs. Shows named as falling below expectations slightly outnumbered those named as turning in better-than-predicted performances. The *Patty Duke Show* (ABC), although 12th in the ratings of regularly scheduled series, was by all odds the biggest surprise to the most people at agencies. In BROADCASTING's earlier survey it had been ranked in the second level of contention, getting good marks for Miss Duke's performance but lukewarm reports on production. Last week it was mentioned twice as often as any other show in the group with "surprisingly good" ratings.

Second place in this category was shared by *My Favorite Martian* (CBS) and *Fugitive* (ABC). *Martian,* which had been tied with Danny Kaye (CBS) and *Burke's Law* (ABC) for first place in the preratings nominations for likely winners in the new season, scored 18th in the Nielsens, while *Burke's Law* was 51st and Danny Kaye 55th.

The others in the top five in the preratings forecast fared better: *Outer Limits* (ABC), which was ranked fourth beforehand, made No. 37 on the Nielsens, and *Petticoat Junction* (CBS), which was ranked fifth most likely to succeed in the advance balloting, broke into No. 6 spot in the Nielsens. *Petticoat* was the only new show to make the top 10.

Fugitive, which scored alongside *Martian* in the "surprisingly good" category in the agency view of the ratings, took 39th position in the Nielsens.

High Ratings ▪ Other new shows whose ratings performances were called "surprisingly" high included *Grindl* (NBC), *Mr. Novak* (NBC) and *Greatest Show on Earth* (ABC), all three of which had been considered at the second or third levels of contention in the preratings survey.

Walkaway winners for surprisingly

'Daughter' L.A. choice

There are the Nielsens, the Trendexes, the TvQ's and the critics. They get the headlines in evaluating or measuring network program offerings. But from another source last week came the surprising result of an "opinion survey" on the West Coast. Its finding: *The Farmer's Daughter,* a new situation comedy entry on ABC-TV this season (Fridays, 9:30-10), is tops.

The National Audience Board, New York, reported last week that its West Coast "opinion survey" gave its "award of merit" to the new ABC-TV series after a screening of the program at Columbia studios (TV subsidiary Screen Gems produces the show).

The board said the series got "one of the highest ratings ever given" by one of its polling sessions. It was attended by 54 Los Angeles civic and community leaders.

In the latest national Nielsens, the series ranked No. 63 in average audience estimates.

'Hootenanny', 'Dean' get ABC-TV's support

As the first wave of national audience estimates of this season's network programing broke on Madison Avenue, ABC-TV uncorked announcements on the future of two programs on its nighttime schedule.

The two programs: *The Jimmy Dean Show* (Thursday, 9-10 p.m.) and *Hootenanny* (Saturday, 7:30-8:30 p.m.), both well below the Nielsen's top 40 (see page 31 for listings).

Thomas W. Moore, the network's president, announced on Oct. 25 that ABC-TV will schedule *The Jimmy Dean Show* for another 13-week cycle after completion of the current 13 weeks. He said ABC-TV had confidence in the taped show—one of ABC-TV's new entries—and noted that the variety program now has a "more appealing format" than when it first went on the air this season. Bob Banner is executive producer of the series.

This statement was followed up early last week with an announcement of renewal through next March of *Hootenanny* which ABC-TV described as the "surprise musical hit of the last season." The show, in the half-hour program form last season, now is an hour in length. ABC-TV said the show has become a "weekly viewing habit for close to 20 million Americans." Richard Lewine is producer; Garth Dietrick, director.



Mr. Moore

low ratings, according to last week's canvass, were the *Danny Kaye Show* and *Judy Garland Show*, both on CBS-TV. Mr. Kaye ranked 55th in the regular-series ratings, Miss Garland 69th.

Agency men were of two minds about these two shows. Some took the ratings as evidence that one big star cannot carry such a weekly load. Others thought both shows prestigeful, much better than the ratings indicated and apt to do better—particularly the Kaye show.

The *Phil Silvers Show* (CBS) at 53rd and *Arrest and Trial* (ABC) at 59th shared second place in the disappointment ranks.

Others singled out for ratings that were below expectations included the *Jerry Lewis Show* (ABC), *Espionage* (NBC), *Harry's Girls* (NBC), *Richard Boone Show* (NBC), *Jaimie McPheeters* (ABC)—and, among returning series, *Rawhide* (CBS), *The Garry Moore Show* (CBS), *Route 66* (CBS), and *77 Sunset Strip* (ABC). These four ranked 33rd, 35th, 47th and in the bottom quintile, respectively.

Others whose ratings fell substantially short of earlier agency predictions included *Bob Hope Show* (NBC), which ranked 58th, and *East Side, West Side* (CBS), which just barely missed the top 75.

'Reed' No Surprise ▪ *The Donna Reed Show* (ABC), no stranger to good ratings in earlier seasons, was singled out by several executives as causing "no great surprise" by breaking into the new season's top 10.

One agency program chief who professed to find no real surprises in the ratings list said that what it all added up to, in his view, was that "the basic elements for success in programing are still the same. Situation comedy and westerns are going to keep on doing well. No matter what the FCC says about programing, people will look at what they want to, and all the pontificating of the FCC on this subject is just so much hot air."

Regularly scheduled programs below the top 75 (listed on page 31) included *East Side, West Side* (CBS), *Sing Along with Mitch* (NBC), *Jerry Lewis Show* (ABC), *Bill Dana Show* (NBC), *77 Sunset Strip* (ABC), *Jimmy Dean Show* (ABC), *20th Century* (CBS), *Walter Cronkite News* (CBS), *Harry's Girls* (NBC), *Temple Houston* (NBC), *Espionage* (NBC), *Edie Adams/Sid Caesar Show* (ABC), *Bell Telephone Hour* (NBC), *Chronicle* (CBS)—and half a dozen others.

Indicating that ratings aren't everything, one show that has already been renewed by its network, the *Jimmy Dean Show* on ABC, ranked lower in this list than one that has been set for cancellation next month (*Redigo*, by NBC). *Hootenanny*, also renewed by ABC, outranked *Redigo* by five places.

A front-runner wants to change pace

Danny Thomas, who has set a highly enviable track record as TV star and producer, last week announced plans to conclude his 11-year-old comedy series, *The Danny Thomas Show*, which ranks fifth in the national Nielsen survey (see page 31).



Mr. Thomas

Mr. Thomas, however, said he isn't saying goodbye to television as a performer. He plans six one-hour specials for the 1964-65 season which, he said, "will be highly diversified, covering variety, serious drama, comedy drama and musical comedy."

He also plans to devote more time to the *Andy Griffith Show*, *Dick Van Dyke Show*, *Joey Bishop Show* and *Bill Dana Show*, all properties of T & L Production, which Mr. Thomas owns with Sheldon Leonard.

Van Dyke, Griffith, Bishop and *Dana* rank 3, 5, 37 and 79, respectively, in the current Nielsen survey.

In addition, Mr. Thomas said he plans to develop new programs for T&L, which also owns *The Real McCoys*, now in reruns on CBS-TV. He also has a financial interest in *My Favorite Martian* (18 on Nielsen), and in *The Tycoon*, a new series for Walter Brennan, who has been star of *McCoys*.

All the series, except *Bishop* and *Dana*, which are on NBC-TV, are on CBS-TV.

FTC, NIELSEN EACH CLAIM VICTORY

Consent order leaves metered measurement field wide open

A. C. Nielsen Co., the giant of the broadcast audience measurement firms, last week signed its second government consent order within the past 10 months.

Both the Chicago-based firm and the Federal Trade Commission, which lodged a complaint of monopoly against Nielsen, claimed a victory in the culmination of negotiations which began last spring. But other ratings firms and the users of audience statistics agreed the consent order will have no practical effect on Nielsen or its competitors, since it deals primarily with patents and licensing rights for Nielsen's Audimeter.

The FTC claimed the action "removes Nielsen's monopolistic barriers to competition in the national radio and television audience measurement market." Nielsen, the FTC charged, is guilty of restraint of trade and has achieved its dominant position through "unlawful conduct."

Nielsen said the order is for settlement purposes only and, as did the FTC, pointed out that it is not an admission of the charges. "The order leaves Nielsen free to continue to serve its broadcast clients, and at the same time eliminates any doubt that other companies can enter the field of metered measurement if they desire," according to Henry Rahmel, Nielsen executive vice president and manager of the media research division.

Watered Down ▪ Provisions of the consent order, as made public last week, are much milder than the strictures the FTC originally proposed. Last May, when an informal complaint was given privately to Nielsen, the commission proposed to force the company to divest itself of 50% of its broadcast clients—including a TV network, a major advertiser and a major agency—for a minimum of four years (BROADCASTING, May 6). Under the consent order, Nielsen must:

▪ Make available on a royalty-free basis for the next four years to any applicant all its licenses and patents and after that for "reasonable and nondiscriminatory royalties."

▪ Waive collection of royalties on all outstanding licenses for the next four years.

▪ Not acquire any producer or seller

of audience measurements without the prior approval of the FTC over a 10-year period.

▪ Not enter into or continue in effect any agreement which would eliminate, lessen, suppress or restrain competition.

▪ Not hinder efforts of competitors to develop or use electronic or mechanical audience measurement devices.

Only the American Research Bureau currently is paying Nielsen royalties, amounting to approximately $10,000 annually.

The consent agreement covers only the broadcast portion of Nielsen's research business, which grossed in excess of $27 million in 1961. Of this, about $4.1 million came from the broadcasting industry. "Nielsen's share of this market was in excess of 90%," the FTC claimed to substantiate its charge that Nielsen has unlawfully acquired a monopoly. Last spring, however, Nielsen announced that it would discontinue local radio measurements.

Simultaneous with the order, the commission made public its complaint against Nielsen. The firm's broadcast research operations consist of the Nielsen Radio Index (NRI) and Nielsen TV Index (NTI), which measure the audiences for network programs, and local television surveys. In its national measurements, Nielsen used "a patented electronic device known as an Audimeter," The FTC pointed out.

"Nielsen's reports and ratings of network programs significantly affect programing," the complaint continued. "They are an important factor in determining the way that an estimated $805 million is spent on network TV advertising and $47 million on network radio advertising. . . . By means of the unlawful conduct . . . respondent has achieved a monopoly of the national radio and television audience measurement market. . . .

"Respondent has been and would now be in active competition with other corporations engaged in the production and sale of national radio and TV audience measurement reports and ratings, except that respondent . . . has foreclosed virtually all competition in the sale of such reports and ratings."

Long-Standing Practice ▪ Since 1946 and continuing to the present, Nielsen has engaged in a program designed to monopolize and restrain trade, the FTC charged. The following examples were cited:

▪ A 1950 agreement with C. E. Hooper Inc., then Nielsen's principal competitor, whereby Nielsen acquired all the customers and trade names of the former and an agreement not to compete for a substantial period of time.

▪ Attempts to restrain the use of devices designed to compete with the Audimeter.

▪ "Systematically engaged in and threatened . . . interferences, opposition and other patent proceedings to harass and coerce and to discourage potential and actual competitors. . . .

▪ "Disparaged and hindered . . . competitors' efforts to develop competitive electronic and mechanical devices for measuring national radio and TV audiences and has attempted to impede and sabotage the financing of these competitive efforts."

As a result of these acts, the commission concluded, the ratings firm has established and maintained a monopoly and has unreasonably restrained trade in national ratings and fixed and maintained arbitrary, artificial and noncompetitive prices.

Mr. Rahmel said the terms of the agreement "will not interfere with Nielsen's continuing efforts to serve the research needs of the broadcast industry."

Prompted By Congress ▪ The consent order is an outgrowth of Nielsen testimony last spring in the lengthy investigation of ratings and their use by the House Subcommittee on Investigations (BROADCASTING, April 1, 8). The congressmen were highly critical of Nielsen and its operations at that time and the FTC began negotiating an agreement with Nielsen shortly thereafter.

Theoretically, the order opens the door for anybody to compete with Nielsen in electronic measurements, but no such competition is expected, observers agreed. Currently, only ARB also uses an electronic device and it will be freed from the royalty payments for the next four years.

Since the congressional hearings, several services have made known expansion plans, particularly in both network and local radio, but these actions are



Hall and 'Hallmark' draw ATAS accolades

Nearly 400 Chicago area agency, advertiser and station executives turned out last Monday (Oct. 28) at a luncheon meeting of the Chicago chapter of the Academy of Television Arts and Sciences to honor Joyce C. Hall, president of Hallmark cards, and the NBC-TV award-winning series, *Hallmark Hall of Fame*. WGN Chicago's Jack Brickhouse, local ATAS president, presented the special award to Mr. Hall (right).

Head table guests who paid tribute to Mr. Hall and his program included Robert E. Kintner, NBC president; Fairfax M. Cone, executive committee chairman, Foote, Cone & Belding; George Schaefer, Hallmark producer-director, and Judith Anderson and Charlton Heston, who both have appeared in Hallmark dramas. Miss Anderson returned from Europe for the event.

Among other head table guests were Mort Werner, NBC vice president and national ATAS president, and Newton Minow, former FCC chairman who now is executive vice president of Encyclopaedia Britannica. The Hallmark program, now in its 13th season, has won 13 ATAS "Emmys" and 21 other national awards.

One head table chair was empty. The placecard read: William Shakespeare, playwright.



2 RECORD MAKERS! That's Chet Atkins in the foreground...one of music's best and a recording star for RCA-Victor...In the background looms another record maker, the White Columns of WSB-TV. ATLANTA IS NUMBER ONE AMONG THE TOP 25 METRO MARKETS IN RATE OF SALES GROWTH*. Are you using the record maker in the Atlanta market?

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Children-influenced 'adult' accounts are HW&W target

Helitzer, Waring & Wayne Inc., New York, began operations last February as an advertising agency specializing in the children's market and has reached billing of approximately $2 million in eight months. But it expects to grow even more rapidly in the future through an unusual gambit.

"We're aiming to handle so-called 'adult' accounts over which children have an influence," Melvin A. Helitzer, president of HW&W, explained last week. "We've approached several advertisers in the airline, automobile, gasoline and camera fields and they are highly interested in our rationale: children exert a tremendous influence at times in deciding on which airline the family should take or which camera or automobile or gasoline product should be bought.

"We impressed them that for certain campaigns the appeal should be directed to the younger members of the family. Though we may not be the agency of record for a large client, we could serve in special capacities, producing certain types of commercials and creating special campaigns."

The agency allocates approximately 85% of its $2 million billing to TV and the remainder is divided in radio and print. Within a few months of its organization, it obtained eight accounts in the children's field—American Doll & Toy Co., New York; Curtis Publishing Co., Philadelphia (*Jack and Jill* magazine); Irwin Corp., Nashua, N. H.; Greenman Brothers, New York; Town and Country Department Stores, Harrisburg, Pa.; Master Juvenile Products, New York; Stetson Corp., Lincoln, Ill. and the Transogram Co., New York. Within the last few months, HW&W has acquired three additional accounts—Kiddie City, Philadelphia; Western Merchandising Corp., New York and the Bilnor Corp., New York.

In general, Mr. Helitzer, who was formerly advertising director of the Ideal Toy Corp., New York, believes that spot TV is the most practical medium for reaching the children's market effectively. Spot TV, he noted, provides the flexibility needed to reach selected areas at the most propitious times of the year.

He believes there is a need for presenting quality children's programing on TV, and, in this connection, commissioned the production of a one-hour special, *Cowboy and the Tiger*, a musical original based on an off-Broadway presentation. It will be carried on ABC-TV on Thanksgiving Day and will be repeated on Dec. 8.

Three HW&W clients will be participating sponsors of the show—American Doll & Toy, Transogram, and Irwin Toy—along with Miles Laboratories and The Nestle Co. Mr. Helitzer believes there is room in the children's market (4 to 14 years of age) for these specialized, quality shows if the costs can be shared by a group of interested advertisers.

He envisions a steady growth in the children's market and is certain that other agencies will be formed to function in this area.



Melvin A. Helitzer (r), president of Helitzer, Waring & Wayne discusses plans for "The Cowboy and the Tiger," a TV special, during a break in rehearsal with the show's stars, Sue Lawless (the peacock) and Paul O'Keefe (Henry, the cowboy). HW&W commissioned the program which will be carried on ABC-TV Thanksgiving Day and Dec. 8.

not connected with the consent order. However, an observer said, Nielsen's withdrawal from local radio and the attacks on its network measurements have been a deciding factor.

Hooper, which now is a local radio service, is considering an expansion into TV—both local and network. If the move is made, Hooper will use its telephone coincidental system.

ARB, strictly TV in the past, now is conducting a radio measurement test for RKO General Inc. in Detroit. If this proves successful, the firm plans a permanent move into radio measurements. Albert Sindlinger & Co. also has announced plans for local radio measurements, a new area for that firm.

Early this year, Nielsen, Pulse and ARB signed consent orders agreeing to stop claiming that their findings are 100% accurate (BROADCASTING, Jan. 7). Last week's action is unrelated to this earlier FTC-Nielsen agreement. None of the three have been found to be in compliance with the earlier order, an FTC spokesman said last week. This does not mean they are not, it was stated, with the staff still checking their compliance reports for submission to the commission.

Nielsen is required to submit such a report of compliance to last week's order within 60 days.

Business briefly . . .

The Sunbeam Corp. of Chicago, through Perrin & Associates and Foote, Cone & Belding, both of that city, has purchased sponsorship in NBC-TV's *Today* and *Tonight* shows. Sunbeam plans to advertise eight products on both programs through December. On the *Today* show, the firm will present its cooker and deep fryer, percolator and toaster. *Tonight* show advertising for Sunbeam will be aimed at the multi-cooker frypan, Lady Sunbeam shaver, Carousel rotisserie broiler, Sunbeam party grill and Shavemaster shaver.

Gulf Oil Corp., Pittsburgh, will sponsor coverage of significant election contests around the country tomorrow (Nov. 5) from 11:30-11:45 p.m. NBC-TV's *Tonight Show Starring Johnny Carson* will begin at 11:45 p.m. instead of 11:30 p.m. Agency for Gulf is Young & Rubicam, New York.

National Dairy Products Corp., through N. W. Ayer & Son, Philadelphia, is launching a campaign this month for introduction of Chipnics, a new homog-



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Individual feature prices upon request.

enized potato chip product. Chipnics will be test-marketed starting today (Nov. 4) in the Roanoke, Va., area amid heavy promotion support over radio and TV. The introduction will be handled by the firm's Sealtest Foods Division.

The Campbell Soup Co. of Camden, N. J. has started a campaign, including heavy use of TV, which is aimed at new sales of Red Kettle dry soup mixes. The campaign is highlighted by the introduction of a new easy-open, pull-tab can; broad increases in advertising; and a "price off" offer to consumers. Red Kettle commercials will be seen on CBS-TV's *Lassie* and on ABC-TV's *Donna Reed Show*. Other commercials in the drive will be aired on all three daytime TV networks. The campaign will also include a heavy schedule of spot TV in top soup mix markets. Campbell plans to start broad general distribution of the Red Kettle dry soup mixes this month. Campbell agency: Leo Burnett Co., Chicago.

Helene Curtis Industries, Chicago, via Edward H. Weiss & Co. there, plans a major market spot TV drive soon for "Tender Touch," a new dry skin bath oil.

Kitchens of Sara Lee, Chicago, through Foote, Cone & Belding there, has signed for co-sponsorship with Pepsi-Cola and Polaroid of the Nov. 10 (10-11:30 p.m.) telecast of "Miss Canada" contest on a special network of nine Canadian stations.

HEARING ON COMMERCIAL STANDARDS

Prior to deciding, FCC wants to hear from both sides

Opponents and proponents of the FCC's proposal to set commercial time standards will have an opportunity to present their views to the commission in person next month.

The commission last week ordered an oral argument to be held Dec. 9 on the controversial proposal.

Reply comments in the proceeding were due Oct. 14. But "because of the importance of this matter to the broadcasting industry and to the public," the commission announcement said, the FCC wants to hear oral argument before making a decision.

The House Communications Subcommittee, however, begins consideration this week of several bills that would take the decision out of the commission's hands by preventing the agency from limiting the length and number of commercials (story, page 50).

Representative Walter Rogers (D-Tex.), subcommittee chairman, is the author of the first bill introduced on the subject (HR 8316). He and Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, are among a number of congressmen who have been sharply critical of the commission proposal.

The commission left open the possibility that members of the public or spokesmen representing audience groups may be allowed to present their views.

Commission officials said a decision on this will be made after all the requests for time have been received. The commission expects to get many requests from broadcasters and advertisers.

Some officials also think it likely that members of Congress may appear. A number of senators and representatives filed comments in the proceeding.

Persons interested in participating have been requested to notify the Secretary of the Commission by Nov. 12, setting forth their position and the amount of time they wish to argue.

The oral argument order is an outgrowth of a proposal made by Chairman E. William Henry in his speech before the International Radio & Television Society, in New York on Sept. 24 (BROADCASTING, Sept. 30).

He said then he would favor a face-to-face meeting between the commission and representatives of broadcasting stations, networks, program producers and advertisers as a means of providing the commission with information that would help the agency in reaching a decision.

The proceeding began May 17, with a notice of proposed rulemaking which set forth as one possibility the adoption of rules embodying the commercial time limits contained in the NAB television and radio Codes of Good Practice.



Whistler's mother: the wine drinker

Browne-Vintners Co., a subsidiary of Joseph E. Seagram & Sons, New York, was scheduled last week to resume a TV campaign apparently designed to show that a good actor has many parts to play—even if they're all in the same commercial.

The film, through Lawrence C. Gumbinner Advertising Agency, New York, planned to present a one-minute playlet involving five wine-drinking characters, all played by Ken Harvey. The campaign, for Cherry Kijafa, is scheduled to run in prime time for eight weeks.

The comic spot is similar to one aired last year in New York and Chicago. This year, the first playlet will be seen in Los Angeles, Boston and Miami, while the new Ken Harvey commercial is slated for presentation in New York and Chicago.

100 animated 5-minute cartoons in full color created by Max Fleischer, produced by Hal Seeger and directed by Myron Waldman . . . featuring the hilarious voices of Larry Storch and presenting the most refreshingly new and highly entertaining characters . . . KOKO, KOKETTE, KOKONUT and MEAN MOE . . . all delightful creations, animated with real photographic backgrounds for the delight of every kind of audience. "Out of the Inkwell" is definitely out of the ordinary. To find out for yourself, we invite you to screen a sample of this great new cartoon series. Your nearest Seven Arts' sales office is listed at right.

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RAB, NAB agree to joint study, but—

COLLINS HITS STAFF LETTER TO BOARD, SENDS ONE OF HIS OWN

A very brief announcement was made jointly by NAB and RAB Thursday (Oct. 31) that they had reached an agreement to conduct a joint study of radio audience research methodology.

But behind the four-sentence public statement lies a complicated story, centering around LeRoy Collins, president of the National Association of Broadcasters, and his top staff officers. The finish has not been written as yet and the Radio Advertising Bureau is waiting in the wings for ratification of the agreement by the NAB board.

The agreement was reached early last week before Governor Collins had returned from Florida, where the NAB held its fourth fall conference 10 days ago (BROADCASTING, Oct. 28). On Tuesday, a three-page letter over the signature of NAB Vice President Howard Bell (on behalf of Donald McGannon, chairman of the NAB Research Committee who was in Europe) and prepared by the NAB staff was mailed to all NAB board members giving the details of the joint study as it was to be conducted and supervised.

In this letter, Mr. Bell informed the board members that if the NAB had not received word to the contrary by Thursday the association would assume approval of the joint research project. This angered many of the board members and, evidently, Governor Collins when he returned to his office last Wednesday.

Governor Collins wired the 43 NAB board members telling them to ignore the Bell letter and saying a corrected version of the agreement would follow.

The second letter, signed by Governor Collins, also corrected objectionable features of the pact as outlined in the Bell correspondence. Substantial opposition to the first form had arisen rapidly on the grounds it displayed a "mutual distrust" between the NAB and RAB and, consequently some felt the research project was doomed from the start.

New Deadline ▪ Under the Collins letter, board members are given until this Thursday (Nov. 7) to vote on the agreement. If approved, public release of the terms will be made. Last week's brief announcement was made to put an end to "speculative stories," the Bell letter said.

The broad purpose of the study is to "vigorously attempt, in the most progressive way available to us, a solution to the problem of measuring individual radio listenership." The study is budgeted at $200,000, with both associations to put up $75,000. RAB is to raise the rest from outside sources.

NAB is committed to spend no more than $25,000 during its current fiscal year, which ends March 31, 1964. The board was told these funds will come out of the current appropriation for the research committee. The study will be segmented and re-assessed at the end of each stage and either party may drop out at any time without further commitment.

The original Bell letter said either side could quit "without prejudice" or "criticism" but this was deleted from the Collins draft.

A special 10-man steering committee will be named to conduct the actual study and will decide the various projects to be undertaken. The NAB and RAB will each have five representatives on the committee, which will name its own chairman from outside the steering group.

Public Speaker ▪ As originally detailed, only the chairman of the steering committee was authorized to make any public statements, speeches or give interviews to the press. Other members were prohibited from speaking to newsmen without prior approval of the chairman. This provision was deleted entirely from the revised Collins letter, and no mention was made of future public statements.

With the joint announcement Thursday, RAB and NAB apparently have successfully ended seven months of negotiations which began with the NAB convention last April. At that time, the RAB announced its plans for a study of radio methodology and invited the NAB to participate, administratively and financially (BROADCASTING, April 8). The RAB has met periodically with the NAB research committee, headed by Mr. McGannon of Westinghouse Broadcasting Co., since then. Throughout the negotiations, the NAB demanded specifics from the RAB which, as a result made various changes in planned approaches and goals. Mr. McGannon left for Europe after the negotiations with RAB were completed last Monday and was not involved in the intramural activities within the NAB.

Voices On High ▪ Edmund C. Bunker, president of RAB, had high praise for all at the NAB connected with the negotiations in a Friday (Nov. 1) speech to the Oregon Association of Broadcasters in Portland. Mr. Bell also spoke to the OAB.

". . . Having had exposure to the inner workings of NAB in the past few months, because we have been discussing a team research project with them, I have perspective on the NAB operations which I would like to share with you," Mr. Bunker said.

"First I would like to say something very sincerely about Governor Collins and make a suggestion to broadcasters about how to best employ his substantial talents. Roy Collins is a man of surpassing honesty. The way to work with a man who fights for his convictions as affirmatively as Governor Collins fights for his is through straightforward appeals to the facts.

"I would like to add that in our conversations with the NAB staff we have been similarly impressed. Vincent Wasilewski (executive vice president), Howard Bell, and Douglas Anello (general counsel) are a tremendously capable group of industry executives. I mention them only because these are the individuals with whom we have been most in contact.

"I feel, too, that the industry may be unaware of the tremendous burden which the NAB Research Committee has shouldered. Under the direction of Donald H. McGannon, this committee has undertaken work which could be a fulltime job and more than that.

"We have been vigorous in making suggestions in the past. We will continute to make suggestions when necessary but we of RAB want to publicly recognize as well the spirit of industry service which the NAB Research Committee and Don McGannon's efforts represent. We think, too, that the committee is fortunate to have as its research counsel Melvin Goldberg."

FM sells a window

How do you go about selling a drive-in bank window? Advertise it on an FM station, of course.

At least that was the successful tactic decided on by the Hickman Mills Bank of Kansas City, Mo. The bank, nearing completion of a remodeling program which had added four new drive-in units, found that one of its old windows was expendable. Since it has a daily spot contract with KMBC-FM Kansas City, Hickman decided to pitch the window on the station. Although it was admittedly a product of rather limited appeal, an official of another bank in the city heard the spot and promptly bought the unit.



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As a family special, Podrecca's Piccoli Threatre will be a sure hit with grown-ups and growing-ups. Rich, exciting entertainment . . . unique among marionette shows . . . internationally famous! Dick Clark hosts this full-color hour special. If you want to pull the strings that will command audience attention and move advertisers—write or phone now for an audition print.

Also inquire about the other programs available through Triangle Program Sales. Such *specials* as: "This is America", "Frontiers of Knowledge" and Triangle's motor racing films.

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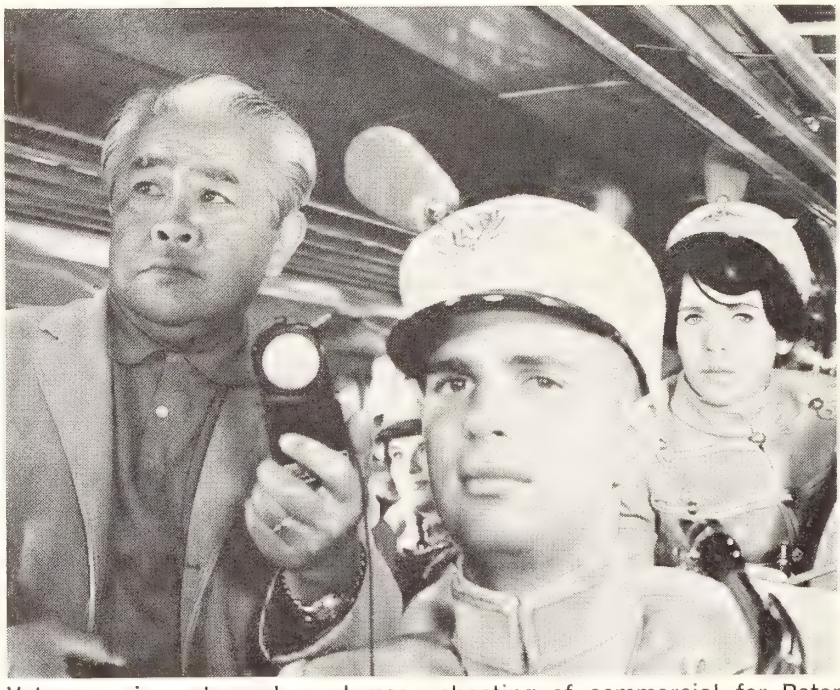
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Candy is dandy with smart TV art

Peter Paul, candy firm in Naugatuck, Conn., through Dancer-Fitzgerald-Sample, New York, has launched a nationwide TV spot campaign that will feature a series of commercials filmed by noted motion picture cameraman James Wong Howe. The Howe spots, one each for Peter Paul Mounds, Almond Joy and Almond Cluster, will be included in the campaign later this year in more than 137 markets. (The current drive, which started Sept. 15, is expected to run through next April.)

Mr. Howe, who does his commercial filming exclusively for Sutherland Associates, New York, is noted for film work in such movies as: "The Rose Tattoo," "Body and Soul," "Picnic" and "Hud." Why commercial TV photography after 40 years of feature work? Mr. Howe is quoted: "I find that there are many fresh, creative minds working closely together to produce in a short space of time a film that tells a story with many scenes of photographed images."



Veteran cinematographer James Wong Howe checks lighting during shooting of commercial for Peter Paul candy.

Data Inc. explains all-media research

Data Inc., New York, which went into the field two weeks ago with its new national all-media consumer-audience profile survey, last week explained just what the study will be measuring.

The company describes the research project as "the largest single personal interview consumer study ever conducted by a private organization."

Data Inc. intends to reach 17,000 households and approximately 40,000 individuals with its questionnaires, which will be directed at all family members over 15 years old.

The firm is not new in the area of consumer-media research. A radio study conducted by Data Inc. for WTOP Washington related the audience of six area stations to product ownership and use in small appliance and food and drug categories (BROADCASTING, Feb. 18, 1963).

The study will correlate consumption in 50 product categories including brand preferences with media exposure to include daytime and nighttime network TV, local TV, AM and FM radio, magazines, daily newspapers and Sunday newspapers and supplements.

Three Categories ▪ Data Inc. is breaking the study into three principal categories for survey purposes; national, top 30 markets and local studies, although purchase of portions of the research, according to the company, will be on a more flexible basis.

The research will be done with a "replicated" probability sampling technique. That is, at least two samples based on demographic considerations will be tallied separately as a check on sampling error.

Phillip Wenig, Data Inc. president, describing the geographic breakdown of the survey, said there would be a heavy over-sample in the top 30 markets. He explained that interviewing technique would vary with the medium involved.

Television viewing will be measured by a "viewed yesterday" roster recall method. Individual station viewing will be broken down into six time segments and cumulative audience data by program will be available. In the case of local prime time TV viewing, information will be gathered on a seven-day basis, also using roster recall.

Radio Listening ▪ Audience exposure to AM and FM radio will be reported by time segment and cumulative listening and, for AM, by place of listening for individual stations. Product information to be obtained over the four-week period of field research includes purchase, ownership, frequency of use, intention to buy and brand preference information.

The study will qualify data by 16 demographic considerations. Cross tabulations indicating "product brand shares; profiles of heavy and light product users, and/or the effects of heavy and light media exposure on product ownership and intent to purchase," are also explained as available data.

Mr. Wenig said results of the national study would be ready in early February; the 30-market analysis and local information in the following two months.

He said a single data break in the survey could be priced as low as $375. Cost of all collated information in the national portion of the study would be approximately $20,000, but Mr. Wenig explained that probably no subscriber to the survey would be interested in so wide a variety of information.

Agency appointments...

▪ The Prudential Insurance Company of America, Newark, N. J., appoints Tucker Wayne & Co., Atlanta, Ga., and Jacksonville, Fla., to handle regional advertising for the company's South-Central home office. Prudential is represented nationally by Reach, McClinton & Co., New York.

▪ James A. King Corp., manufacturer of cosmetics and perfumes, appoints Arthur Roberts & Hill, New York.

▪ Heusch-Bennett Ltd., U. S. distributor for Majorica simulated pearls, names Danoff & Sach, Los Angeles, as agency, succeeding Albert Woodley Advertising, New York. Advertising will start in December in women's magazines and will initially be confined to the print media, with radio-TV being considered for use at a later date.

▪ ABC Radio has named Smith-Greenland Co., New York, to replace the Harris Breitner Advertising Corp.

argus



IN THE SURPRISING NEW SOUTH CAROLINA

THE ARGUS-EYED SET AT COLUMBIA

Argus Camera recognized a good thing when it saw it in South Carolina, and snapped it up: a new urbanization growing with a newly diversified economy, a dramatic renaissance in education which makes good employees of native stock, and many other advantages to be found in this growing State, where personal income has nearly doubled in ten years. So Argus came and liked it. So did many others, including Du Pont, Elgin, General Electric, Utica Drop Forge, Smith-Corona Marchant, U.S. Rubber, Allied Chemical—to drop only a few names.

WIS Television reaches two-thirds of surprising new South Carolina, and knows its progressive people—knows their preferences, habits, needs—after 33 years of operating broadcast facilities in the hub-like capital city. This is why WIS Television is the priority station in South Carolina.

WIS
TELEVISION
Columbia, South Carolina

CHARLES A. BATSON, MANAGING DIRECTOR

a station of THE BROADCASTING COMPANY OF THE SOUTH BCS G. RICHARD SHAFTO, EXECUTIVE VICE PRESIDENT

WIS television: Channel 10, Columbia, S.C. • WIS radio: 560, Columbia, S.C. • WSFA-TV: Channel 12, Montgomery, Ala.

All represented by Peters, Griffin, Woodward, Inc.

AGENCIES CRITICAL OF FCC PLANS

4A's Crichton tells IRTS meeting that survey of agencies finds them opposed to more government control of radio-TV

Advertising agencies generally are critical of the FCC's views and proposals that would expand government controls over the broadcasting industry, John Crichton, president of the American Association of Advertising Agencies, told a "newsmaker" luncheon of the International Radio and Television Society in New York last Wednesday (Oct. 30).

In a speech titled "Broadcasting Problems—An Agency View," Mr. Crichton covered a variety of topics, including licensing of networks, policing of rating services, the fixing of commercial time limitations, the new option time rule, overcommercialization and product protection. He stressed that he had questioned a "wide range" of 4A member agencies to gather his viewpoints, but noted at the outset that "there is no consolidated and clear-cut agency view regarding broadcasting."

He outlined agency viewpoints on various subjects as follows:

1. It is a general viewpoint that the FCC should not exercise expanded controls over advertising and programing.

2. It is a general view that networks should not be licensed.

3. More than half the agencies are opposed to the FCC's fixing commercial time limitations, believing that this is a responsibility of the broadcasters and should be exercised by them.

4. A substantial majority of agencies believe the government should not police rating services, and that the industry should do the job.

5. There is a "deep and continued concern" over the combined problem of overcommercialization, insufficient product protection, clutter and insufficient separation of commercials.

6. Agencies are about equally divided as to whether the additional UHF stations will be beneficial or detrimental to advertising.

7. In general, agency opinion is that the new option time rule will not affect clearance for the shows in which they are involved currently, but that the effects will be felt in the 1964-65 season.

"While the agencies tend to believe the FCC should not be controlling programing or advertising, should not be licensing networks and should not be fixing commercial time limits, a substantial minority of agencies tends to believe that governmental intervention in these areas may be the only solution," Mr. Crichton observed.

He offered the view that this minority opinion has arisen because of two developments in TV in recent years: one is a trend removing agencies from the programing area and the other is the present "commercial practice," which has led to clutter and reduced product protection.

Opposes Henry's Thesis ▪ At the outset of his speech, Mr. Crichton took issue with a talk made by FCC Chairman E. William Henry before a recent IRTS newsmaker luncheon. He noted that Mr. Henry had asserted the need for having a written standard of overcommercialization. Mr. Henry, he noted, had expressed doubt that the operation of a free market would dispose of the problem and had asked again for an expression of industry opinion on the advisability of using the NAB Code standards as a base for the FCC standards (BROADCASTING, Sept. 30).

But Mr. Crichton claimed that Mr. Henry had not commented on two significant aspects of overcommercialization. He noted that many stations with heavy commercial loads also "command leading shares of the audience," meaning that the audience obviously is willing to undergo a substantial amount of commercial exposure in order to have the programing. The other, he said, is the economic burden of many radio stations "induced by the FCC's free-wheeling granting of licenses in the belief that a large number of stations would serve the public interest through a diversity of programing."

With the exception of FM grants which Mr. Crichton asserted has resulted in programing that has been "distinguishing and rewarding," he expressed doubt that the licensing of many radio stations had produced "diversity of programing." He commented that "we have survived Top 10 and sing-a-long programing and now are deep in Hootenanny Hollow."

"What did happen [in radio] was that market after market was subjected to economic chaos," Mr. Crichton declared, "and the cheap spot and the overloaded commercial became a fixture."

FCC 'Myopia' ▪ One result of the "FCC's myopia" was to "diminish drastically" radio's force as a national advertising medium, Mr. Crichton contended. He added:

"When the commission contemplates the addition of a good many UHF stations, has it considered the radio experience? Does it apprehend that there may be no great change in diversity of programing, but that some severe economic effects may follow?"

He criticized the FCC for what he called its "insistence on whittling away at the power of the networks." He termed it an "irony" that an agency representative should defend the networks, who "are represented in agency circles as the 'Three Sisters' in 'Macbeth,' able to change form at will, possessed of invisible power and oracularly opaque about the future.

"Still, most agencies find the FCC's insistence on abolition of option time disquieting," Mr. Crichton explained. "They do not believe that good local programing will miraculously emerge to fill the gap. In most local markets, licensees have had from 13 to five years to develop local talent and local shows. In general — speaking of television — they have developed little. Perhaps because there is little to develop. The suspicion of the agency business is that option time now freed will become either reruns of old and dreary movies or a new happy hunting ground for syndicated films."

He quoted Richard A. R. Pinkham of Ted Bates & Co. as saying that the elimination of network option time may have the effect of making the networks incapable of delivering adequate lineups to advertisers.

Mr. Crichton commended the networks for having been "the fount of

Ivy League house

An ABC Radio account executive, Robert Fountain, is proving that he is a man with faith in the product he sells. Mr. Fountain, in an effort to sell a house in New York's Westchester county, purchased time in a broadcast of last Saturday's (Nov. 2) Dartmouth-Yale football game on WICC Bridgeport, Conn.

Mr. Fountain based his sponsorship on the premise that the game's Ivy League listeners were prime prospects for the house. With an organ background, the comic-dramatic commercial started as a deep-throated announcer said: "Can a pretty, white house in the country really find happiness with a growing family from the city?"

programing experimentation and public service pioneering." While option time probably will not have serious effects on networks and agencies until next year, he said, he expressed the hope the FCC would examine its decision in the area carefully and be "willing to reverse itself if no positive good results from its decision."

On the subject of overcommercialization, however, most agency executives agree with Chairman Henry, Mr. Crichton stated. He reported their feeling is that overcommercialization and clutter has resulted in "serious vitiation of the advertising message."

Mr. Crichton emphasized that the economic health of the broadcasting industry is "very good," with television having racked up $1.3 billion in total time sales in 1962. He noted that sales are concentrated in relatively few markets, and that the commercial practices of a relatively few stations—14%—in a cluster of markets can be decisive because they account for anywhere from 39.7 to 57% of total television dollar volume.

"In other words, it is not an industry which needs to be desperate for the last marginal dollar and it is not an industry where substantial change need be impeded because of the far-flung location of stations; the fact is that a relatively few markets carry such high proportion of total volume as to make change relatively simple."

Cost Concern ▪ The concern over clutter and overcommercialization comes at a time when there is an all-time high interest in improved measurement of advertising impact, Mr. Crichton continued. He reported that many agency executives repeatedly have raised questions as to the advertising values of radio and TV investments in a time of rising broadcast costs.



4A's Crichton
Agencies against increased control

"There is a deep concern in the agency business that out of the present discussions involving research service will come improved research facilities and performance," Mr. Crichton declared. "We believe it is logical that the facilities for implementing this concern are used, and we think the Advertising Research Foundation has both the technical expertise and the objective viewpoint."

Broadcasters need more imagination

LOEVINGER CITES ALTERNATIVES TO AD LIMITS, HITS FCC, TOO

Imagination is the key to solving many of the problems now confronting the broadcasting industry, FCC Commissioner Lee Loevinger last week told the Oregon Association of Broadcasters, but it is, alas, all too rarely exhibited by either broadcasters or the commission.

Addressing the OAB at the Portland Hilton hotel Friday (Nov. 1), the FCC s newest member chided broadcasters for failing to suggest alternatives to the commission's proposed adoption of the commercial time standards of the National Association of Broadcasters and urged the commission to "exercise imagination and flexibility in its approach to the problems of broadcasting." He focused specific attention on the FCC's program reporting forms, now under review (see story page 76).

"I can think of at least three" alternatives to the commercial time rulemaking, Mr. Loevinger said, "and I do not doubt that those more familiar with the industry may be able to think of many more."

He first suggested that "instead of adopting a particular version of the NAB code" the FCC could implement a rule that programing "would not be considered in the public interest" if the nonbroadcast segment of a station's programing failed to meet the NAB code current at the time. "This," he said, "would permit flexibility and change from time to time."

Mr. Loevinger also noted that time standards might be established which could be "considered as prima facie or presumptive specifications of the public interest but . . . not conclusive or compelling. This would permit flexibility and adaptation to cases which require special standards."

He tied his third suggested alternative to the contemplated changes in the program form. With more orderly information available to the commission, the agency could require "every broadcaster, in effect, to prescribe his own code in his program proposals at the time of application for renewal or transfer. This would require something different from the present program questionnaire form, and would imply that the proposed performance be

specified in terms of maximum commercial content and minimum news and public service content."

Decimal Points ▪ Although he denied espousal of any of his alternatives, Mr. Loevinger did say the commission shouldn't "demand an accounting for every fractional deviation from the program prospectus. . . . It would be more practical and effective to require an applicant to specify a maximum amount of time for commercials and hold him to such a representation."

Mr. Loevinger said the categories used by the commission in evaluating stations' programing "appear to me to be relatively meaningless. They seem to be based upon differences which, whatever their importance might once have been, have no relationship today to program quality, service to the public or any matter more significant than statistics. . . ."

The present program forms inquire after number of commercials only, Mr. Loevinger noted, and the commission should now concentrate on getting information about the actual time devoted to commercials. The forms "should be revised in the near future," he said, and "I believe that the other commissioners agree with this conclusion, and the only obstacle to immediate revision . . . is the difficulty of agreeing on the items and information that should be required."

Much of Mr. Loevinger's speech was devoted to themes first stated in addresses at Lincoln, Neb. (BROADCASTING, Sept. 2), and before the Federal Communications Bar Association in Washington (BROADCASTING, Sept. 16). Mr. Loevinger last week again touched on ownership diversification, the FCC's need to stay out of program control and the great burden of the commission's workload.

Pertinent to the workload, Mr. Loevinger had these suggestions for revising commission procedures:

▪ Delegate more authority to the bureau chiefs. They are formally in possession of this power, but over the years the FCC has saddled them with "so many limitations and detailed instructions . . . that an inordinate number of trivial matters are presented to the full commission."

▪ Interlocutory and procedural appeals should be discouraged. While "important matters" should of course come before the commission, far too many now take up the commissioners' time.

▪ Summary proceedings should be established for cases which demand a hearing but do not involve major issues.

▪ Reforms should be adopted which would speed the commission's procedures. Mr. Loevinger specifically suggested that the FCC adopt the rules of civil procedure applicable in the federal district courts in adjudicatory matters.

ROCHESTER IS A "MUST-BUY" IN NEW YORK STATE

PER HOUSEHOLD INCOME*

★ **ROCHESTER: $8356.** National Rank, 16; New York State, 2.
Syracuse: $7790. National Rank, 35; New York State, 4.
Buffalo: $7658. National Rank, 40; New York State, 5.
Albany-Schenectady-Troy: $7277. National Rank, 80; New York State, 7.

PER HOUSEHOLD RETAIL SALES*

★ **ROCHESTER: $4860.** National Rank, 44; New York State, 2.
Syracuse: $4409. National Rank, 119; New York State, 5.
Buffalo: $4103. National Rank, 181; New York State, 11.
Albany-Schenectady-Troy: $4275. National Rank, 151; New York State, 6.

*Copyright 1963 Sales Management Survey of Buying Power. Further reproduction is forbidden.

WHEC-TV (CHANNEL 10) IS A "MUST-BUY" IN ROCHESTER

The ARB estimates for Feb-Mar. and May-June, 1963, award us most "total homes" average, from 9:00 a.m. to midnight, Monday through Sunday.* Our strong CBS schedule, outstanding local news coverage and programming, and heavy station promotion are responsible for this excellent position in the rich Rochester market.

In New York State—you need ROCHESTER
In ROCHESTER—you need WHEC-TV

WHEC-TV CHANNEL 10
ROCHESTER, N. Y.
A GANNETT STATION • BASIC CBS • REPRESENTED BY H-R

(*)Audience measurement data are estimates only—subject to defects and limitations of source material and methods. Hence, they may not be accurate of the true audience.

Eldon buys Triangle series for 41 stations

The auto racing package, *The Big Four,* being distributed by Triangle Program Sales, was bought last week for programing in 41 markets by toy manufacturer, Eldon Industries. Eldon's agency is Klau-Van Pietersom-Dunlap, Milwaukee.

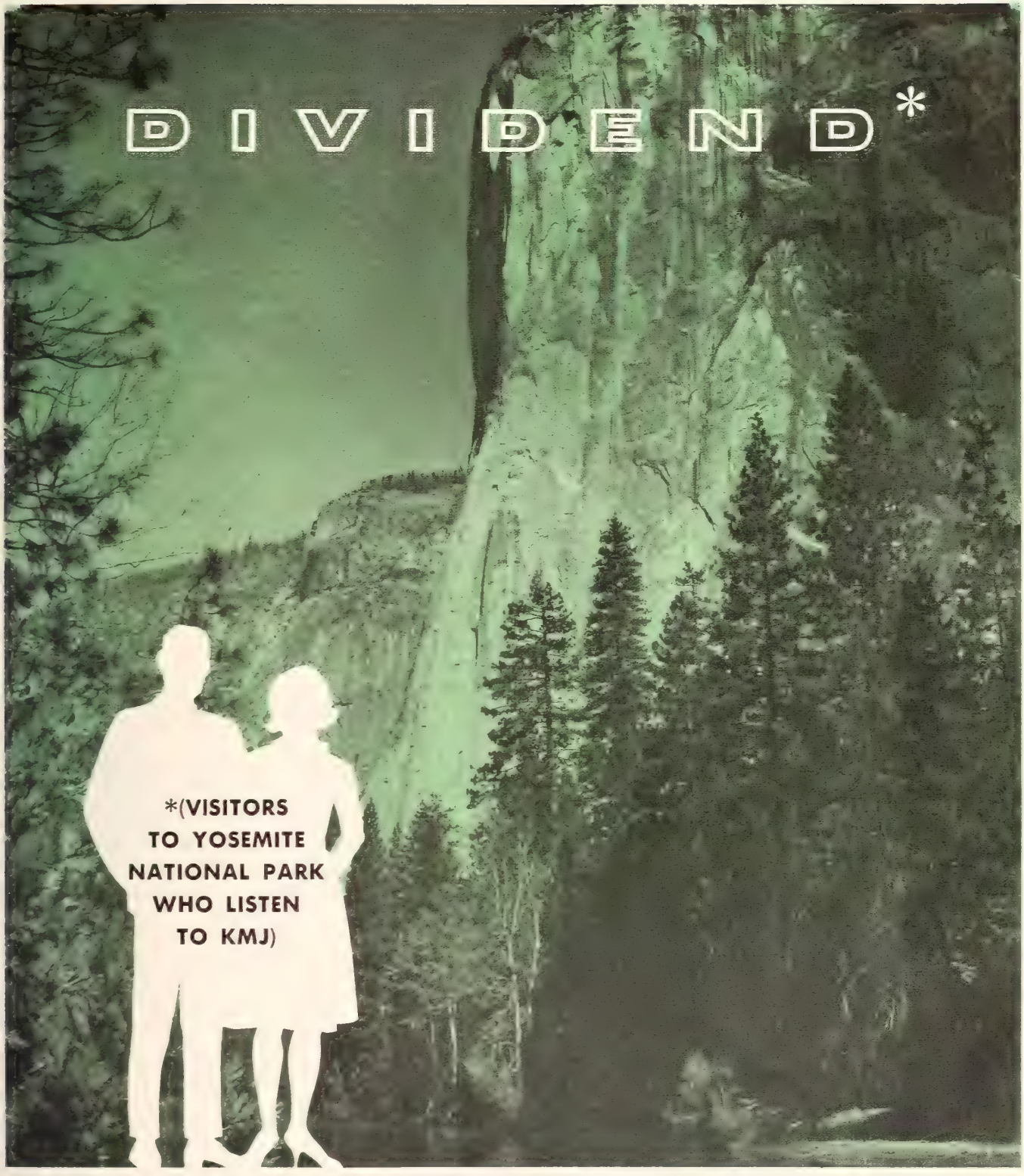
The series will consist of half-hour color films of the annual auto races at Nassau Speed Week, Sebring, Watkins Glen and Little Indie in Langhorne, Pa.

Included in the buy were Triangle stations WFIL-TV Philadelphia; WNHC-TV New Haven, Conn.; WNBF-TV Binghamton, N. Y.; WFBG-TV Altoona, Pa.; KFRE-TV Fresno, Calif., and WLYH-TV Lancaster-Lebanon, Pa.

Qualitative data leads purchase criteria list

A survey conducted by Trendex among agency media personnel indicates that qualitative information is used by most timebuyers as the single most important criterion most of the time in making a broadcast purchase.

The study, commissioned by the Bolling Co., was conducted among media



And BEELINE RADIO KMJ is also the way to reach the nation's #1 agricultural county.

Fresno county is a prime California market. It has people with buying power — the people you want to reach with your sales message. And smart advertisers buy Beeline Radio KMJ to do that job. As a dividend, your message can be picked up by over a million people who come to Yosemite each year. So remember KMJ, one of four Beeline stations — the key to California's rich inland valley and Western Nevada.

McCLATCHY BROADCASTING COMPANY

PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE

KOH • Reno **KFBK** • Sacramento **KBEE** • Modesto **KMJ** • Fresno

Cash, Bunker predict billing upswing

IBFM HEARS FORECAST OF $2.2 BILLION IN TV BY TOP 100 BY 1970

Forecasts of substantial gains in both radio and television billings were offered to the Institute of Broadcasting Financial Management last week at its annual meeting, held Monday through Wednesday (Oct. 28-30) in New York.

Norman E. Cash, president of the Television Bureau of Advertising, reported estimates of an 11% gain in national TV advertising commitments this year, predicted another 5 to 10% increase next year and anticipated that TV's 100 biggest spenders alone would be putting $2.2 billion, and 65% of their budgets, into television by 1970.

President Edmund C. Bunker of the Radio Advertising Bureau, reporting on a pilot study which he said holds out promise of success for the RAB-Station Representatives Association plan to collect data on spot radio spending by advertisers, also disclosed that a survey of RAB member stations indicated their spot billings this year will exceed last year's by 14% (story page 40).

Next Year: 8% ▪ In the television forecasts Mr. Cash said TvB expected that total billings—net expenditures for time and talent—would rise 8% next year to $2.2 billion. He broke this estimate down: local, $350 million, up 8%; national spot, $775 million, up 10%, and network, $1,092 million, up 5%. These figures, he reported, are TvB projections from estimates made by McCann-Erickson.

He noted that McCann-Erickson has estimated that national TV—network and spot—will record an 11% billings gains this year over 1962, as compared to a 6% gain for all national media and a 5% increase for national and local media combined.

Looking ahead, he predicted that by 1970 television's top 100 advertisers will be spending 145% more in TV than they did in 1960—$2.2 billion in 1970 as against $0.9 billion in 1960. This gain, he said, would compare with a 100% increase expected in total investments in all measured media during the same decade.

A subsequent speaker at the IBFM meeting questioned the value of long-range radio-TV projections based on national economic factors. The speaker, Dr. Frederic Stuart of the Hofstra College economics department, discounted the relevance of long-range forecasts of the nation's economy as a worthwhile pursuit for economists, especially those working for broadcasting interests.



FCC Commissioner Lee
Broadcasters' freedom

"Outside of the fact that such predictions are usually wrong anyway," Dr. Stuart said, "the state of the country's overall economy often is not reflected in broadcast revenue. In some past recessions," he said, "one cannot see broadcasting following the general business trend."

Lee On Fairness ▪ FCC Commissioner Robert E. Lee, addressing the IBFM conference Wednesday, said the essential guide to broadcasters in the areas of fairness and equal time should still be the commission's June 1, 1949 report, but updated with certain clarifications.

Commissioner Lee said the broadcasters freedom in this area stems from the assumption that as a licensee, a broadcaster is expected to be "an expert on the needs of his community." The method of ensuring fairness, he asserted, should be left to the licensee. He said that "I cannot define fairness any more than I can define public interest."

Expression of an editorial viewpoint by a station does not necessarily require provision of a precisely equivalent period of time for an opposing position, he suggested. Rather, he said, in considering complaints about a station's compliance with the fairness doctrine the commission ought to take into account the performance of the station in presenting opposing sides of issues over a period of time.

Upsetters Of The Status Quo ▪ Frank P. Thompson, chairman of the public affairs committee of the National Community Television Association, called on the broadcasting industry to recognize benefits derived from

personnel at timebuying and executive levels at 35 agencies in New York. It furnished 56 usable responses. The weight attached to qualitative data by buyers, according to Richard Koenig, vice president of Bolling, is confirmed by the survey.

Though replies varied, the consensus was that buyers considered qualitative data the essential yardstick most of the time. For example 21.4% of the respondents said they considered qualitative data "essential" in 90% to 100% of their purchases, and 12.5% considered this information important in 50% to 60% of their buys.

To a question on whether buyers are using more qualitative data than previously, 62.5% answered affirmatively. A larger percentage—84%—said they felt there was a definite trend emerging in the use of such data. Other responses high-lighted the value of such information to the buying process.

Mr. Koenig noted that buyers' comments stressed that qualitative factors usually were considered by buyers only when choosing between stations which were fairly competitive with one another. He added that if a station were a "dominant first," it usually will be bought, irrespective of its qualitative ranking.

FRC&H gets Glamorene

Glamorene Inc., Clifton, N. J. has appointed Fletcher Richards, Calkins & Holden, New York, as agency on its estimated $1 million account. The account moves from Riedl & Freede, Clifton.

Glamorene, a manufacturer of rug and floor care detergents, plans radio and TV spot following an initial print campaign in its advertising plans.

Bunker produces spot radio figures from N.Y. pilot study

Preliminary figures from a pilot study of expenditures on New York City radio stations for the second quarter of 1963 indicates an investment of approximately $10 million by national, local and regional advertisers, Edmund C. Bunker, president of the Radio Advertising Bureau, said last week.

Results of the pilot study, revealed by Mr. Bunker at a meeting of the Institute of Broadcasting Financial Management in New York last Monday (Oct. 28) (story page 48), showed that 212 national and regional advertisers spent about $7.5 million on spot radio in New York in the first quarter of 1963 with local advertisers allocating the remainder.

The study is proving that the radio industry "can supply these badly needed spot dollar figures on a cooperative basis," Mr. Bunker said. He noted that in recent years spot radio expenditures have not been available, although network and spot TV and newspaper and magazine figures are compiled.

Mr. Bunker said if billings during the last six months of 1963 continue at the second quarter levels, spot radio in New York will increase 10% over last year. He added: "The apparent increase in spot billing for New York is reflected by RAB-member radio stations throughout the U.S. In a survey of our members, we found that the average station reported a 14% increase in business, 1963 versus 1962. Of course, we have no way of knowing how nonmember stations are doing."

He explained the details of the pilot project: stations submit their billings figures to the accounting firm of Peat, Marwick & Mitchell, New York, and there are assurances that individual station figures will not be seen by competing stations or RAB.

The project, which is being conducted by RAB with the cooperation of the Station Representatives Association, will solicit the cooperation of stations in "about the top 10 markets," Mr. Bunker said.

"To compile the remainder, we are asking individual station representative firms for their cooperation," Mr. Bunker reported. "Most representative firms have agreed to supply the monthly billings figures; many already are doing so."

CATV systems and to unite with community antenna operators in a fight against government control.

Mr. Thompson was one of four panelists representing smaller but growing elements of the communications industry—CATV, pay TV, UHF TV and FM radio—who described growth prospects of their media.

Mr. Thompson estimated the number of cable systems now in operation in the U. S. to be 1,140, these serving approximately 1,368,000 homes. As an example of benefits to TV operators he noted that the Westinghouse TV stations receive a bonus coverage of approximately 107,400 homes from CATV systems.

Looking to the future, Mr. Thompson called community antenna operators the "most logical people to build and operate UHF stations in small markets." He also noted an easy adaptability of existing cable systems to subscription TV operations of the future.

John H. Pinto, vice president of RKO General Phonevision, which operates the Hartford, Conn., subscription TV project, said recent attacks on pay TV indicate that pay TV is taking hold. He discounted fears of established broadcasters that pay TV would eat into their profits or their programing talent.

"Television," he said," was a far bigger threat to radio than pay TV is to television, and TV did not destroy radio." He acknowledged that television sports events would gravitate toward pay TV, but said that rapidly increasing sports prices will be forcing sponsors out of the sports market anyway.

"We don't expect our subscribers to watch all the programing we offer," he said. "We would be pleased if they spent an average of $1.25 a week."

William L. Putnam, president and general manager WWLP(TV) Springfield Mass., and chairman of the Committee for Competitive Television, estimated that 1,000 television stations would be on the air within 10 years and said that this would probably be considered a "conservative" estimate. Mr. Putnam said a principal factor in this prediction is program product availability. And, he added "there is very little room for a fourth network on a full service basis."

"I believe," he said, "that UHF television will be activated and developed not by the major multiple owners . . . but by smaller independent operators."

The research problems faced by FM operators were recounted by James Schulke, president, National Association of FM Broadcasters. Mr. Schulke esticated FM homes to range between 22 and 25-million instead of the "generally accepted" 16 million figure. He called again for separate consideration of problems facing AM and FM in researching audiences.

New officers of IBFM elected at the conference were Richard M. Thomas, treasurer of Goodwill Stations, president, and Richard Percival, assistant treasurer, broadcasting division of Cowles Broadcasting, vice president. Thomas Carroll of Time-Life broadcast, former IBFM president, was elected chairman of the board.

Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager.

Alexander Film Co., Colorado Springs.

Bubble-Up (soft drink): 15-60's, 15-20's, five 8's for TV. Agency: Campbell-Mithun, Minneapolis. George Zimbelman, agency producer.

Alberto-Culver (New Dawn hair color): three 30's for TV. Agency: Compton, Chicago. Marge Corboy, agency producer.

Curlee Clothing, St. Louis (men's suits): six 45's for TV. Placed direct.

First National Bank of Denver (bank service): two 10's, one 20 for TV. Agency: Mark Schreiber Advertising, Denver. Mark Schreiber, agency producer.

Jefferson Productions, 1 Julian Place, Charlotte 8, N. C.

Procter & Gamble (Dash detergent, one 60 for TV. Agency: Dancer-Fitzgerald-Sample, New York.

Stanback Co., Salisbury, N. C. (3 for 5 headache powder): one 60 for TV. Placed direct. C. V. Barkley, producer.

Owen Drug Co., Salisbury, N. C.; three 60's for TV. Agency: Dunnagan Advertising, Charlotte, N. C. John Dunnagan, producer.

C & P Telephone Company of Virginia; one 60 and one 20 for TV. Agency: Cargill, Wilson & Acree, Richmond. Kenneth Calfee, agency producer.

Pepper Sound Studios Inc., 51 South Florence St., Memphis 4.

RCA Whirlpool (appliances): one 60 for radio, jingle. Bud Smalley, production manager. Placed direct. Stephen Sizer, producer.

Michigan Wineries Inc., Paw Paw, Mich: one 60 for radio, jingle. Hub Atwood, production manger. Agency: Jones & Taylor, South Bend, Ind. John Philip, account executive.

ROGERS WILL BE A FRIENDLY FACE

FCC appears to be on defense at commercial limit hearing

The atmosphere will be friendly for broadcasters Wednesday (Nov. 6) when the House Communications Subcomittee begins a three-day hearing on legislation to prevent the FCC from going ahead with its proposal to set standards on the length and frequency of commercials.

The chairman and one member of the eight-man subcommittee have introduced the legislation and they are among the six members on record in favor of it.

The FCC, main and almost only announced proponent of the standards, will lead off with an appearance by Chairman E. William Henry, who is expected to maintain the same firm stand he took in a major speech before the International Radio & Television Society in New York (BROADCASTING, Sept. 30). The commission has stood by its position despite mounting congressional attack, and last week announced that it would hear oral arguments on its proposal Dec. 9 (story, page 38).

Representative Walter Rogers (D-Tex.), subcommittee chairman and the first congressman to introduce legislation to block the FCC move, said last week the agency's plan to hear oral argument "doesn't make any difference to me. . .

"Our hearing goes to the root of the matter—who should determine whether such standards are necessary—Congress or one of its creatures, a regulatory agency."

Representative Rogers dismissed any reference to the FCC's oral argument as defiant of Congress—"at least not right now." He revealed that Chairman Henry had let him know of the FCC's intentions well in advance of the public announcement.

After the FCC testifies Wednesday, testimony probably will be all on the broadcasters' side. This is how the witness list stood Thursday (Oct. 31):

▪ Nov. 6: Chairman Henry, members of Congress who wish to testify (none as of Thursday) and John Coyle, president, KVIL-AM-FM Dallas.

▪ Nov. 7: Payson Hall president, Meredith Broadcasting Co.; John Hopkins, president and general manager, KCOP(TV) Los Angeles; and, tentatively scheduled, Jack Harris, vice president, general manager, KPRC-AM-TV Houston, and president of Association of Maximum Service Telecasters.

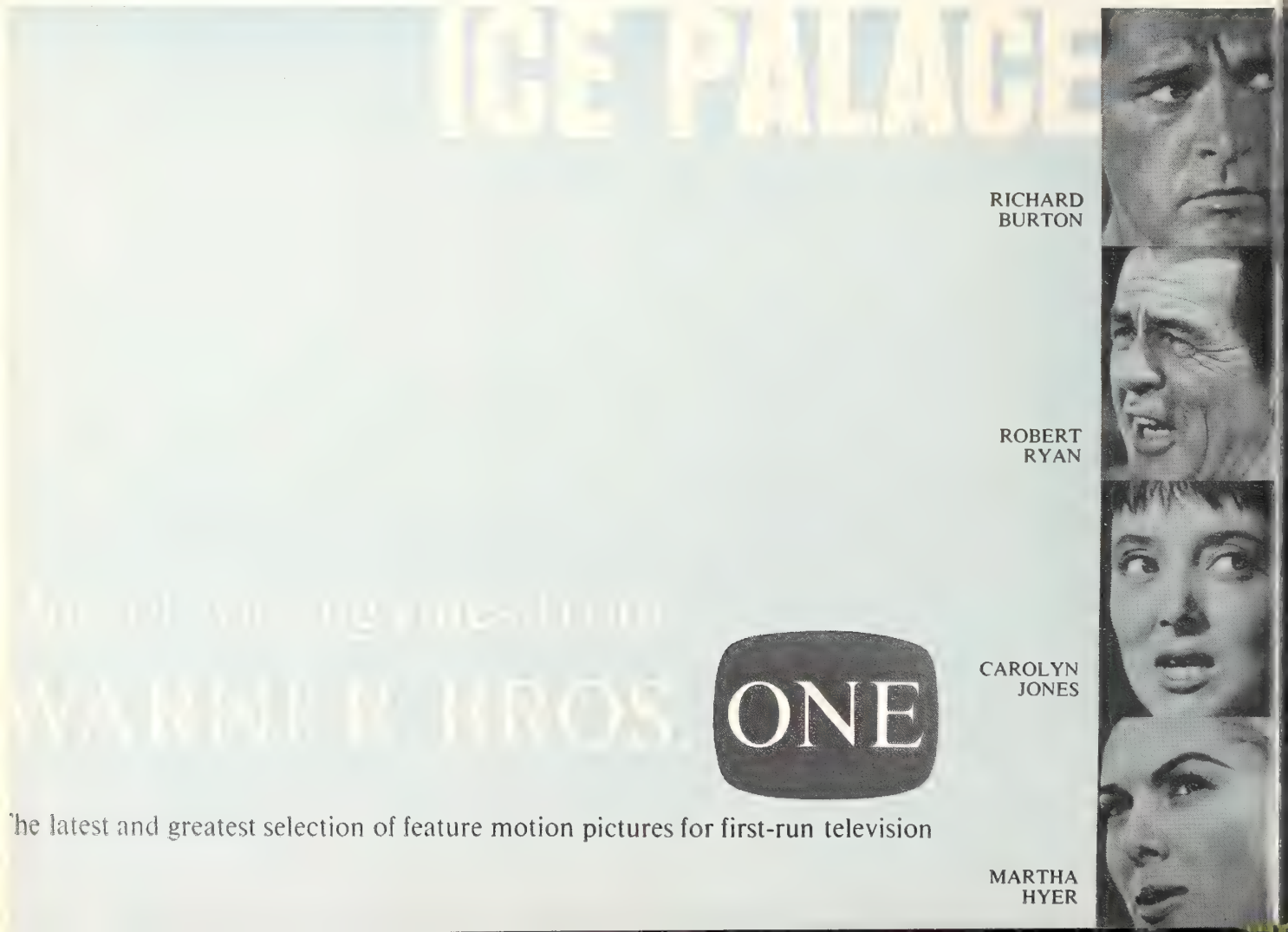
▪ Nov. 8: LeRoy Collins, president, National Association of Broadcasters; John Doerfer, former FCC chairman, representing the Maryland-D. C.-Delaware Broadcasters Association; Harry M. Thayer, president, WGHQ Kingston, N. Y.; Leo Hackney, president, KGVL Greenville, Tex.; Jim Terrell, general manager, KTVT(TV) Fort Worth, and Marshall H. Pengra, general manager, KLTV(TV) Tyler, Tex.

NBC, although not scheduled, said Peter B. Kenney, Washington vice president, would testify. The other networks said they would submit written statements.

The Loyal Opposition ▪ Although most of the subcommittee are on record as being sympathetic with broadcasters who oppose the FCC's commercial standards proposal, one member definitely isn't.

Representative John E. Moss (D-Calif.), generally conceded the subcommittee's toughest questioner, said last week he would vote "against any legislation that says to the FCC that they can't advance any reasonable regulations on commercials. . . Broadcasters have put a gross imposition on the listening and viewing public."

On the NAB voluntary, self-regula-



tory commercial code, Representative Moss commented, "I would challenge that they have any effective regulation or control over commercials. Broadcasters," he said, "don't recognize the temper of the viewing audience—people are sickened."

Broadcasters have vigorously opposed the commercial standards proposal since it was advanced this spring (BROADCASTING, May 20).

Subcommittee members who have gone on record in sympathy with the broadcasters include Chairman Rogers, Representatives W. R. Hull Jr. (D-Mo.), Horace R. Korengay (D-N.C.), J. Arthur Younger (R-Calif.), Glenn Cunningham (R-Neb.), James T. Broyhill (R-N. C.), and Oren Harris, (D-Ark.), chairman of the full Commerce Committee and an ex officio member of the subcommittee.

Not only are the Republican members of the subcommittee 100% behind the antistandards legislation, but the Republican Congressional Campaign Committee has provided all GOP congressmen with a five-minute script for use in their home town radio and television reports.

The statement supports the broadcaster position and calls the FCC plan "deadly . . . unfeasible . . . practically ruinous to small town broadcasters" and dangerous.

Fels buys 'Jo Stafford' specials in 24 markets

The sale by Independent Television Corp. of eight Jo Stafford one-hour musical specials to Fels & Co., Philadelphia, in 24 markets was announced last week by Abe Mandell, ITC executive vice president.

Mr. Mandell noted that the regional sale to Fels plus previously announced transactions with Foremost Dairies and Ohio Bell will place the Stafford specials in a total of 61 markets.

The Fels buy, completed through the S. E. Zubrow Co., Philadelphia, includes New York, Chicago, Philadelphia, Detroit, Boston, Pittsburgh, St. Louis, Cincinnati, Buffalo, Baltimore, Milwaukee and Washington.

The specials already have gone on the air in markets bought by Ohio Bell and will start for Fels and Foremost Dairies in early 1964.

Antismoking spots planned

The American Cancer Society indicated last week it planned to offer as public service promotion a series of radio and TV commercials being prepared that will contain antismoking testimonials by athletes. It also was noted, however, that the plans are in their initial stages and that stations will be "sampled" on their acceptance of the messages.

The new campaign will be in newspapers and magazines as well as radio and TV. Among the athletes who are reported to be in the new campaign are Whitey Ford of the New York Yankees who last year was seen in testimonial commercials on behalf of Camel cigarettes. The campaign, for which Hockaday Associates, New York, is the agency, is designed to build the "image" of the nonsmokers.

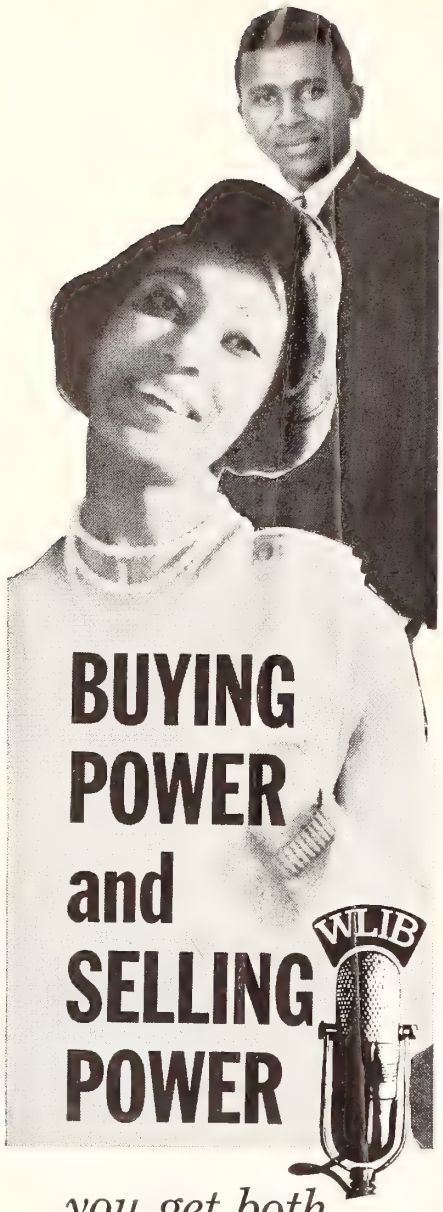
Zenith adding $1 million to record print budget

Zenith Radio Corp., Chicago, which spends the lion's share of its multimillion dollar advertising budget in newspapers to sell radio-TV sets, announced last week an additional $1 million plum for print in a special six-week campaign to stimulate local, dealer traffic.

The special six-week drive is over and above Zenith's already announced record-high fall print campaign, the company said, and represents the "greatest local concentration of advertising dollars ever allocated by Zenith for use in a six-week period."

Why Zenith thinks so highly of newspaper advertising was explained two weeks ago by Erik Isgrig, advertising vice president of Zenith Sales Corp., in





you get both on WLIB

You get the buying power of the nation's largest Negro Community whose last year's spendable income was in excess of $2.25-billion . . . and getting bigger every year.

You get the selling power of WLIB, which has been the Number One station in this Community from sign-on to sign-off in every survey taken since 1955.*

The combination is unbeatable. Small wonder WLIB has more national advertisers than all other Negro radio stations in Greater New York combined.

* PULSE

WLIB Harlem Radio Center
310 LENOX AVE. AT 125th ST. NEW YORK 27, NEW YORK

a talk before the Audit Bureau of Circulations (BROADCASTING, Oct. 28).

He said Zenith spends 70% of both its national and local co-op dollar in newspapers because the medium tells what is "new," thus surrounds itself with "the greatest selling mood." Newspapers also are "friendly" and provide an exciting "buy now" marketplace, he said, contending newspaper ads are merchandisable at the local dealer level "and you can't do this with radio or TV."

Mr. Isgrig recalled that the late Commander E. F. McDonald of Zenith once said that what he didn't like about television was the commercial interruption when he was watching something interesting. Mr. Isgrig observed that "when you are reading the newspaper columns, you don't have to read the hemorrhoid ads until you want to."

Ogilvy fires again at bad commercials

David Ogilvy on Oct. 31 took off again after radio-TV commercials which hammer rather than charm, which interrupt important TV events and otherwise leave a poor impression on the listener or viewer. But this time, Mr. Ogilvy, board chairman of Ogilvy, Benson & Mather, had a network platform—he was interviewed on NBC-TV's *Today* show by Hugh Downs.

Mr. Ogilvy's views which favor commercials that are informative and factual, rather than combative, are well known — he's addressed advertising meetings with them and they are part of the contents in his new book, "Confessions of an Advertising Man" (BROADCASTING, Sept. 23).

Some of Mr. Ogilvy's comments on the program: "it pays to be polite and not to hit the consumer over the head . . . The consumer's not a moron—She's your wife, and you must never insult her intelligence." He also thought jingles don't always make sense, and often cannot be understood.

He warned, too, of what he called "the thinking minority" which has been irritated by overcommercialism and he said: "And what the thinking minority think today the voting majority are going to think tomorrow and we're all going to be in trouble."

'Policy letter' from WLW sets commercial limits

An open policy letter describing WLW Cincinnati's approach to commercial "clutter" has been sent by the station to its advertisers. The letter cites WLW's policy on the number of commercials allowed and notes WLW spots are "not buried in a double or triple spot position."

Steve Crane, vice president and general manager of the station, said the letter is the first of a series, which will outline the programs and policies of WLW.

Role of Negro in TV discussed by N.Y. panel

Richard A. R. Pinkham, senior vice president in charge of media and programs at Ted Bates, New York, last week warned that further progress in putting Negroes into TV "will not be easy," even though considerable strides have been made in this area.

Mr. Pinkham was one of 12 panelists in a discussion of "The Negro in Television," sponsored by the National Academy of Television Arts and Sciences.

He acknowledged that the Negro has not received fair treatment in casting, but reminded the panel of the trouble which inevitably arises over "any excess in racial casting" on TV.

Whitney Young, executive director of the National Urban League, another panelist, berated what he alleged to be a notion among broadcasters that segregationist views deserve equal exposure to those of the people leading the struggle for integration.

Also in advertising...

New office ▪ Recht & Co., Beverly Hills, Calif. advertising agency, has opened a San Francisco office at 235 Montgomery Street. Telephone is Yukon 1-0988. Deon Routh, formerly on the sales staff of KGO San Francisco, will manage the new office, whose primary function is to service the White Front stores in the Bay area. Janet Arnold has been transferred from the home office to serve as media director in San Francisco.

Weiss dropped ▪ Midas Inc., Chicago auto muffler manufacturer, has dropped Edward H. Weiss & Co. there as national agency. Midas now has number of regional agencies handling its account.

Rep appointments . . .

▪ Western States Radio Empire: Savilli/Gates, New York, as national sales representative. WSRE, which is scheduled to begin operations Dec. 1, will tie up more than 50 radio stations in Washington, Oregon, Idaho, Montana and Utah covering a population of more than 5 million. WSRE is headed by Hugh Feltis, president of Feltis/Dove/Cannon Inc., Portland, Ore.

▪ WQOK Greenville, S. C.: Stone Representatives Inc., New York, as national representative.

▪ WLAD-AM-FM Danbury, Conn.: Eckels & Co., Boston, as New England sales representative.



RCA's most popular AM transmitter

This 1 KW AM Transmitter is one of the finest RCA has ever offered. More have been installed than any other type RCA 1 KW Transmitter—because it ideally meets requirements of local stations.

For the listeners, the best sound and the loudest sound. For the owners, highest assurance of fine performance, with a long list of operating advantages: Accessibility full front and rear for easy maintenance... low operating costs with few tube types... unrestricted remote control without need for building heat, thanks to reliable silicon rectifiers and temperature controlled crystals... simplified operation and single tuning procedures, with all operating controls mounted on the front panel.

If you want the finest 1 KW, you'll want to know more about the BTA-1R1. Call your RCA Broadcast Representative. Whatever your broadcast requirements, you'll find him exceedingly helpful. Or write to RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J.

The Most Trusted Name in Radio

NEW NETWORK RESTRICTION?

FCC appears to be moving toward limiting what it calls network dominance over program sources

The FCC has taken a tentative step toward adoption of a rule aimed at stimulating competition among television programing sources by restricting the amount of control networks exercise over those sources.

The step was taken during an all-day discussion last Monday (Oct. 28) of a proposal put forward by the commission's Network Study Staff, headed by Ashbrook P. Bryant, in the report it issued last year on the lengthy inquiry into network program sources (BROADCASTING, Dec. 3, 1962).

No formal instructions were issued. But it's understood that Mr. Bryant was asked "informally" to draft the proposal as a notice of proposed rulemaking that would reflect the views expressed by the commissioners at the meeting.

He was also asked to provide additional information on the proposal. As a result, the staff is reviewing the record of the programing inquiry—and may check with advertisers and network officials—for answers to questions raised at the meeting.

Rule Uncertain ▪ There was no certainty last week that a notice of proposed rulemaking would be adopted. No votes were taken on the staff recommendations, and there were conflicting reports as to the commission's attitude. Some officials said the commissioners were "in sympathy" with the recommendations. Others, however, insisted that no consensus was reached. Several commissioners said they wanted "another look" at them before deciding whether to request industry comments on a proposed rule.

The staff's recommendations, as contained in the report issued last year, provide for a rule that would:

- Prohibit networks from engaging in program syndication in the U. S. or from participating financially in the syndication operation of others. There was discussion at the Monday meeting as to whether this should be broadened to include foreign syndication activities.
- Restrict networks' ownership of, or first-run rights in, entertainment shows to 50% of those shown in prime time.
- Require the networks to supply the commission information it might want on the production, exhibition and distribution of programs offered as regular network shows.

The staff, in its report, maintained that such a rule is needed to break the alleged network dominance over "what the public may see and hear."

Declaring that the market for TV programs is shrinking because of network tactics, the report cited the networks' practice of buying exhibition rights from producers and of financing production of independently created programs. It also noted that there are "compelling" economic reasons for networks to choose—for network exposure

Collins rebuts Henry's Omaha report

The role of the government in broadcast programing is not to give daily advice on how a station should operate in the public interest, LeRoy Collins said last week in rebuttal to FCC Chairman E. William Henry's report on the Omaha local TV hearing (BROADCASTING, Oct. 28).

"His remedy is worse than the illness he diagnoses," the president of the National Association of Broadcasters told the Ohio Association of Broadcasters Friday (Nov. 1). He characterized the FCC chairman's position as being that the people of America should be more unhappy with broadcasting.

Governor Collins, who opposed the purpose of the Omaha hearing before it was held last January, said there is much good in Chairman Henry's report. "I share his concern, as I think do most television broadcasters, for the improvement of local live programing," he said. But, he said, the FCC is not the proper teacher of the techniques of good broadcasting and of how a station should maintain a close liaison with the public.

"In a free society, this is the responsibility of the people themselves and of those actually engaged in the broadcasting industry—not of the government," Governor Collins stressed. He gave this philosophy of the proper duties of the FCC:

"Now the FCC does have the grave and difficult duty to assess the record of performance of every broadcaster and decide if he has adequately met his obligation to serve the public interest. If the circumstances merit a judgment that a broadcaster has failed in this, then he should no longer enjoy the privilege of being a broadcaster. But on the other hand, if the record proves out his competence and good faith, he should remain free to serve without fear or intimidation or direction from the government as to how he should meet his program responsibilities."

For the government to take the position that the people are too uninformed or too dull to make sound choices on their own would be to deny democracy itself, Governor Collins said. (Chairman Henry concluded that the public needs the help of the FCC in exerting an influence over local TV programing.)

Honest Appraisal ▪ Governor Collins said that the industry must make an honest and accurate assessment of its position. "We are harassed—we are threatened," he said. "But we must be able to separate talk and letter-writing and eyebrows from official [FCC] rulings. . . The FCC's bark has thus far proved to be far worse than its bite—its threats far worse than its actual judgments."

Industry efforts in government relations must make sense and not mere noise, he said. "These efforts involve an industry-wide commitment to oppose with all our strength every effort of government everywhere which would impinge upon the lawful freedom of any broadcaster anywhere."

Governor Collins also discussed NAB efforts to strengthen its codes and the all-out industry fight against FCC plans to limit the amount of commercial time broadcast. "Improvements in commercial practices are high on my list of needs which should command our energies and good efforts—not tomorrow or next year but here and now," he said.

"It is incumbent upon the industry to be more discriminating in the projection of commercials," Governor Collins told the Ohio broadcasters. "We need to develop standards which will result in ever-higher quality and believability and lessen the interruptions of program material."

The governor said that substantial work will be underway in this area in cooperation with advertisers and agencies before the end of the year.

2 in PINEHURST

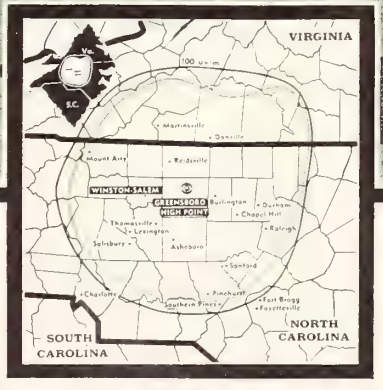












GOLFTOWN, U.S.A.—where **five** challenging 18-hole courses fan out from the country club, a combination of beauty and design that give Pinehurst its international golfing reputation. WFMY-TV personality Dave Wegerek and companion enjoy a round on one of the championship courses that have tested the skill of golfers from all over the world . . . from Arnold Palmer to the Prince of Wales . . . from Eisenhower to eastern businessman. Skeet shooting, tennis, harness racing, horse shows and luxurious accommodations also help make Pinehurst a year-round mecca for sports and vacationing. For 14 years Pinehurst has looked to Channel 2 for CBS and area interest television programs . . . par for the course in 51 North Carolina and Virginia counties served by WFMY-TV.

2

WFMY-TV

GREENSBORO, NORTH CAROLINA

"Now In Our 15th Year Of Service"

SEAL OF GOOD PRACTICE

Represented nationally by Harrington, Righter & Parsons, Inc.

SERVING THE LARGEST METROPOLITAN TV MARKET IN THE CAROLINAS

—those shows in which they are able to secure profit-sharing rights in syndication.

The report, in addition, expressed concern with what it described as the undue competitive advantage networks enjoy over independent companies in syndication markets in which the networks "may determine and control the product and also to a considerable degree the economic destiny" of many of the stations that are customers for syndicated shows.

One question said to have been raised Monday was the extent of the economic impact these proposals would have on the networks. If the impact were determined to be severe, the commission, presumably, would not consider the proposals further.

There was said to be some concern, also, about ramifications of the proposal to limit network ownership of prime time shows. This is aimed at opening up prime time to advertisers with programs which are designed for "a significant but less than maximal audience" and which networks tend to reject as not meeting their circulation "requirements."

Some commissioners noted that by requiring networks to take a minimum number of shows prepackaged by advertisers, the FCC would be moving away from the "magazine concept," in which advertisers' messages would not be identified with any particular program. Some commissioners have expressed interest in this concept in the past.



Mr. Bryant

Sinatra will appear on 2d Crosby special

Frank Sinatra will appear in the second Bing Crosby TV special to be presented by CBS-TV Feb. 15 (9-10 p.m. EST).

The actor-singer had dropped out of the first Crosby special after a protest against his appearance by General Motors Corp., a co-sponsor of the first show.

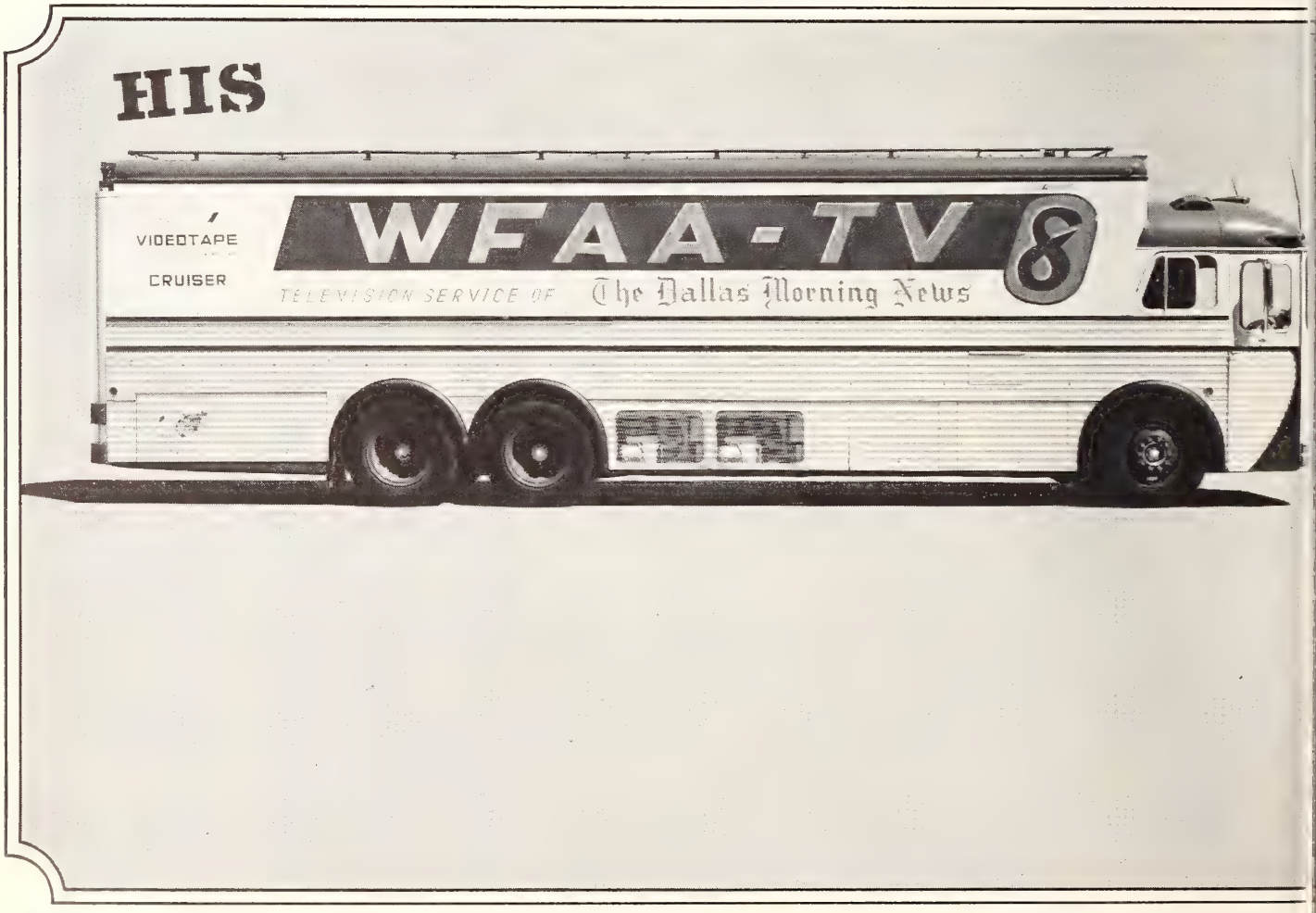
General Motors will not be a sponsor in the second program. The company's protest had been based on an alleged association of Mr. Sinatra with an underworld figure claimed by the Nevada Gambling Control Board.

Dean Martin, another performer scheduled to appear in the first Crosby special, but who cancelled his appearance following Mr. Sinatra's withdrawal, will also appear in the second production. Lever Brothers through Foote, Cone & Belding will be an advertiser on both programs. The first Crosby special will be aired Thursday (Nov. 7) (9-10 p.m. EST).

Yes, there will be a report on Dodd hearings

Despite appearances, the Senate Juvenile Delinquency Subcommittee has every intention of completing and publishing a report on hearings concluded 19 months ago on the effect of TV sex and violence on children.

Senator Thomas J. Dodd (D-Conn.), chairman of the unit whose hearings won many headlines in 1961 and 1962, reiterated last week that the report would be released "soon . . . certainly



before the end of the year."

A revised draft report prepared by the subcommittee staff has been in the senator's possession since last year (CLOSED CIRCUIT, Dec. 24, 1962). It is understood to contain a proposed legislative package that at one time included a bill to authorize the FCC to regulate the networks.

The hearing transcript was published last summer.

Since the programing material examined as a basis for the hearing is at least two years old, it is expected that the subcommittee would again monitor network TV programing for about a week before the report is wrapped up. The staff monitored network and some local programing for about three months before the hearings began in 1961.

Asked whether TV programing had changed substantially since the hearings, one source close to the subcommittee said he thought that "things are, if anything, worse." He pointed out that almost all of the network programs which were criticized most for sex and violence content during the hearing now enjoy reruns through nationwide syndication.

And many of these programs, once shown in prime time, now are in daytime schedules where they are even more available for youthful audiences, the source commented.

Responsibility for a subcommittee recommendation that government and broadcasters sponsor a joint study of TV's effects on children was placed in the hands of the Department of Health, Education and Welfare last year. A joint committee has been formed and recently requested social scientists throughout the country "to submit outlines of research projects" related to the subject.

Baseball, elections draw identical TV crowds

The largest audience to ever watch a sports event on TV, saw the 1963 World Series. The event tied with coverage of the 1960 election returns for the number one spot in A. C. Nielsen Co.'s "All Time Top Ten."

Event	Year	Homes reached (in millions)
1. Election Returns (NBC)	1960	27.75
1. Sunday World Series (NBC)	1963	27.75
3. Miss America (CBS	1963	26.32
4. Miss America (CBS)	1962	25.85
5. American in Orbit (NBC)	1962	25.68
6. Academy Awards (ABC)	1963	25.65
7. Saturday World Series (NBC)	1963	25.5
8. Rose Bowl (NBC)	1963	25.4
9. Miss America (CBS)	1961	25.37
10. Inaugural Ceremonies (NBC)	1961	25.09

ASCAP negotiations on radio to start

First formal negotiations for new ASCAP music licenses for radio stations are scheduled to be held Wednesday (Nov. 6).

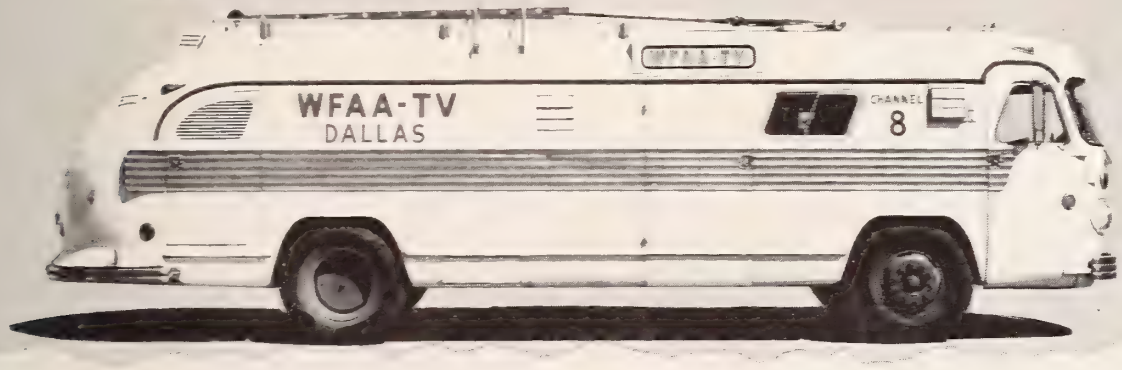
The stations will be represented by the All-Industry Radio Music License Committee in discussions to be held in New York with a delegation from the American Society of Composers Authors and Publishers (ASCAP).

Robert T. Mason, WMRN Marion, Ohio, chairman of the all-industry group, already has made clear that the committee will seek major reductions in commercial fees and elimination of sustaining fees, plus other concessions (BROADCASTING, Oct. 21). ASCAP presumably will demand that radio stations pay more, not less, for the use of ASCAP music.

The negotiations are for licenses to replace the five-year contracts due to expire Dec. 31 of this year. In the last negotiations, the radio station group won a reduction amounting to about 10% below the rates in effect prior to that time.

If the stations and ASCAP cannot come to terms, the courts may be asked to set reasonable fees. Television

HERS



if you were a TEXAN!

You'd have your own 'His' and 'Her' mobile television stations... For HIM: a roomy, 40-foot cruiser, equipped with two Ampex VideoTape Recorders, a complete power plant, six Marconi Mark IV cameras, five tons of air conditioning... and plenty of gas. For HER: a compact, 25-foot bus with three Dumont Camera chains and other equipment adequate for her modest needs. They're ready to go anywhere, anytime for any kind of job... commercials, programs, or special effects. They'll make you feel like a Texan...

The Quality Station serving the Dallas-Fort Worth Market **WFAA-TV**
ABC, Channel 8, Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.

broadcasters and ASCAP have been engaged in such a court proceeding for almost two years. The TV case is still in litigation.

At an ASCAP membership meeting in New York last Wednesday President Stanley Adams, apparently referring to the talks that set up this week's negotiating meeting, reported that discussion had already started "and we hope to have some results shortly."

Other ASCAP officials told the society's membership that efforts also were being made to work out a mutually satisfactory basis for licensing educational TV stations to use ASCAP music. License terms for community antenna TV systems also are under study, they indicated.

Pay TV postponed 4th time

KCTO(TV), a pay-TV test station on channel 2 in Denver, has been granted another one-month extension of its deadline for trials. Last week's FCC action was the fourth extension granted the station, owned by Channel 2 Corp., and moved the deadline back to Dec. 3.

KCTO's third extension (BROADCASTING, Oct. 7) was also for one month, although the firm handling the station's programing had originally wanted the TV subscription company to ask for nine months. Commissioner Robert T. Bartley abstained.

JFK and Goldwater favor '64 debates

Televised debates between the Democratic and Republican presidential candidates in 1964 seem assured following statements last week by Senator Barry Goldwater (R-Ariz.), a leading unannounced contender for the GOP nomination, and President Kennedy.

Sen. Goldwater, answering a question at an appearance before the Women's National Press Club in Washington, Oct. 31, said that he would debate President Kennedy if he is the GOP candidate next fall.

"Yes, I would enjoy that very much. We spent years arguing with each other and I kind of miss it," he said. Senator Goldwater and then Senator Kennedy were fellow members of the Senate Labor and Public Welfare Committee.

At his news conference on the same day, President Kennedy answered a similar question with these words:

"I have already indicated that I am going to debate if nominated."

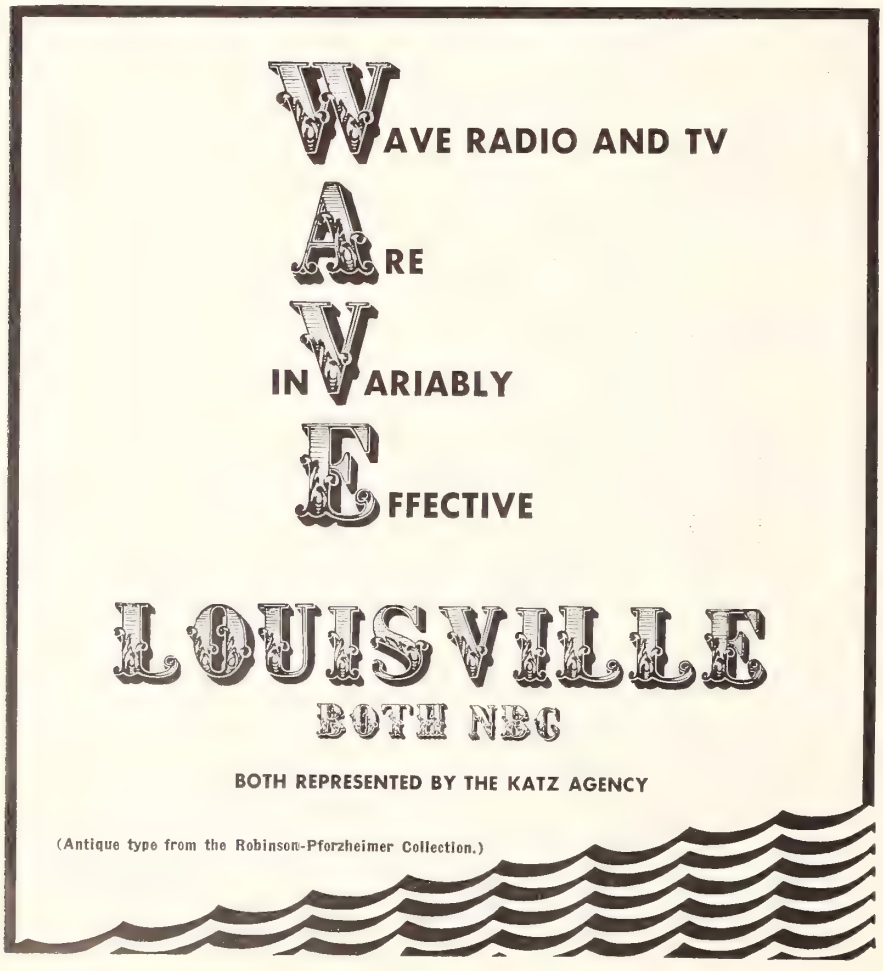
There have been reports that President Kennedy in recent months had turned cool to debating the Republican candidate on television. Last week's comments set those rumors to rest.

New York Governor Nelson Rockefeller and former Vice President Richard Nixon, both considered contenders for the Republican nomination, have implied at various times that they favored a debate between the two major candidates for the Presidency. Several weeks ago, Governor Rockefeller challenged Senator Goldwater to debate Republican issues that divide them. The Arizona Republican refused on the grounds it might divide the GOP.

Section 315 Suspension ▪ Meanwhile, suspension of the equal time provisions of Section 315 of the Communications Act for presidential candidates next year is still pending in Congress.

H J Res 247 has passed both houses of Congress. The Senate, however, limited the suspension to the 60 days before election day. The House put the deadline at 75 days. The Senate also amended the House bill to simplify reports required to be submitted to Congress by the FCC on the performance of stations under the suspension.

House action on whether to accept the amended bill has been delayed because, it is thought, of the heavy schedule of business before the House Commerce Committee and the absence in Geneva of the committee's chairman, Representative Oren Harris (D-Ark.). If the House committee accepts the Senate version, it will recommend that the House accede. If it does not, then conferees will be named to meet with Senate colleagues to iron out their differences.



WGAW members approve 5-year dues increase

A move to increase the dues of Writers Guild of America West from the basic $10 a year plus 1% of each member's gross income by adding $15 a year plus ¼ of 1% for the next five years was voted into effect by an overwhelming majority at a special membership meeting held Tuesday (Oct. 29). The increased payments will go to underwrite the cost of changing the system of royalty payments to writers of TV filmed programs from stipulated payments for each of six domestic reruns, with no further payments, to royalties based on a percentage of the gross income from all broadcasts throughout the world in perpetuity called for in the agreement negotiated by WGA with the Alliance of Television Film Producers in 1960 (BROADCASTING, June 26, 1960). Under this plan, the writer of a filmed TV show will receive a minimum of 4% of the producer's gross income (minus an allowance for distribution costs) for all broadcasts of the program in any part of the world at any time.

The Writer's Guild of America East proposal would add only the $15 to the present $10 dues, making it $25 plus 1% annually. This must still be approved by the membership.

You can't appreciate the new WABC if you don't dig the new American...



Papa's a flipper. He flips over stereo tape decks, Italian movies, manned satellites. He works fewer hours than any group of men in history and he has the time to cultivate a wide range of interests. WABC is one of those interests, because we talk to his kind of guy.

We give him Bob Dayton on Sundays and Dan Ingram to drive home with every day. Music to perk up the liberated man and set his foot tapping. He takes his job as citizen seriously, and we take our job of keeping him informed just as seriously...with news every half hour. Plus 80 minutes of world events and their meaning, every week night at 6. And frequent editorials on important issues. He doesn't always agree with us—but he knows that, too, helps sharpen his thinking. In short, WABC fits Papa's way of life, so he fits us into his day.

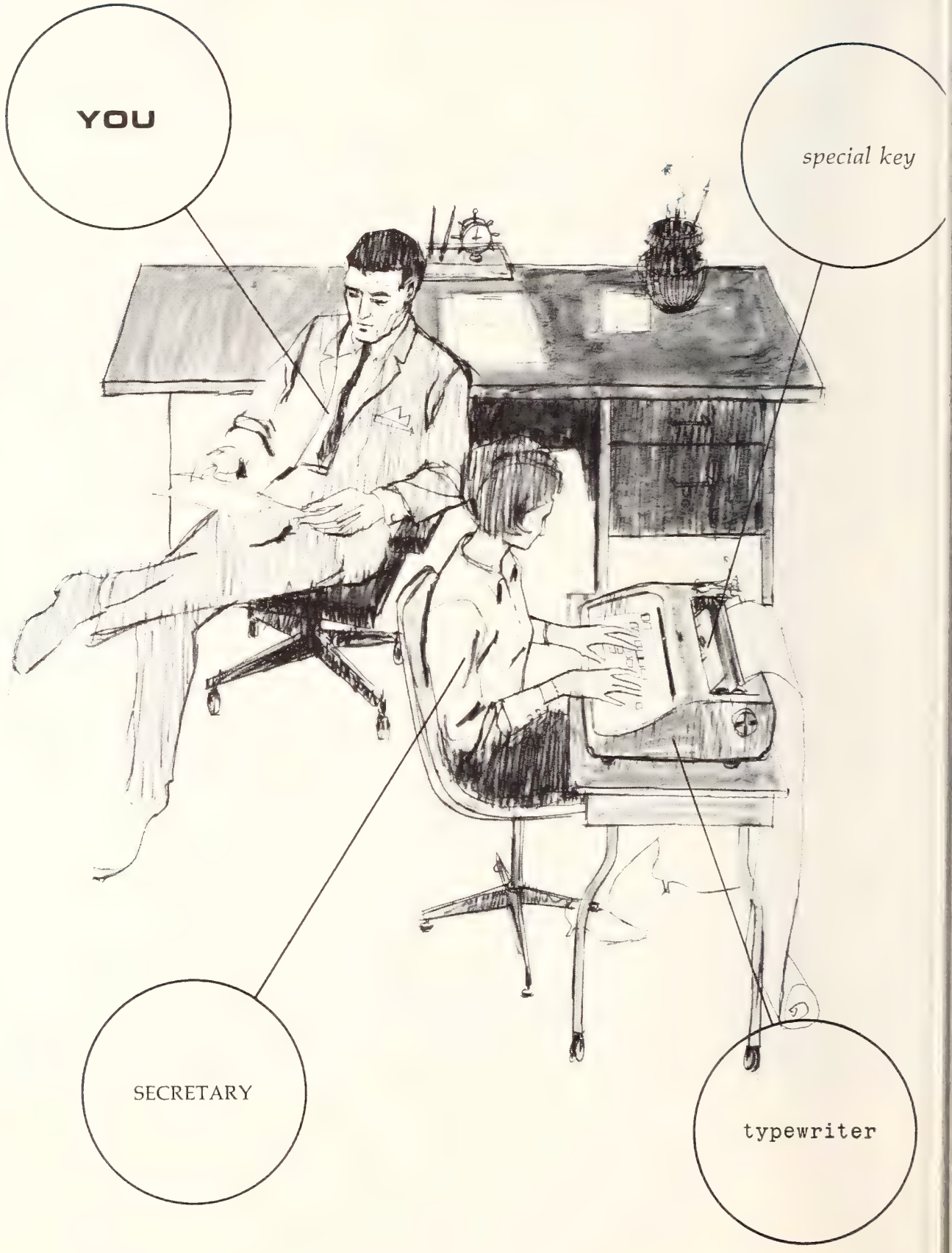
One more thing about this new all-American Papa: He's making more money now than any man in history. And he's spending it.

Got the picture? Give him the word on...

RADIO **77** *NEW YORK*

WABC

AN ABC OWNED RADIO STATION


YOU
special key
SECRETARY
typewriter

PROLOG*

AUTOMATIC PROGRAMMING
AUTOMATIC LOGGING
AUTOMATIC AUTHENTICATING

with an easily operated, simply controlled system. Assemble any program element from any one of 300 sources, and mix it into a tightly integrated and professional on-the-air format. Free your top talent to produce better newscasts, special features and commercials. Do it so smoothly your most avid listener won't suspect a thing . . . except that you sound better than ever before. A single button gives complete and instant manual control of PRO-LOG.*

*sounds interesting . . . please send me more information on Continental Electronics' PRO-LOG.**

NAME

TITLE CALL LETTERS

ADDRESS

CITY

STATE



Continental Electronics

BOX 5024 • DALLAS, TEXAS 75222 • AD 5-1251

Subsidiary of Ling-Temco-Vought, Inc.

*registered trademark pending

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CONTROLLED NEWS BATTLE

It's waged on several fronts as hearing convenes; Goldwater attacks, military retreats slightly

Broadcasters have been fighting Kennedy administration regulation of radio and television programing since the days of Newton Minow.

Last week they joined other journalists and congressmen in extending the plaint. Charges that the administration is seeking control over all government information were made by witnesses at a Senate hearing, in floor speeches in Congress and in an address by the "hottest" unannounced GOP presidential candidate.

A veteran Republican office holder said privately that the administration's entire handling of information was certain to be a campaign issue next year.

Here are some of last week's developments:

▪ Journalists told a Senate subcommittee that withholding of information by federal agencies is at its all-time worst and urged adoption of a freedom of information bill intended to reduce bureaucratic reliance on legal defenses for withholding.

▪ Continuing to cite the Department of Agriculture's controversial offer of a market news wire service, Republican congressmen charged the administration with "managing the news" and competing with free enterprise.

▪ The Republican Congressional Campaign Committee has been providing a suggested script to GOP congressmen that attacks the FCC's commercial standards as a step toward "the federal control of all the means of communication" (see page 50).

▪ Senator Barry Goldwater (R-Ariz.) scored the administration in broader terms and said that today "all government action is weighed in terms of propaganda value."

▪ The Department of State, whose "background briefings" have been criticized as forums for courting newsmen and making the administration look good, circulated questionnaires to former participants seeking an evaluation of the briefings and asking whether they should be continued.

▪ The Department of Defense issued a new directive prohibiting military personnel from using force to restrict activities of newsmen at scenes of military accidents.

▪ A House information subcommittee, which had pressed the Defense Department for that policy change, also began to evaluate detailed questionnaires of its own designed to catalog the entire federal government's information resources in funds, manpower and policies.

Freedom Of Information ▪ Broadcasters and their print media colleagues told the Senate Administrative Practices and Procedures Subcommittee that its freedom of information bill wasn't as strong as they would like, but enactment would be an improvement in helping them overcome capricious withholding of information by government agencies. Failing new legislation, however, repeal of the present law would be preferred, they said.

"Bureaucratic interpretations of the law" have "too often" thwarted reporters' efforts in obtaining facts needed for public understanding of government, said Howard H. Bell, National Association of Broadcasters vice president for planning and development.

The bill before the subcommittee contains some exceptions that would authorize withholding for specific statuatory or security reasons. Mr. Bell proposed another that would protect financial information broadcasters are required to give the FCC. He suggested the bill include a provision, already FCC policy, that would label information "of a confidential business nature" as "not open to public examination and inspection." The FCC concurred in a written statement.



NAB's Howard Bell

It appeared last week that the subcommittee would go along with the NAB recommendation although the Justice and Treasury departments testified against the bill, objecting that it would invade citizen privacy rights and encumber government investigative work.

Agriculture's News Wire ▪ Senator J. Glenn Beall (R-Md.) said in a floor speech Monday (Oct. 28) that "the appropriate congressional committee" should investigate the Department of Agriculture's market news wire. Congressmen have been sniping at the department's news service since it was inaugurated Aug. 1. But by last week Secretary Orville Freeman had let it be known that policies governing the service had been modified.

Secretary Freeman announced that neither general news nor policy statements would be carried on the wire. He explained that the department had no intention of competing with existing news services. Secretary Freeman said the department was making it possible for anyone, such as broadcasters or newspapers, to tap the department's nationwide wire which regularly carries price and market information for department use. On Aug. 1, he said, the department announced that if someone wanted to pay the AT&T wire charge, they could use the service. Nothing more was intended, Secretary Freeman said.

Goldwater On The Administration ▪ Senator Goldwater told a luncheon of the Women's National Press Club in Washington Thursday (Oct. 31) that public relations has become the administration's "primary consideration."

"Manipulation of the news by this administration has become a pretty big project," Senator Goldwater said. He cited use of U. S. Information Agency opinion polls, "abuse of truth and ethics involved in the propagandizing for compulsory medical care for the aged" in a televised election campaign spot, "censorship" during the Cuban Bay of Pigs invasion and "countless other cases of blackouts, distortions, fabrications and falsifications of news."

News Directive ▪ A seven-month battle by the House Foreign Operations and Government Information Subcommittee to prevent military personnel from using or threatening force against newsmen in civilian areas apparently ended Tuesday (Oct. 29) when the Defense Department announced the issuance of a new all-service information directive. Representative John E. Moss (D-Calif.), chairman of the subcommittee, hailed the announcement and said the directive achieves the objective of protecting legitimate defense secrets "by requiring them [military personnel] to get assistance from civilian law enforcement officials, and by requesting the cooperation of news media."

Tabs On Federal Information ▪ A spokesman for the information subcommittee reported last week that about

5% of the federal agencies requested o fill in an extensive questionnaire on heir information policies had provided he information. The FCC complied ast week and reported that in fiscal 963 it spent about $42,500 in salaries or its public information activities, but hat it spent more than twice that mount, $102,597, for the salaries of ersonnel needed to answer congressionl information requests. The FCC estinated it cost another $100,000 for other operating costs in that area, bringing the figure to more than $200,000, including costs for preparation of commission testimony before Congressional committees.

The subcommittee, at the request of Representative George Meader (R-Mich.), is trying to find out just how much the government spends to provide information and how many people are engaged in related functions.

Other FCC answers to the information questionnaire:

▪ The agency has no requirement that personnel not in the public information field report contacts with newsmen.

The same holds true for personnel working in congressional information, although, as a courtesy or for coordination, some contacts are called to the attention of the FCC chairman and/or the associate general counsel for legislation.

GOP-edited Kennedy 'quote' runs afoul of FCC

The FCC moved swiftly last week to halt the broadcast by Kentucky radio stations of a doctored tape of a presidential news conference.

A Republican state campaign committee, acting through the Staples advertising agency of Louisville, provided the tape for broadcast during the final week of that state's gubernatorial election campaign, which ends Tuesday (Nov. 5).

The Republicans had purchased 30-second spots, three times daily, on some 50 stations, and many of the stations began carrying them before the commission had a chance to rule on the contents.

The commission, acting in response to queries from the Kentucky Broadcasters Association and from stations in the state, didn't direct the broadcasters to stop carrying the announcement. But it said broadcasts of the tape appear to violate commission rules against distorting news.

Alvis H. Temple, WKCT Bowling Green, secretary of the KBA, told BROADCASTING Wednesday (Oct. 30) that, as far as he knew, all stations which had been carrying the tape dropped it after the commission's ruling was received. He said the Louisville agency supplied a substitute announcement for the controversial tape.

Kennedy Quote ▪ According to the tape as provided to the stations, President Kennedy appears to advocate race mixing. The complete presidential "quote" contained on the tape declares: "Good afternoon, ladies and gentlemen I would say that over the long run we are going to have a mix. This will be true racially, socially, ethnically, geographically. That's really the best way."

Then another voice breaks to state: "Breathitt supports this Kennedy policy. Vote against it. Vote Nunn-Lawrence."

Edward T. (Ned) Breathitt is the Democratic candidate for governor. Louis B. Nunn and Bemis Lawrence are the Republican candidates for governor and lieutenant governor.

According to a transcript of the Sept. 12 presidential news conference, obtained by the commission, the President was responding to a question as to the effect the civil rights issue might have on his political fortunes in the North.

"I understand what you mean,



Mr. Temple

that there is a danger of a division in the party, in the country, upon racial grounds," he said, according to the transcript. ". . . I don't know what 1964 is going to bring. I think a division upon racial grounds would be unfortunate, class lines, sectional lines. . . . So I would say that over the long run we are going to have a mix. . ."

Mr. Temple asked the commission Monday (Oct. 28) for a ruling on the announcement. With the election imminent, the commission met in a special session Tuesday afternoon, decided on its reply and immediately notified Mr. Temple by telephone of its ruling. A telegram containing the commission's ruling, over Chairman E. William Henry's name, was received by Mr. Temple Wednesday morning.

Broadcasters' Questions ▪ Kentucky broadcasters had asked whether broadcasts of the tape would violate any commission rules. Some were also said to believe that they were barred from rejecting the tape by the political broadcasting law prohibiting censorship of candidates.

The commission, in its telegram, noted the 1949 report on editorializing holds that broadcasters would violate their responsibility to the public if they were to "distort" news concerning a controversial issue.

"On the basis of the facts presented to us," the commission added, "the announcement is an apparent distortion of the facts" concerning the President's news conference statement.

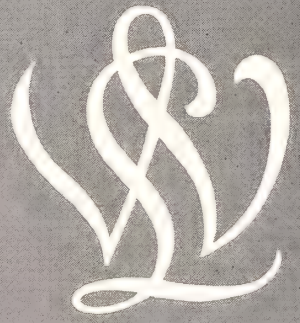
The telegram went on to say that the prohibition against censorship doesn't apply to the tape since "no personal use of station facilities by a candidate [is] involved."

The ruling was adopted unanimously by the four commissioners who attended the special meeting—Chairman Henry, Robert T. Bartley and Lee Loevinger (all Democrats) and Rosel H. Hyde (Republican).

WWDC radio salutes Washington's finest

This is the symbol of service and quality made vital by the Woodward & Lothrop name. Since its founding in 1880, this store has been dedicated to providing better merchandise and rendering better service for the people of the Washington area. This dedication has extended also to the belief in good corporate citizenship and in the responsibilities of community service. This symbol represents the one thing Washingtonians receive from Woodward & Lothrop that cannot be put in a package.

We salute Woodward & Lothrop in recognition of its continuous and productive use of Radio in the metropolitan Washington area.



Represented nationally by Blair Radio

BLAIR GROUP PLAN MEMBER

WWDC RADIO WASHINGTON D. C.

WAME withdraws suit against Nielsen Co.

A. C. Nielsen Co. announced last week that WAME Miami had voluntarily withdrawn its damage suit against the Nielsen company in the U. S. District Court in Miami. The announcement said Nielsen had "made no payment and entered into no agreement" in connection with the withdrawal.

The Miami station had filed suits against both Nielsen and The Pulse Inc. in actions following a House subcommittee's lengthy investigation of audience measurement services last spring. WAME claimed that Nielsen and Pulse had misrepresented their reports for metropolitan Miami between 1959 and 1962.

WAME withdrew its suit against Pulse several weeks ago. Its suit against Nielsen had asked for $500,000 in compensatory damages and $1 million in punitive damages.

Four Star reports sales up 66%

Sales at the Four Star Distribution Corp. since the beginning of the new fiscal year last July 1, are running 66% ahead of last year and have totaled $1,250,000, Len Firestone, vice president and general manager reported last week.

He attributed the increase to two factors: one is that Four Star Distribution has more and varied product to sell this year, and the other is that more and more stations are beginning to stock-pile product by buying series with the option of a long-delayed starting date.

Film sales . . .

En France (Seven Arts Associated): Sold to KTVI(TV) St. Louis; WJW-TV Cleveland; WSB-TV Atlanta; WKYT(TV) Lexington, Ky.; KAVE-TV Carlsbad, N. M. and WTRF-TV Wheeling, W. Va. Now sold in 65 markets.

Volume 3 (Seven Arts Associated): Sold to KPAC-TV Port Arthur, Tex., and KBOI-TV Boise, Idaho. Now sold in 117 markets.

Volume 4 and 5 (Seven Arts Associated): Sold to WTAF(TV) Marion, Ind., and KBOI-TV Boise, Idaho. *Volume 4* now sold in 93 markets and *Volume 5* in 91 markets.

Volume 7 (Seven Arts Associated): Sold to KTVT(TV) Dallas-Fort Worth and KBOI-TV Boise, Idaho. Now sold in 37 markets.

Lee Marvin Presents—Lawbreaker (United Artists TV): Sold to WDAU-TV Scranton, Pa.; KNTV(TV) San Jose, Calif.; KLYD-TV Bakersfield, Calif.; WLBT(TV) Jackson, Miss.; WKTV(TV) Utica, N. Y.; WNDU-TV South Bend, Ind.; KOTV(TV) Tulsa, Okla.; KHSL-TV Chico, Calif.; KTVK(TV) Phoenix, Ariz.; WTAR-TV Norfolk, Va.; WFMJ-TV Youngstown, Ohio; KOAM-TV Pittsburgh, Kan.; WINK-TV Fort Myers, Fla.; KELP-TV El Paso, Tex.; KOB-TV Albuquerque, N. M.; KGUN-TV Tucson, Ariz.; KEZI-TV Eugene, Ore.; WRGB(TV) Schenectady, N. Y.; KXTV(TV) Sacramento, Calif.; WJXT(TV) Jacksonville, Fla. Now sold in 110 markets.

Century II features (20th Century Fox TV): Sold to KHJ-TV Los Angeles; KCMO-TV Kansas City, Mo.; WISH-TV Indianapolis; KOOL-TV Phoenix, Ariz.; WTIC-TV Hartford, Conn.; WTOL-TV Toledo, Ohio; KBTV(TV) Denver; WFGA-TV Jacksonville, Fla.; KCBD-TV Lubbock, Tex. and WKZO-TV Kalamazoo, Mich. Now sold in 30 markets.

The Sons of Hercules (Embassy Pictures Corp.): Sold to WOR-TV New York; WNBQ(TV) Chicago; KGO-TV San Francisco; KHJ-TV Los Angeles; KTVT (TV) Dallas; WXYZ-TV Detroit; WTIC-TV Hartford, Conn.; WFLA-TV Tampa, Fla.; WKBW-TV Buffalo; KLZ-TV Denver; WDAF-TV Kansas City, Mo.; WWL-TV New Orleans; WTTV(TV) Indianapolis; WKRC-TV Cincinnati, and WITI-TV Milwaukee. Now sold in 53 markets.

Riverboat (MCA TV): Sold to WCNY-TV Carthage-Watertown, N. Y. and KAIT-TV Jonesboro, Ark.

Checkmate (MCA TV): Sold to KAIT-TV Jonesboro, Ark.

Overland Trail (MCA TV): Sold to WCNY-TV Carthage-Watertown, N. Y.

Suspicion (MCA TV): Sold to KAIT-TV Jonesboro, Ark.

Thriller (MCA TV): Sold to KAIT-TV Jonesboro, Ark. and WNBE(TV) New Bern, N. C.

Frontier Circus (MCA TV): Sold to WCNY-TV Carthage-Watertown, N. Y. and KRON-TV San Francisco.

How funny is punishment?

Jackie Gleason while taping a segment of his weekly show (CBS-TV Saturday, 7:30-8:30 p.m.) spoofed the punishment-test TV commercial and fractured a wrist bone doing it. During the take on Oct. 29, the comic rode a bicycle down a short ramp and into a nine-foot wall of uncemented heavy plastic brick (to spoof the punishment tests given wrist watches).

After the mishap, Mr. Gleason continued taping for the Nov. 2 show but later had the injured left forearm x-rayed. His arm has to be immobilized for seven to ten days but he planned to be at work on Nov. 5 for taping of his next program.



Sell them insurance? Not on your life!

You know who buys the insurance. Dad. And if you want to buttonhole dad in Indianapolis, concentrate on WFBM. Honestly, it's the best policy. For we concentrate on reaching adults with your sales message. All our broadcast features are pointedly programmed to adult tastes . . . calculated to please the people who do the real buying in Indianapolis. Isn't that the kind of coverage *you* want?

Put your advertising where the money is!

WFBM RADIO TIME LIFE BROADCAST

1260 INDIANAPOLIS

REPRESENTED NATIONALLY BY THE KATZ AGENCY • 5000 WATTS

Pay TV public stock sells out 1st day

GOVERNMENT CONDITIONS IMPOSED ON STV PRECEDING STOCK SALE

Investors testified to their belief in the future of pay TV last week in the most specific fashion—by backing it up with $15,720,000. That sum was spent Wednesday (Oct. 30) for 1,310,000 shares of stock in Subscription Television Inc. at $12 a share. The stock was put on sale Wednesday morning by 61 brokerage firms and before the day was over the issue had been completely sold out, according to a spokesman for William R. Staats & Co., Los Angeles investment firm which acted as representative of the underwriting group.

Organized earlier this year (BROADCASTING, July 22, et seq.), STV received authorization to put its stock on public sale on Tuesday from the California Corporations Commission and the following morning from the federal Securities and Exchange Commission, with which a registration statement had been filed in August.

News stories about the company and its plans to begin operation of its closed circuit program service in Los Angeles and San Francisco next spring with the games of the San Francisco Giants and the Los Angeles Dodgers as its primary program fare (scheduled to begin by July 1964 with 20,000 subscribers in each city) inspired investigations by both the state and the federal agency before official clearance was given. Even then, the California Corporations Commission placed a number of conditions on permitting STV to offer stock in the new company to the public.

Public Comes First ▪ Holders of STV stock before the public offering were required to put 1,114,806 of their 1,328,972 shares into escrow, not to participate in any dividend distribution until they are released by the state. This will be until the company has been legally liquidated, with all new stockholders receiving $12 a share plus 60 cents a year (5%) cumulated from the date of purchase, or until STV has had earnings of not less than 6% for a period of from three to five years.

These restrictions were considered necessary because of the intangible nature of the company's assets, the commission explained, noting that STV's actual cash investment before the public offering amounted to approximately $250,000.

Among the major stockholders of STV in advance of the public offering were Reuben H. Donnelley Corp., with 150,000 shares; Lear Siegler Inc., 150,000 shares; National Exhibition Co. (San Francisco Giants), 54,000 shares; Los Angeles Dodgers, 71,000 shares; Donald D. Harrington, 60,000 shares; N. B. Hunt, 75,000 shares; Caroline Hunt trust estate, 25,000 shares; Tolvision of America, 613,417 shares. In addition, some of these constituted a group of "direct purchasers" who were committed to purchase additional stock at $12 a share (with no underwriting commission) as follows: Donnelley, 130,000 shares; Lear Siegler, 130,000 shares; Mr. Harrington, 20,000 shares; Mr. Hunt, 85,000 shares, and the Caroline Hunt estate, 25,000 shares. Stock sold through the brokerage firms carried an underwriting discount of $1.05 a share.

Weaver Running The Show ▪ Officers of the company are: Sylvester L. (Pat) Weaver Jr., president and treasurer; Robert F. MacLeod, vice president, assistant treasurer and assistant secretary; Richard C. Hemingway, vice president, and John Nelson Steele, secretary.



Mr. Weaver
All sold out

Mr. Weaver has been board chairman of McCann-Erickson International and previously was president and board chairman of NBC. He has a five-year contract with STV. Mr. MacLeod was formerly publisher of *Seventeen* magazine; earlier he had been vice president and advertising director of Hearst magazines and publisher of *Harper's Bazaar*. Mr. Hemingway has been vice president of Tolvision of America. Mr. Steele has been a partner in the law firm of Hughes, Hubbard, Blair & Reed.

STV directors include Mr. Weaver and Mr. Hemingway. Also: John G. Brooks, Lear Siegler board chairman; John J. Burke, senior vice president, Lear Siegler; Matthew M. Fox, president, Tolvision of America; N. B. Hunt, independent investor; Hamilton B. Mitchell, president, Reuben H. Donnelley; Donald A. Petrie, attorney, who was president of the Hertz Corp. until the end of 1961; Donald Royce, senior partner, William R. Staats; James L. Stolzfus, an employe of Reuben H. Donnelley. Three more directors will be added, bringing the total number to 13.

Mr. Weaver is also president and chief executive officer of Programs, a wholly-owned STV subsidiary, which has contracts for the TV rights to the Dodgers and Giants games and for cultural and other special program material controlled by Sol Hurok, impresario. Mr. Fox is chairman and Mr. Hemingway is vice president of Programs. Tom Gallery, former NBC sports director, is also a vice president of Programs and director of sports programing.

Mr. Weaver, who was unavailable for interviews last week, was present at an annual stockholders meeting on Oct. 30 in Jersey City, N.J., of the National Exhibition Co., which owns the Giants. Also in attendance was Hamilton Mitchel, president of the Donnelley Corp.

Bank Conditions ▪ Security First National Bank, Los Angeles, and Wells Fargo Bank, San Francisco, have agreed to lend up to $2.5 million apiece to STV on or before Oct. 31, 1966, at 5½% interest, subject to: STV having 120,000 subscribers; actual revenue having averaged $11.33 per month per subscriber for six months immediately preceding each borrowing, plus installation charges averaging $10 per subscriber or actual collections averaging 85 cents over the $11.33 per subscriber per month, and STV having expended all but $2 million of the net cash proceeds from the sale of stock. STV is to pay a commitment fee of ½% per year on the unused part of the unterminated commitment, which may be terminated in whole or in part at any time without

Placopecten megellanicus capitol of America?

"The young lad over to Woods Hole Oceanographic Institute said it, not me! Means our boys in New Bedford land, shuck and ship 75% of the Sea Scallops folks smack their lips over in the rest of the U.S.A. Dredge 'em off Georges Bank, 200 . . . 250 miles out to sea.

"Nothin' quite like a scallop . . . the shellfish that jet-propels himself. Brings a nice return per pound, too."

But then, the whole Providence market brings "a nice return" . . . per person, per mile . . . or per pound. Industries producing low-bulk, high-profit goods such as jewelry, electronics, and precision tools concentrate large payrolls in this compact area, from Willimantic, Norwich and New London, all in Connecticut . . . to Worcester, Brockton, Fall River and New Bedford, all in Massachusetts. Of Course, Providence is Rhode Island. People in television say **Providence is WJAR-TV.**



Your personal print suitable for framing, awaits your card or call.

FIRST TELEVISION STATION IN RHODE ISLAND

AN OUTLET CO. STATION **NBC** — Edward Petry & Co. Inc.

premium. Any amount borrowed is to be repaid in six equal semiannual installments commencing Feb. 1, 1967.

Until all loans made under this agreement are repaid, STV may not declare any dividend (other than in stock) or make other distribution on its capital stock or purchase, redeem or retire any of this stock, until it has accumulated and maintained an earned surplus of $10 million, and then dividends may not exceed 60% of net income after taxes. The prospectus issued Oct. 30, states: "There is no assurance that the company will ever be able to pay dividends under this test."

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KTLA(TV) Los Angeles: Sold by Paramount Pictures Corp. to Golden West Broadcasters for $12 million (see story this page).

▪ WDEF-AM-TV Chattanooga: Sold by Carter M. Parham and associates to Roy F. Park for $2,780,000 (see opposite page).

▪ KBON Omaha: Sold by Joe Gratz and M. M. Fleischel to Profit Research Inc. for $325,000. Profit Research Inc., with headquarters in New York, is headed by Sidney Walton as president, and is in research and publishing. Profit Research recently bought WINF Manchester, Conn., for $285,000 and the purchase is pending FCC approval. KBON operates fulltime on 1490 kc with 1 kw day and 250 w night. It is affiliated with ABC.

Golden West gets KTLA(TV) for $12 million

AFTER 24 YEARS, PARAMOUNT SELLS ITS LONE PROPERTY

One of the oldest TV stations in the country, KTLA(TV) Los Angeles, was sold last week by Paramount Pictures Corp. to Golden West Broadcasters, a group owner of radio stations in the West.

The price was $12 million for the channel 5 independent which began in 1939 as an experimental operation. KTLA has been broadcasting commercially since 1947 and has been owned since the beginning by Paramount. Included in the purchase price is $500,000 in net current assets.

The sale is subject to FCC approval.

Golden West is headed by Gene Autry, motion picture and radio singing cowboy star. Other principals are Robert O. Reynolds and Lloyd Sigmon.

Golden West stations are KMPC Los Angeles, KSFO San Francisco, KVI Seattle and KEX-AM-FM Portland, Ore. The Golden West group also controls the Los Angeles Angels, American League baseball team and has a substantial minority interest in the Los Angeles Rams, National Football League team.

The Angels for the last three years had their road games broadcast over KHJ-TV in Los Angeles but the contract expired with the end of the season. No new contract has been signed, although talks were held with other area stations, including KTLA before its sale. It is presumed the Angels and the Rams away games will be broadcast by KTLA under its new ownership.

Mr. Autry, with other associates, owns KOOL-AM-TV Phoenix and KOLD-AM-TV Tucson, both Arizona. His other investments include hotels in Los Angeles, San Francisco, Chicago and Palm Springs, Calif.

Real estate, valued at about $6 million, owned by Paramount Television Productions Inc., the licensee of KTLA, was spun off and was not part of the Autry deal.

The transaction provides for the continued use of the present KTLA studios and offices. These occupy Stage 6, one of the largest stages on the Paramount lot. The lease calls for $50,000 rental for the first year, $75,000 for the second year, and $100,000 for the third year. Termination is permitted, however, any time on a year's notice. KTLA's transmitter is on top of Mount Wilson with all other area TV stations.

Golden West Site ▪ Eventually the KTLA operation is expected to be moved to property owned by Golden West. This includes the KMPC location on Sunset Boulevard, and also property running north from Sunset Boulevard on Western Avenue, at Angels headquarters.

There is no plan to consolidate KMPC and KTLA, Mr. Sigmon said last week. Plans are to make both stations competitive, he said, with no joint personnel below the top level. Each station will have its own manager, reporting directly to Mr. Sigmon, who is executive vice president and general manager of the group. The present management of KTLA will be retained; S. L. Adler is the general manager of the station.

The transaction was concluded the weekend of Oct. 26 by Barney Balaban, president of Paramount; Paul Raibourn, senior vice president of the film company (and president of the station's licensee), and Howard E. Stark, station

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broker, representing Golden West.

With the disposition of its TV station, Paramount is out of station ownership but remains in film syndication and in subscription TV through its subsidiary International Telemeter Co. At present the only ITC pay TV operation is in Etobicoke, a suburb of Toronto, Ont.

One Of Six ▪ KTLA is one of six independent TV stations in Los Angeles. The others: KCOP(TV), owned by Chris Craft Industries; KHJ-TV, owned by RKO General; KTTV(TV), owned by Metromedia, all VHF, and KHJ(TV), owned by Central Broadcasting, and KMEX-TV, owned by Spanish International Network, both UHF.

The other three stations in Los Angeles, all VHF, are owned by the three TV networks: KABC-TV, ABC; KNXT-(TV), CBS, and KNBC(TV), NBC.

The KTLA sale is the second major TV ownership transfer in the Los Angeles market in the last six months. Last June Metromedia Inc. acquired KTTV from the *Los Angeles Times* for $10,390,000. Subsequently, Metromedia bought KLAC-AM-FM there for $4.5 million.

Ranking Price ▪ The $12 million purchase price for KTLA is one of the highest paid for an independent TV station. Recently, KTVU(TV) Oakland-San Francisco was bought by the James M. Cox interests for $12,360,000.

Top value for a TV station was last year's buy by Hearst Corp. of the remaining 50% of WTAE(TV) Pittsburgh for $10.6 million, giving the Hearst Corp. 100% ownership and giving the channel 4 station, affiliated with ABC, a $21.2 million valuation.

The highest price paid for a combined radio and TV property was the $15.6 million allocated to WCAU-AM-FM-TV Philadelphia when CBS bought those stations plus real estate in 1958 from the *Philadelphia Bulletin*.

Other major broadcast sales prices:

▪ Storer paid $10,950,000 for WHN New York.

▪ Westinghouse paid $10 million for WINS New York.

▪ Cowles Magazines & Broadcasting paid $8 million for WREC-AM-TV Memphis.

▪ Time-Life paid $6.25 million for KOGO-AM-TV San Diego.

▪ Harte-Hanks Newspapers paid $6.25 million for 63% of KENS-AM-TV San Antonio. Later KENS was sold for $700,000.

▪ Outlet Co. (Providence, R. I., department store and owner of WJAR-AM-TV there) paid $6 million for WDBO-AM-FM-TV Orlando, Fla.

Pending before the FCC is the $38.5 million sale of all of the Transcontinent Television Corp. stations (except Cleveland) with Taft Broadcasting paying $26.9 million plus adjustments for WGR-AM-FM-TV Buffalo, WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton, Pa. Midwest Television Inc. is buying KFMB-AM-FM-TV San Diego for over $10 million. Time-Life is buying KERO-TV Bakersfield, Calif., for over $1.5 million.

Other major group purchases include Time-Life's $15,750,000 buy in 1957 of the Harry M. Bitner broadcast properties (WFBM-AM-FM-TV Indianapolis, WTCN-AM-TV Minneapolis-St. Paul and WOOD-AM-TV Grand Rapids, Mich.), and Corinthian's $10 million purchase in 1956 of the Bruce McConnell stations (WISH-AM-TV Indianapolis and WANE-AM-TV Fort Wayne, Indiana).

duPont deadline announced

Dec. 31 has been set as deadline for nominations for the 1963 awards of the Alfred I. duPont Awards Foundation, which annually gives $1,000 prizes to two radio or TV stations and a commentator.

The foundation is administered by Washington and Lee University, and winners of the awards are encouraged to convert the cash into a scholarship, named for the recipient, in the radio-television field. Information about the awards can be obtained from the curator of the school, Lexington, Va.

Park buys WDEF-AM-TV

The sale of WDEF-AM-TV Chattanooga by Carter Parham, Edward Findlay Jr. and associates to Roy F. Park for $2,780,080 was announced last week.

In an agreement reached Thursday (Oct. 31), Mr. Park contracted to pay $80 a share for all 34,751 outstanding shares of WDEF Broadcasting Co. The agreement is subject to the approval of at least 90% of the stockholders of the Chattanooga station. The sale was negotiated by R. C. Crisler & Co., Cincinnati.

Mr. Park owns WGTC-AM-FM and WNCT(TV) Greenville, N. C., and only recently acquired KREB Shreveport, La. The Greenville stations own 30% of WECT(TV) Wilmington, N. C.

WDEF-TV, which began in 1954, is on channel 12 and is affiliated with CBS. WDEF, founded in 1941, is on 1370 kc fulltime with 5 kw. Mr. Park, a native North Carolinian, now residing in Ithaca, N. Y., said Mr. Parham and Ken Flenniken, general manager of WDEF radio, had agreed to continue in their posts.

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UHF OPERATOR CHARGES MONOPOLY

Wants VHF competitor to be divested of all but one station

The VHF-UHF competition reached a new high last week when a UHF operator asked the FCC to order its VHF competitor to divest itself of all but one TV station.

The petition was filed by Plains Television Inc., owner of three UHF outlets in central Illinois, against Midwest Television Inc., which owns one VHF and a UHF in the same area.

The Plains complaint is based on the allegation that Midwest exercises a monopoly in the region through the use of combination rates, combination programing and a combination staff.

Plains also asked the FCC to deny Midwest's pending purchase of KFMB-TV San Diego.

Midwest is principally owned by August C. Meyer and his wife. It owns WCIA(TV) Champaign, on channel 3; WMBD-TV Peoria, on channel 31, and a UHF translator in LaSalle. Midwest is an applicant for channel 26 in Springfield, Ill., and for a VHF translator in Effingham. Peoria is operated as a semi-satellite of WCIA, Plains says, and the Springfield operation will be operated similarly if granted.

Mr. Meyer is out of the country and could not be reached for comment. A spokesman for Midwest said it would answer the allegations in its reply to be filed with FCC.

Plains is jointly owned by H. & E. Balaban Co. (Harry and Elmer Balaban, midwest theater owners) and Transcontinental Properties Inc. (Herbert Scheftel and estate of Alfred E. Burger). It owns WICS(TV) (ch. 20) Springfield; WCHU(TV) (ch. 33) Champaign, and WICD(TV) (ch. 24) Danville. Plains also is an applicant for a VHF translator in Champaign. Its Champaign and Danville stations are operated as semi-satellites of WICS.

The key of the Plains' complaint is that the Midwest group, all based on VHF outlet WCIA, gives Midwest an "overwhelming dominance" in central Illinois.

For example, Plains says, the WCIA's CBS network base hourly rate is $1,250, while the combined WICS-WCHU-WICD NBC network rate is only $500.

Single Market Concept ▪ Midwest, Plains claims, has achieved dominance of the central Illinois market, through planned approach to the area as a single entity. It serves and would serve, Plains says, an area of 19,445 square miles "carved out of the heart of Illinois and extending into Indiana." It promotes this "empire," Plains says, by calling it and selling it as the "Greater Illinois Market (GIM)."

Plains acknowledges that Midwest has a separate rate for WCIA and for WMBD-TV, but, it adds, "for significant periods" it has combination rates for both stations "which is substantially lower than the sum of the two individual rates."

As as example, Plains says that in the syndicated program *Adventures in Paradise,* WCIA charges $60 for a spot, and WMBD-TV $15, but a combination buy costs only $65.

This gives Midwest a significant competitive advantage for national and regional spot business, Plains charges.

If Midwest gets a station in Springfield, Plains claims, this could be "disastrous" for its Springfield station, since buyers will be tempted to buy the package headed by WCIA which already has the advantage of being VHF.

Common programing by Midwest not only is injurious to Plains, the UHF group says, but runs afoul of the FCC's policy calling on stations to produce local programing. This competitive advantage to Midwest, and disadvantage to Plains, is also true in common staff and operation by Midwest.

Plains sums up its complaint:

". . . The present competitive situation in central Illinois originates in the imbalance inherent in the intermixture of one dominant VHF station in a group of struggling UHF stations. It is enhanced by Midwest's calculated expansion of its service area by acquiring more and more stations in contiguous areas, and it is capped by Midwest's abusive commercial practices (including joint rates, common programing and common operation) clearly designed to make it more dominant. . . ."

Diversification Standards ▪ Because of this, Plains says, Midwest is contravening the FCC's "traditional" diversification standards.

Midwest, Plains states, does not need this umbrella coverage because it starts with "a very substantial competitive advantage"—its base station WCIA is the only VHF outlet in central Illinois. Plains also claims that Midwest has thwarted FCC policy on extension of service areas through the use of regular stations in other markets as satellites.

Plains claims that Midwest, as the owner of the only VHF in the area, should lean over backward "not to take unfair advantage of its less fortunate UHF competitors."

In asking the commission to deny





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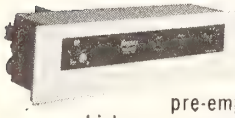
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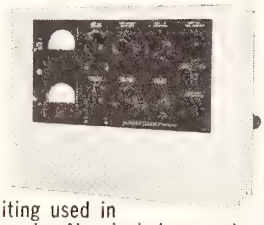
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Midwest's purchase of KFMB-TV, Plains claims the addition of another station to Midwest's group would have "serious adverse economic impact" on Plains. It might permit Midwest to operate the San Diego station in combination with its other stations in the purchase of feature films, syndicated film, other program resources and joint sales.

Midwest is paying $10,085,000 for the channel 8 San Diego station; it is part of the disposition of Transcontinent Television Corp. (no relation to Transcontinental) TV stations in a $38.5 million transaction which has Taft Broadcasting buying Kansas City, Buffalo and Scranton, and Time-Life buying Bakersfield, Calif. (BROADCASTING, Sept. 23). All pend FCC approval.

$3,000 in fines upheld by FCC

The federal government is going to be $3,000 richer when it collects the fines ordered by the FCC last week.

The commission last week affirmed $500 fines for WCCO-TV, KSTP-TV, WTCN-TV and KMSP-TV, all Minneapolis for failure to identify the sponsor of a local program supporting an ordinance closing stores on Sundays (BROADCASTING, Sept. 10, 1962). The program featured Dr. Arthur Upgren, an economist, discussing the merits of the ordinance—which had been vetoed by the mayor and was to be reconsidered by the city council the next day—and was sponsored by a group of businessmen called the Downtown Council.

The commission also gave interpretations of the words "willful" and "repeated"—the former means "the licensee knew that he was doing the acts in question" and doesn't require that he realize them as being wrong; the latter "means simply more than once."

The four stations, joined by the National Association of Broadcasters, had questioned if the violations could be termed "willful" and "repeated" bringing them under the rules governing forfeitures.

The commission also affirmed a $1,000 fine for KSRD Rapid City, S. D., for operating the station with unauthorized equipment and using remote control with a defective apparatus. The commission said the licensee, The Black Hills Station, owned by John, Eli and Harry Daniels, admitted "certain of the violations, but considered them merely 'technical' and offered no other explanations in excuse or mitigation."

Greensboro stations unite

The five AM radio stations in Greensboro, N. C., have formed a new association for joint efforts in promoting the medium. Carrol Ogle, WEAL general manager, was elected president of the Greensboro Radio Association at the organizational meeting Oct. 23.

Other Greensboro stations and their representatives at the first meeting were WBIG (Dan Griffin), WGBG (Ralph Lambeth), WPET (Ray Stephenson) and WCOG (Ron Kempff).

Everyone waited but the shoe didn't drop

The biggest news out of the FCC last week was what didn't happen.

The commission didn't decide the controversial drop-in case, as scheduled. It didn't consider a staff proposal concerning regulation of community antenna systems. And Chairman E. William Henry didn't fly back to Geneva for the final week of the international conference on space frequency allocation.

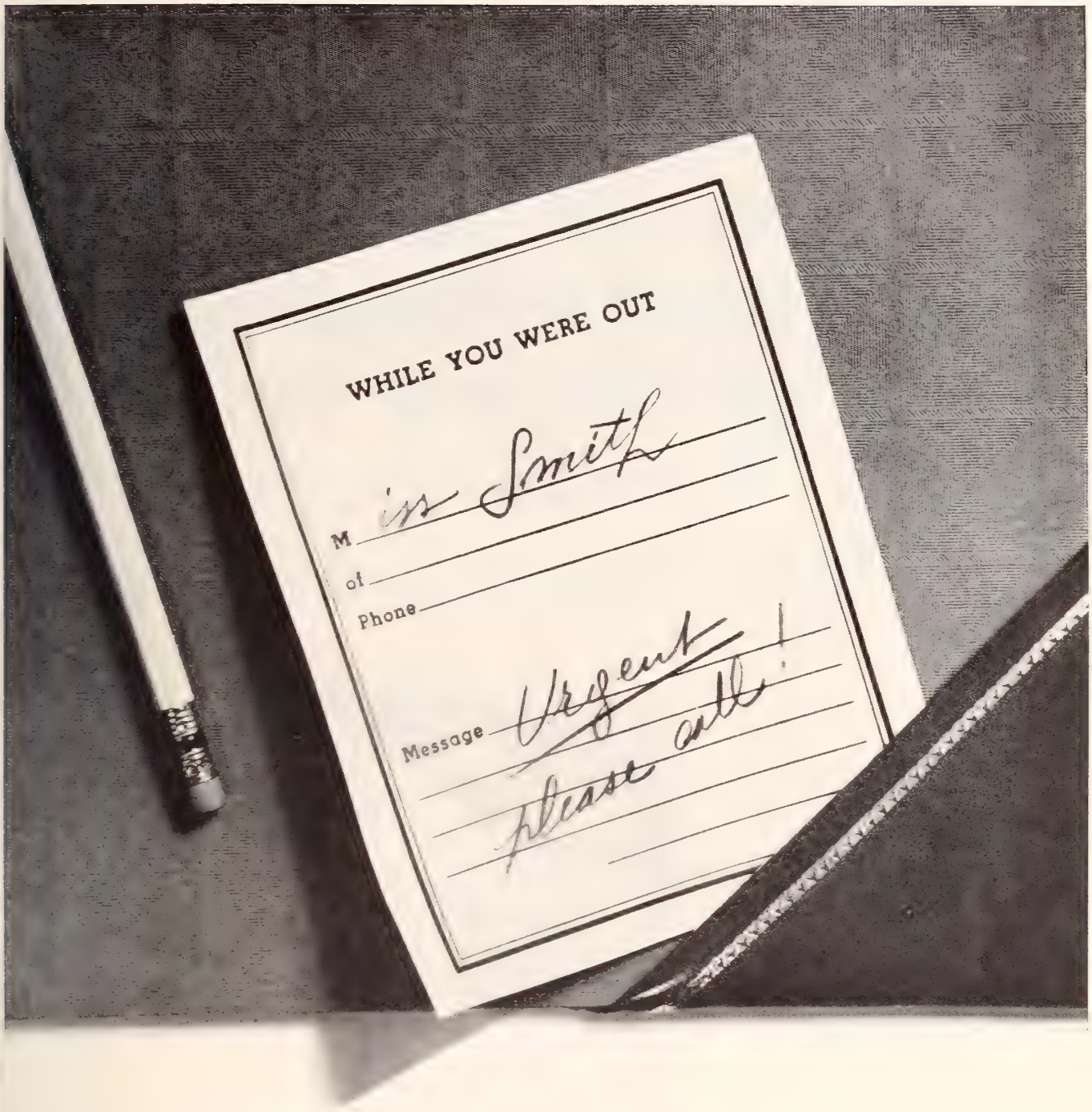
The chairman, who served as senior advisor to the U. S. delegation at the conference, had been informed before he returned to this country two weeks ago that his presence in Geneva would probably be needed when the delegates voted on allocation proposals. He planned to return Thursday (Oct. 30).

However, the leader of the U. S. delegation, John McConnell, informed him Wednesday by telephone —via the Syncom space satellite— that the conference was proceeding smoothly and that for the time being, at least, there was no need for his return.

As a result, the commission decided to relax the pressure it had been maintaining. It spent all day Monday discussing a staff proposal for limiting network control of programing (see story page 54) and was in its regular meeting until 5:40 p.m. Wednesday.

Ahead of it lay a special meeting on the proposed revision of the program reporting form and the drop-ins. The commission met on the program form Thursday, but put off the drop-in case—involving the controversial question of whether it should affirm its decision to deny short-spaced VHF channels for seven markets. No new date was set, but it is expected to be considered this week.

CATV was tentatively scheduled for discussion Monday, but was dropped from the agenda when it was apparent the network programing matter would consume the entire day. No new date has yet been set for consideration of the CATV matter.



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What you should know about regulation, profit, and the Independent Telephone Industry



by George R. Perrine*

Chairman, Public Utilities Section, American Bar Association
Chairman (1953-61) Illinois Commerce Commission
President (1960-61) National Association of Railroad and Utilities Commissioners

Just about everyone knows that telephone companies—like all utilities—are regulated.

But not enough people, it seems to me, know who does this regulating or why it is done.

Most telephone users would tell you that the "government" regulates telephone companies. A few would know that the regulatory bodies are "commissions."

Some would say that telephone companies are regulated "to keep the rates down." Some would say that—and they would be wrong!

The rate-making responsibility of regulatory bodies is neither their primary function nor their basic purpose. The regulation of telephone companies, which began in the United States during the early part of this century, had one overriding purpose which has never changed: to assure good service to the public at fair rates.

Regulation Instead of Competition

To do this properly, the public utilitie commissioners are faced with a tremer dously difficult job. It is complex becaus they must administer a system of cor trols that actually is a substitute for th normal rough-and-tumble competitio found in purely private enterprise.

There are two basic reasons for this First, history proves that where mor than one telephone company has tried t

Independent Telephone Facts at a Glance

Total Telephones	13,315,000
Operating Companies	2,645
Number of Exchanges	10,660
Investment in Plant	$5,500,000,000
Gross Revenues	$1,400,000,000
Number of Employees	100,000
Number of Stockholders	600,000

serve any one given area, competition has resulted not only in much higher consumer costs but poorer service.

Second, communications are so essential to public health, national welfare and the conduct of almost every business that any interruption of that service through failure of a telephone company cannot be permitted.

Down through the years, regulatory commissions have come to recognize that no community can be stronger, economically or socially, than the utilities that serve it. They have adopted the concept of the "three-legged stool:" that there is a genuine community of interest among a utility's customers, employees and owners. Along with this has come an understanding that regulation should maintain the financial health of telephone companies in order that they may continue to provide good service at fair rates.

To provide high standards for essential service, dedicated commissioners and their professional staffs study constantly, keeping abreast of new scientific developments in the fast-moving field of modern communications. Exciting new services such as communication by satellite, electronic exchanges, push-button phones, business data transmission, and closed-circuit television for schools and industry bring the telephone industry to the threshold of its greatest era of expansion.

*George R. Perrine was born in Hinckley, Ill., in 1907. After graduating from the University of Southern California and the University of Wisconsin Law School, he practiced law in Aurora and Chicago. Mr. Perrine was president of the Hinckley State Bank (1936-53) and has been a director of the Aurora National Bank since 1938. He joined the Illinois Commerce Commission in 1942, and was chairman from 1953 until his resignation in 1961. Mr. Perrine founded and was the first president (1954-55) of the Great Lakes Conference, National Association of Railroad and Utilities Commissioners. He is chairman of the Public Utility Section, American Bar Association, and a member of the Iowa State University Conference Advisory Committee. Public Utility Valuation and the Rate Making Process. He is currently president of the Midwestern Division of the Tennessee Gas Transmission Company.

Mr. Perrine is a member of the American Bar Association, Illinois Bar Association, Chicago Bar Association, and the American Judicature Society.

The Independent telephone companies are one of the nation's fastest growing industries because they serve the suburban areas where the greatest population and industrial expansion is taking place. Since 1950, Independent telephones have more than doubled (6,374,000 to 13,315,000), gross revenues have increased more than four times ($316,820,000 to $1,400,000,000), and plant investment has gone up more than five times ($1,096,000,000 to $5,500,000,000).

Adequate Profits Are Vital

American private enterprise with its built-in regulators of competition and the hope of profit has transformed a thin fringe of colonial settlements along the Atlantic seaboard into a mighty nation with the highest standard of living in the world. In the very beginning, our country characteristically chose to permit private, regulated ownership of the telephone industry. Most of the rest of the world, then or later, chose government ownership.

Today the results of that choice are everywhere around us. Nowhere else is there a country with a communications system the equal of ours. With only six per cent of the world's population, the U. S. has 52 per cent of all the world's telephones.

Independents Serve Over Half of U.S.

The nation's network of some 82 million telephones is operated by the Bell System and 2,800 Independent (non-Bell) telephone operating companies. The Independents, ranging in size from a very large corporation with 4.7 million telephones in the U. S. to modest companies with a few phones, cover more than half the nation's geographic service area. Altogether they serve more than 13 million telephones—exceeding the total in Britain and France combined. In 1962, Independents had more than $5 billion in assets, an annual gross of $1.2 billion, 100,000 employees, and 600,000 stockholders.

Until recently, the public generally did not know of the varied, complex structure of the telephone industry. There was no need to know, for wherever you place a call—in Independent or Bell territory—it goes through speedily to any place in the world. All telephone equipment is compatible, with instant interconnection of Independent and Bell lines on all long distance calls. More than one billion long distance calls are handled jointly each year by the two systems.

Now, however, there is a need for the public to know more about Independents. Investment requirements of telephone operating companies are increasing each year because of growing demand for modern telephone equipment. This year, for example, Independents are investing $635 million in expansion of their network of wires, cables, microwave circuits and central office equipment.

Competition For Investment Capital

The competition for money—investment money—is the toughest kind of competition. Independent telephone companies must have more than local reputations if they are to compete effectively for increasingly larger funds in the nation's private capital markets.

Investment dollars in the competitive capital markets always flow to companies known for stability, growth and the potential for profit. Thus the role of an adequate profit is especially important because expansion to meet the communications needs of our burgeoning economy depends almost entirely on the willingness of private investors to supply funds for the regulated companies to grow on.

REGULATION

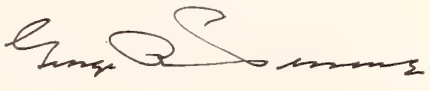
Forty-nine states, the District of Columbia, and Puerto Rico have public service commissions with jurisdiction over telephone companies. Each board is composed of commissioners serving three to ten year terms. Of the 174 commissioners, most are appointed by their governor with legislative approval.

Most commissions have three to five members, but size varies from one to seven. Each commission usually has an executive secretary and a general counsel.

In addition, 272 engineers and accountants are employed by commissions across the nation.

In Texas regulation is at the local level.

It is my personal conviction after 18 years in the regulatory field, that our current system of regulation of the telephone industry yields the most benefits to the greatest number of people. To be effective, regulation must remain fair, flexible and, above all, it should be accorded the recognition and confidence of the public it protects. At stake is our national welfare and security and the future of the private enterprise system itself.



This message was prepared for the United States Independent Telephone Association by Mr. Perrine. It is part of a four-point USITA program to focus the attention of the business and financial community, and the general public on:

1) the dynamic growth and stability of the Independent telephone industry
2) the importance of maintaining adequate earnings in order to attract new investment capital
3) career opportunities in the telephone industry
4) the contributions of the Independent telephone industry to the philosophy of private enterprise in a free economy.

For further information, please communicate with USITA, 438 Pennsylvania Bldg., Washington 4, D.C. Telephone: Area code 202 628 6512.

Attack launched on renewal log jam

FCC WORKS ON TV PROGRAM FORM, EARLIER DATE FOR APPLICATIONS

The FCC began moving ahead on several fronts last week in an effort to reduce the agency's staggering backlog of deferred license-renewal applications.

With the backlog total hovering near the 600-mark, some commissioners feel the problem has reached emergency proportions (BROADCASTING, Oct. 21).

In their efforts to find a solution, the commissioners:

Reportedly made considerable progress Thursday (Oct. 31) in completing work on a revised television program reporting form. The commission feels an updated form providing data not available from the present form would eliminate the need for letters to licensees —a practice that leads to delays and adds to the backlog.

Instructed the staff to draft a proposed revision in renewal procedures under which licensees would file their applications six months in advance of renewal date instead of three, as at present. The feeling is that the additional time would enable the staff to straighten out problems with broadcasters before their renewal date passes and their applications wind up on the deferred list.

New Guide Lines ▪ In addition, the commission is expected to consider this week proposals for liberalizing the guidelines under which the staff operates in deciding whether to grant a renewal application or bring it to the commission's attention. Programing questions are primarily involved.

Most commissioners are said to agree that existing procedures have resulted in too much "nitpicking" on the part of the staff. They reportedly feel the guidelines should be "loosened up" to allow the staff greater discretion in granting renewals.

One source said the staff is already working on guideline revisions.

The commission this week is also expected to consider proposed revision of the program reporting form for radio. Although the television reporting form has monopolized the attention of the commission and the industry, the bulk of the applications on deferred status involve radio stations.

Moreover, some commissioners feel this would be a simpler project than the TV reporting form. Commissioner Frederick W. Ford has already suggested a revision (CLOSED CIRCUIT, Sept. 16), which, reportedly, has attracted the support of Commissioner Rosel H. Hyde and Lee Loevinger.

TV Form ▪ Work on the proposed TV reporting form reached the point Thursday where it was turned over to the staff with instructions to redraft it along lines laid down by the commission.

Some differences remain to be settled, but a considerable amount of agreement was reached. The basis of the commission's consideration were proposals advanced by a three-member committee, composed of Commissioners Robert T. Bartley, Kenneth A. Cox and Ford, which has been working on the form for months.

Basically, the form would require an applicant to report what he has done to survey community needs and interests, to evaluate those needs and interests, and to report programs he intends to carry to meet those needs.

The programing, which would be re-

Part of General Outdoor now flies Metromedia colors

Metromedia Inc., which recently acquired radio and TV properties in Los Angeles, which is awaiting FCC approval of the purchase of a radio station in Baltimore, and which is selling its Stockton, Calif., TV station, made another move last week in its expansion program—but this one was in the outdoor advertising field.

The company is negotiating the purchase for more than $13 million cash of the plants and facilities of the General Outdoor Advertising Co. in New York and Chicago.

The New York and Chicago outdoor advertising units will become branches of Metromedia-owned Foster & Kleiser Co. Foster & Kleiser is one of the largest outdoor advertising units on the West Coast. General Outdoor is one of the largest in the country.

Funds for the outdoor purchase will be provided by banks, John W. Kluge, chairman and president of Metromedia, emphasized. No equity financing is involved, he noted.

In the advertising field, Metromedia annnounced in September that it had acquired the franchise for all advertising on Los Angeles transit company.

Earlier in the year, Metromedia acquired the world famous Ice Capades ice show, its first move into the nonbroadcast entertainment field.

And two weeks ago, Mr. Kluge in response to a reporter's question, implied that Metromedia would not be averse to getting into the publishing field — newspapers, magazines or business publications.

It all is soundly logical to Mr. Kluge.

"Metromedia is in the media business," he said last week. "And the media business, means not only stations, but advertising and publishing too."

"In today's business world," Mr. Kluge said, "you've got to diversify to make sense. And we do have an affinity to the press. It's a logical area for us to grow into."

In fact, Mr. Kluge added, "I can see the time when broadcasting may be only 20% of our business."

At the moment there is no publishing acquisition under consideration, Mr. Kluge stated. 'However, we're looking."

Metromedia paid $10,390,000 for KTTV(TV) Los Angeles and $4.5 million for KLAC-AM-FM there. It has bought WCBM-AM-FM Baltimore for $2 million, and is selling KOVR(TV) Stockton, Calif., for $7,650,000 to McClatchy Newspapers. The Baltimore purchase is still awaiting FCC approval; the KOVR transaction has not been submitted to the FCC.

In two registrations filed with the Securities and Exchange Commission in Washington last week, outstanding stock options were listed as follows:

John W. Kluge, 65,000 shares at $19.169; Robert A. Dreyer, 7,000 shares at $18; Richard L. Geismer, 5,000 shares at $17.325; Mark Evans, 1,500 shares at $17.666.

All directors and executives have options for a total of 82,500 shares at an average $18.569 a share. Options run from May 11, 1964, to Nov. 13, 1972.

The registrations were filed for 250,000 shares of common to be offered under a profit sharing plan for nonunion employes, and 173,013 shares of common to be offered under the restricted stock option plans.

ported in chart form, would be identified by title, source, time slot and frequency, and would be broken down according to the 14 categories the 1960 statement on program policy says are "usually necessary" to satisfy community interests and needs.

The applicant would also list, by types, the special programs he intends to broadcast.

The composite week and the proposed typical week, along with requirement that percentages of various types of programing be reported, would be dropped.

But the composite and typical weeks would be retained for commercials with the licensee asked to compare, in minutes, proposed advertising continuity and programing.

Problems Remain ▪ One major difference to be resolved is whether the report would be filed every three years, as at present or annually. Another is the amount of detail to require of the applicant in describing his survey and evaluation of community needs and interests.

A third is whether, in addition to a chart on proposed programing, the applicant should be required to fill one out for programing carried in the preceding renewal period.

There was no firm opinion last week on whether the commission—once it finally agrees on the final shape the reporting form should take—will issue it as a notice of proposed rulemaking on which the industry could comment. Previous versions of the form have been put out for comments twice.

The commission will ask general counsel's office for a ruling on whether a rulemaking proceeding is necessary. But some commissioners feel that if this procedure is not used, the agency will, at a minimum, request comments "informally," from broadcasters.

Under the proposal advanced by Commissioner Ford for revising the radio reporting form, program categories and commercial vs. sustaining time questions would be eliminated. Instead, applicants would be required to inform the commission of what they had done in the interest of their communities and what they planned to do in the ensuing license period. They would also be asked to break down the amount of time devoted to commercials and programing during a typical week.

Can't Wait ▪ Some commissioners feel that, although new forms are needed, the commission should not wait for their adoption before revising the guidelines observed by the staff in determining programing questions that are currently delaying decisions on renewal applications.

None of the commissioners was ready last week to discuss proposals for revising the guidelines. But Commissioner Loevinger, one of those most insistent on change, gave a clue to his thinking before the Oregon Association of Broadcasters Friday (story page 45).

In discussing proposals for improving FCC procedures, he said that although the commission has delegated substantial formal authority to the bureau chiefs, it has so "circumscribed" this authority with detailed instructions "that an inordinate number of trivial matters are presented to the full commission" for resolution. He said this makes for inefficiency and results in backlogs.

He said the commission should make clear delegations of authority accompanied by guidelines "which express the intent of the commission and the spirit in which it intends to accomplish its job."

He added that these should "declare that the commission . . . disregards trivial and purely technical defects, and emphasizes substantial and significant complicance with such standards as have been promulgated and published."



FCC gets data processing computer

The scene above indicates a giant step by the FCC into the world of whirring tapes and blinking lights known as data processing.

Installation of the Univac III, manufactured by the Sperry Rand Corp., marks the first time a regulatory agency has purchased such equipment. Until now data processing equipment has been leased from the manufacturer. Purchase price was $956,000, exclusive of another $100,000 for renovating the office space and 50 tons of climate control machinery.

The equipment will be employed about 50% of time in evaluating engineering proposals in broadcast applications. It will also process safety and special radio applications and give rapid reference to ownership data.

Seen above are Katherine Marano (seated at control console), Gordon Hammond (r), William Misenheimer, chief of the section (c) and Louis Thomas (l). The data processing department will employ about 60 persons in all.

A commission spokesman said this will eventually lead to a cut in the number of clerical employes at the agency and will vastly diminish the amount of time now being spent by staff members in researching certain data.

Essex 'frightened' of happenings in D.C.

"Watch out for Washington," Harold Essex, president of WSJS-AM-FM-TV Winston-Salem, N. C., warned the North Carolina Association of Broadcasters last week. Mr. Essex said that he is a "frightened broadcaster" and that all broadcasters should feel the same because of what lies ahead for the industry.

"If you're not frightened, then you don't understand what's going on in Washington," he said. A member of the radio board of the National Association of Broadcasters, Mr. Essex concentrated his fire on the FCC's rulemaking to adopt commercial time standards. "Such a rule would destroy free enterprise in broadcasting," he said.

The industry now is in trouble, he charged, because it has allowed the government, without protest, to gradually expand regulatory activities into

areas of broadcasting where federal control has no business. "There are dozens of examples of how we broadcasters have allowed this creeping government control to happen," he said, "but most of them pale into insignificance as we run head-on into the proposal . . . which would impose upon us commercial time limitations. If you've been looking for a place to stand and fight, then this is it."

Broadcasters must first put their own houses in order, Mr. Essex said, and then gain the support of the public and members of Congress. He said the NAB is doing a good job in Washington for the industry "and deserves the wholehearted support of every broadcaster in these United States."

Representative Hale Boggs (D-La.), House majority whip, and Harold Kassens, assistant chief of the FCC broadcast facilities division, also spoke to NCAB. Mr. Kassens explained the commission's new rules for operating and maintenance logs. Earle Gluck, WSOC-TV Charlotte, reported on the association's trip to Washington to solicit support of the North Carolina congressional delegation against the FCC commercial time standards rulemaking (BROADCASTING, Sept. 9).

NAB's 'career' booklets are becoming hot items

Two booklets designed to encourage young people to plan and prepare for careers in radio and television, published last week by the National Association of Broadcasters, are proving to be best sellers.

They were written by James H. Hulbert, manager of NAB's department of broadcast management and author of a novel on the U. S. Senate, *Noon on the Third Day*. The booklets, "Careers in Radio" and "Careers in Television," are being distributed to libraries, schools, employment services and other organizations. Stations which request them will be sent bulk copies for local distribution. Requests have been received for more than 5,000 copies in the two weeks since the booklets were published, Mr. Hulbert said last week.

NAB President LeRoy Collins, in an introduction to the booklets, said the "progress of broadcasting . . . depends on the quality of the young people who are attracted to it." He urged the nation's youth to seriously consider careers in broadcasting.

Single copies of the booklets are free and may be obtained from the NAB. Orders of 10 copies or less are 25¢ each with additional copies at 15¢ each.

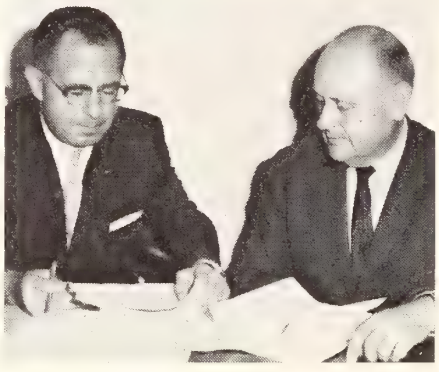
NAB, in cooperation with the General Federation of Women's Clubs, also has published a "Study Guide on Broadcasting" to be distributed to the nation's 11 million clubwomen. The booklet is a part of the two groups' joint communications program and is designed to (1) give clubwomen a better understanding of the way broadcasters serve their communities and (2) help broadcasters in measuring public reaction.

Jones College gets WQTY as a gift

Christmas came early for Jones College this year, with Farris, Sam and Joe Rahall, putting WQTY Arlington, Fla., in the collegiate stocking. The brothers have given the station to the business college, which will operate the 1 kw daytimer both as a commercial station and as an adjunct to its curriculum. Jones College and WQTY, which is on 1220 kc, are both located in the greater Jacksonville area.

The school, which is itself a nonprofit organization, accepted the gift as soon as the FCC approved the assignment Oct. 16. The Rahall brothers retain ownership of WWNR Beckley, W. Va.; WNAR Norristown and WKAP Allentown, both Pennsylvania, and WLCY St. Petersburg, Fla.

Shown examining the papers which effected the gift are Farris E. Rahall (l), president of Rahall Broadcasting Inc., and Jack Jones, chairman of the school's board of trustees.



Pay raise bill faces fight on House floor

Legislation that would provide pay raises for government employes, including members of Congress, commissioners of regulatory agencies, cabinet members, federal judges and about 1.8 million other employes passed its first hurdle last week.

The House Post Office and Civil Service Committee approved the measure 15-9, but the bill was expected to run into heavy opposition from the House economy bloc.

The bill would provide an increase in salary for the FCC chairman from $30,500 to $36,500 annually and from the present $20,000 for commissioners to $29,500 (BROADCASTING, Oct. 14).

The committee defeated a proposal by Representative Wayne Hays (D-Ohio) to permit congressmen to evaluate their own worth. Facing charges that increases were "unscrupulous, untimely, inimical and detrimental to the country," Representative Hays suggested in the committee's behalf that congressmen be allowed to set their salaries individually in a $5,000 to $30,000 range.

Terms of the approved bill would raise congressional salaries from $22,500 to $32,500.

Commission sets dates for two oral arguments

Oral arguments in the channel 13 Grand Rapids, Mich., and channel 9 Orlando, Fla., proceedings have been set by the FCC for Dec. 16 and Jan. 13, respectively.

The channel 13 case involves four applications for the facility which are presently involved in an interim operation (WZZM-TV). They are Grand Broadcasting Co., West Michigan Telecasters Inc., MKO Broadcasting Corp. and Peninsular Broadcasting Co. Grand Broadcasting was favored in Hearing Examiner Forest L. McClenning's initial decision (BROADCASTING, May 27).

The argument in the Orlando case was ordered last summer by U. S. Court of Appeals for the District of Columbia. The court said the commission should consider if a grant should continue to WFTV(TV), Mid-Florida Television Corp., or go to WORZ Inc. Commission is to consider ex parte charges against WFTV and the character qualifications of WORZ principals. The court also suggested that the record could be opened for new applications (BROADCASTING, July 8).

Agency heads get nod to judge on conflict

President Kennedy last week delegated to department and agency heads (including E. William Henry, chairman of the FCC) authority to rule on conflict of interest cases.

The delegation includes the authority to waive conflict of interest rules in situations where the conflict appears to be insignificant. Department and agency heads may, under the executive order issued by the President, makes these determinations themselves in cases of presidential appointees who are subordinate to them.

The President retained for himself the authority to rule on department or agency heads themselves, and also on presidential appointees who are not subordinate to anyone but the President.

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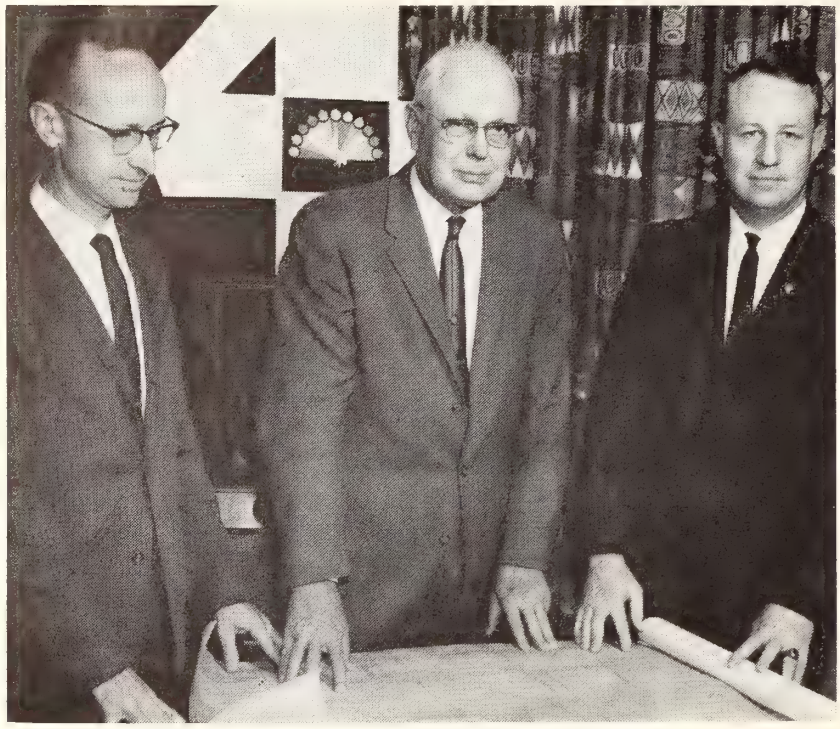
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WFBC-TV begins expansion project

The three executives above have before them the blueprints of an expansion and modernization program planned by WFBC-TV Greenville, S. C. (L-r): W. E. Garrison, the station's chief engineer; R. A. Jolley, president of Southeastern Broadcasting Corp., licensee of the station, and Wilson C. Wearn, Southeastern's executive vice president.

The construction, just started and to be completed early in 1964, will cost approximately $250,000. Included are a new studio, a modern news room, additional tape recording facilities and more prop storage space. New transistorized equipment will also be installed.

Daniel Construction Co., Greenville, is the contractor. Daniel also built the present WFBC-AM-FM-TV plant, which was occupied in 1955.

GAB wants NAB aid in license renewals

It's time for the "national leadership" of broadcasting to stop ignoring the FCC's harassment of broadcast stations' programing when they seek a license renewal, the Georgia Association of Broadcasters told its big brother, the National Association of Broadcasters, last week.

The GAB board of directors adopted a resolution calling on the NAB to give top priority to helping 600 deferred licensees get their renewals. "It appears that a majority of these renewals are being held up for reasons about which there is considerable dispute as to jurisdiction of the FCC," GAB told the NAB.

"GAB is ready to cooperate with NAB in any way to assist in this urgent project," the resolution stated. "The national leadership of broadcasting can no longer ignore these 600 stations hanging on the limb."

Licenses of Georgia stations expire April 1, 1964, and the GAB pointed out that it has been praised by the FCC for its help to members in meeting FCC requirements. The NAB should do the same thing on a national basis, GAB said.

LeRoy Collins, NAB president, expressed "grave concern" over the FCC backlog of renewal applications at the association's fall conference in Miami 10 days ago (BROADCASTING, Oct. 28). He did not mention the controversy over the commission's extensive questioning of applicants' local programing and policies (BROADCASTING, Oct. 21). The FCC moved on its own last week to reduce the renewal backlog (see page 76).

From Senate to House

Legislation to set up a permanent administrative conference to help federal agencies improve their procedures was passed by the Senate and sent to the House last week.

S 1664 had wide support of government agencies and was believed to have had unanimous support of the regulatory agencies. Cost of operating and staffing an administrative conference was estimated at between $250,000 and $500,000 annually by the committee.

Similar legislation has been before the House Judiciary Committee for several months.

McClenning affirms initial ch. 6 choice

FCC Hearing Examiner Forest L. McClenning last week again recommended granting South Florida Amusement Co. a new station on channel 6 in Perrine, Fla. (channel 6 is allocated to Miami).

In September 1960 Mr. McClenning issued an initial decision that would have awarded the channel to South Florida, but this decision was vacated by the FCC in January 1962 and the case was reopened to determine if South Florida had concealed logs and faked letters.

The charges concerned the program logs of WBUF(TV) Buffalo, at one time owned by Sherwin Grossman, president of South Florida, and associates. Also involved were allegations that letters by Buffalo organizations sent to the FCC in behalf of the deintermixture case involving that city were actually typed and signed by WBUF personnel, without the permission of the organizations. These questions had been raised by Coral Television Corp., applicant along with Publix Television Corp., for channel 6.

The hearing examiner concluded last week that no evidence was introduced at the further hearing that would alter his original initial decision, and that Mr. Grossman possesses the necessary character qualifications to be a licensee.

FCC's fiscal picture is still day-to-day

Congress last week authorized the FCC and other federal agencies that haven't received their fiscal 1964 appropriations to continue spending money at the 1963 rate.

But neither the Senate nor House appropriations committee chairman was able to predict when Congress would get around to passing appropriations for fiscal 1964 which began July 1.

Heading toward the longest legislative session on record, the Congress had by the end of last week failed to act on appropriations for the regulatory agencies, the USIA, the Department of Justice—all the agencies that deal with broadcasting in any way. Lacking that action, the agencies would have gone out of business Oct. 31 except for passage of a continuing resolution, a device used twice before in this legislative session that permits agencies to keep op-

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erating at 1963 spending rates, but prevents them from initiating new programs or increasing their personnel.

Lawmakers in both houses commented on Congress's failure to act, but held out no hope that another continuing resolution wouldn't be needed at the end of November, the limit of last week's measure.

House Approval ▪ The House already has passed the FCC's appropriation, setting it at $15.8 million. A Senate subcommittee has completed taking testimony on it, but since it hasn't finished with other agencies under its jurisdiction, chances were it wouldn't begin to take final action on the appropriation until the middle of this month. Then the Senate still must approve the bill and name conferees to meet with House conferees to discuss differences between the two versions, if any—and there usually are.

The FCC already is on record favoring the House version (BROADCASTING, Oct 14), but a few senators have shown interest in making further cuts. The $15.8 million House figure for the FCC is still $849,000 more than the 1963 appropriation.

Cox to accept invitation

Only one of the FCC commissioners —Kenneth A. Cox—is planning to accept the Georgia Association of Broadcasters' invitation to attend its annual Georgia Radio-TV Institute for informal debate.

GAB co-sponsors the institute with the Henry Grady School of Journalism at the University of Georgia in Athens, where, the meeting will be held on Jan. 23, 1964. When the invitation was extended to the commission, GAB said "It is our belief that the FCC can make a far-reaching and positive contribution to broadcasting" by talking with small broadcasters (BROADCASTING, Oct. 21).

No respite for Congress

The majority leaders of the House and Senate last week assured their colleagues that while they expect the current session of Congress to run right through Jan. 3, 1964, there'll be 22 days of holiday between now and then.

Senator Mike Mansfield (D-Mont.), Senate majority leader, said there would be recesses for Veterans Day (Nov. 11), Thanksgiving and Christmas.

"Outside of these dates," Senator Mansfield said, "expect no respite."

This plan would see the present legislative session of the 88th Congress run until noon Jan. 3, when there would be a one-minute pause before the second session would begin.

Among items clogging the legislative machinery are appropriations for many government agencies, including the FCC, presently required to operate on fiscal 1963 authorizations (see page 80).

38 ex-LBJ Co. employes suing for damages

The LBJ Co., group broadcast owner, was sued by a group of former employes last week over their rights in a profit sharing and incentive plan. Mrs. Lyndon Johnson, wife of the Vice President, who is the principal owner of LBJ Co., was not named as a defendant.

Thirty-eight employes, at one time workers for KRGV-AM-TV Weslaco, Tex., said that when LBJ Co. sold the stations two years ago they were "involuntarily" terminated. They asked for $49,932 in the aggregate. KRGV stations were bought by Bruce Lee and John A. Kennedy in 1961 for $1.4 million. The Kennedys are selling the stations to Douglas L. and Charles P. Manship for $1,375,000 (BROADCASTING, Oct. 28).

Other LBJ stations are KTBC-AM-TV Austin and 29% of KWTX-AM-TV Waco, both Texas.

Sarnoff gets award

NBC Board Chairman Robert Sarnoff was honored Nov. 3 at Emerson College in Boston by Phi Alpha Tau fraternity. Mr. Sarnoff received the 1963 Joseph E. Connor memorial award—presented annually in recognition of excellence in the field of communications. Previous recipients of the award include Edward R. Murrow, General Carlos P. Romulo, Elia Kazan, Red Skelton and the late Robert Frost.

EQUIPMENT & ENGINEERING

COURT GIVES CLEAR CHANNEL VERDICT

FCC's right to break down 13 class 1-A channels upheld

The FCC's proposed revision of the clear channels was upheld by the United States Court of Appeals in Washington last week.

In a unanimous decision, a three-judge panel affirmed the FCC's right to break down 13 of the 25 Class 1-A channels, and also to hold up for further consideration the question of permitting the Class 1-A stations power greater than 50 kw.

The commission in 1961 issued its final order in the clear channel case proposing the duplication of 13 1-A frequencies. In 1962 it affirmed this decision. The FCC also stated in both orders that it was not deciding requests for higher power for the time being (BROADCASTING, Nov. 26, 1962).

These orders were challenged in the appeals court by WJR Detroit, and WGN Chicago, both Class 1-A stations. They claimed that the commission's action modified their licenses without the required adjudicatory hearing. They also complained that the commission's refusal to authorize higher power was against the public interest.

Circuit Judge Charles Fahy, writing for himself and Judges Warren E. Burger and J. Skelly Wright, said that WJR and WGN had no case because their licenses expired in 1961 and the commission's rulemaking results were not to go into effect until Jan. 30, 1962, subsequently postponed to July 2, 1963.

"The operation of neither WJR nor WGN was subject to any interference or other difference during the life of the licenses of those stations prior to their renewals," the court said. Both stations had their licenses renewed by the FCC conditioned on duplication of their frequencies, although protection was afforded to their 0.5 mv/m 50% skywave contours.

The court also turned down the argument that the stations had applied for license renewals before the effectiveness of the new rules. Applications are not licenses, it said.

Power Boosts Pend ▪ On the power increase issue, the court said that it should not deny the commission the opportunity for further consideration. The FCC had stated that its lack of action on the request for higher power was based on unanswered questions involving social and economic implications, and possible monopolistic tendencies which might result. This and other factors, Judge Fahy said, "cannot be said by this court to be so insignificant as to require a different result at the hands of the court."

The court noted that "a sufficient" number of Class 1-A channels (12 of them) are reserved without duplication "for possible future improvement of skywave service."

The court did not attempt to mediate the issue between the FCC and Congress, other than to note it. Last year the House adopted a resolution expressing its sense that the FCC was free to authorize power for any clear channel

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August set production and sales

Television sales and production for the eight months of 1963 were up, but radio sales and production lagged, the Electronic Industries Association reported last week.

In the month of August, TV and radio sales and production moved ahead as compared to July figures.

The output of all-channel TV sets also moved ahead in August, climbing above July's, but still below June's production of 107,500, which is the peak for any month in this category.

Period	TV	SALES With UHF	Radio	With FM
Jan.-Aug. 1963	3,954,670	———	5,482,987*	———
Jan.-Aug. 1962	3,692,017	———	6,570,544	———
		PRODUCTION		
Jan.-Aug. 1963	4,409,410	599,385	10,828,721**	881,695
Jan.-Aug. 1962	4,132,603	348,667	11,652,448	626,154

*Excludes auto radio sales.
**Includes 4,573,768 auto radios compared to 4,103,170 in same period last year.

station higher than the 50 kw limitation expressed in 1938 by the Senate. The resolution also asked the commission not to authorize any duplication on the clear channels for at least a year.

In answer to this move, the FCC revised the effective date of its clear channel order to July 2, 1963, although it has taken the position that the House resolution is "not legally binding upon it." Congress has done nothing further in the case.

Applications Pending ▪ At the present time there are 15 applications for eight of the clear channels being opened for duplication. There undoubtedly will be more. The 13 channels available for duplication (with the primary station now allocated):

670 kc (WMAQ Chicago), 720 kc (WGN Chicago), 750 kc (WSB Atlanta), 760 kc (WJR Detroit), 780 kc (WBBM Chicago), 880 kc (WCBS New York), 890 kc (WLS Chicago), 1020 kc (KDKA Pittsburgh), 1030 kc (WBZ Boston), 1100 kc (KYW Cleveland), 1120 kc (KMOX St. Louis), 1180 kc (WHAM Rochester, N. Y.) and 1210 kc (WCAU Philadelphia).

TOWER PROCEDURES HIT

FCC and several broadcast trade associations present united front against proposed changes

Broadcasters and the FCC have strongly criticized the Federal Aviation Agency's proposed rulemaking which would revamp the FAA's procedures in studying the effect of antenna towers on air navigation. Broadcasters felt the rules failed to give a definitive explanation of FAA authority and would cause needless expenditure of time and money on hearings.

The FAA proposed changes would require that a formal hearing be held to consider a tower proposal. The agency would also change the language of its determination from "hazard" to "adverse effect" upon air navigation. Present FAA rules require that the agency be informed of construction proposals and for a determination of the tower's effect. FAA rules also provide for establishment of antenna farms, and the agency is drafting proposed criteria for antenna farms which have caused much concern in the broadcast industry (BROADCASTING, Sept. 30).

The National Association of Broadcasters said the proposed rule change would cause "needless duplication of time, effort and expense." NAB pointed out that the FAA can act in an advisory position only, having no authority to make a final determination—this is in the hands of the FCC, NAB said. NBC told the FAA that it also supports this view.

To support this contention the Association of Maximum Service Telecasters quoted the FAA's brief filed with the District of Columbia Court of Appeals in the Potomac Electric Power Co. vs. Halaby case. The brief stated that FAA determinations don't limit or prohibit construction of towers. It was also declared in the brief that if construction began after receiving an adverse determination from the FAA, the builder would not be subject to civil or criminal prosecution.

AMST felt that there has been misunderstanding of the effect of FAA determinations. Storer Broadcasting Co. joined this opinion.

Semantics, But ▪ The FCC, as did several broadcasters, expressed concern over the change in the FAA's wording in determinations—that is, from "hazard" to "adverse effect." The FCC said "it appears that the change would likely result in more adverse recommendations because there are obviously many proposed towers which might not constitute a hazard to air navigation, but which would have an adverse effect on air navigation."

The commission questioned whether a determination of "adverse effect" would be meaningful to the FCC—"it is necessary that any FAA recommendation, if it is to be of assistance, must be in terms of hazard." The NAB said that an "adverse effect" determination "is subject to such a wide interpretation that almost any structure could be denied on that basis."

The FCC also told the FAA that although it gives consideration to that agency's determinations, "to the extent permitted by statute," the decision to grant a license is in the FCC's hands.

On another note the National Association of Educational Broadcasters told the FAA that ETV tower proposals should be considered separately from their commercial counterparts. The NAEB explained that ETV has such entirely different objectives than does commercial TV that additional criteria must be applied. The NAEB's remarks were particularly directed to the FAA's draft proposal for the establishment of antenna farms.

Storer and the Association on Broadcasting Standards Inc. recommended that the FAA delete consideration of AM proposals because the differences of their engineering needs dictate that AM should not be considered along with TV criteria.

A number of the comments to the FAA recommended that informal hearings on proposed towers be held at the regional level, at which time objections could be heard. Storer suggested that such informal hearings could be instigated by the FCC.

Power ratio of UHF may apply to VHF

The first step toward allowing VHF television stations to use the same aural-visual power ratio as their UHF sisters was taken by the FCC last week through a proposed amendment of its rules. The amendment would permit V's to use an aural power of 10-70% of the peak radiated power of their visual transmitters, standard adopted for U's March 27 (BROADCASTING, April 1).

The commission said the proposal had been prompted by the requests of "a number" of TV set makers, which had urged uniform standards in an attempt to remove some of the difficulties of designing the sets.

At the same time it proposed the

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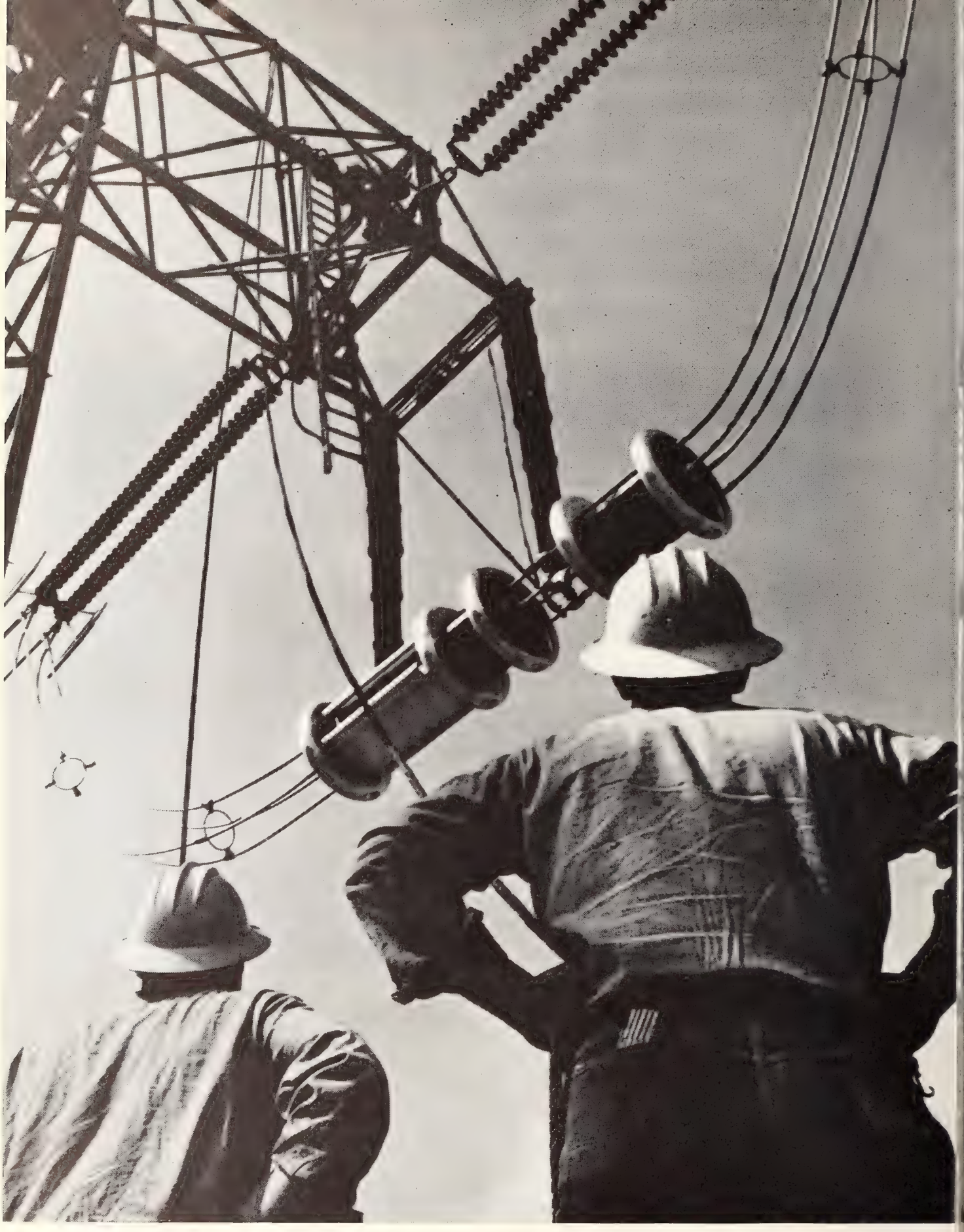
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Atomic Energy. Investor-owned electric power companies are now participating in 26 projects designed to produce electricity through atomic energy. It's a $1 billion program, involving 126 companies from all over the nation. Eight plants are already producing atomic electricity.



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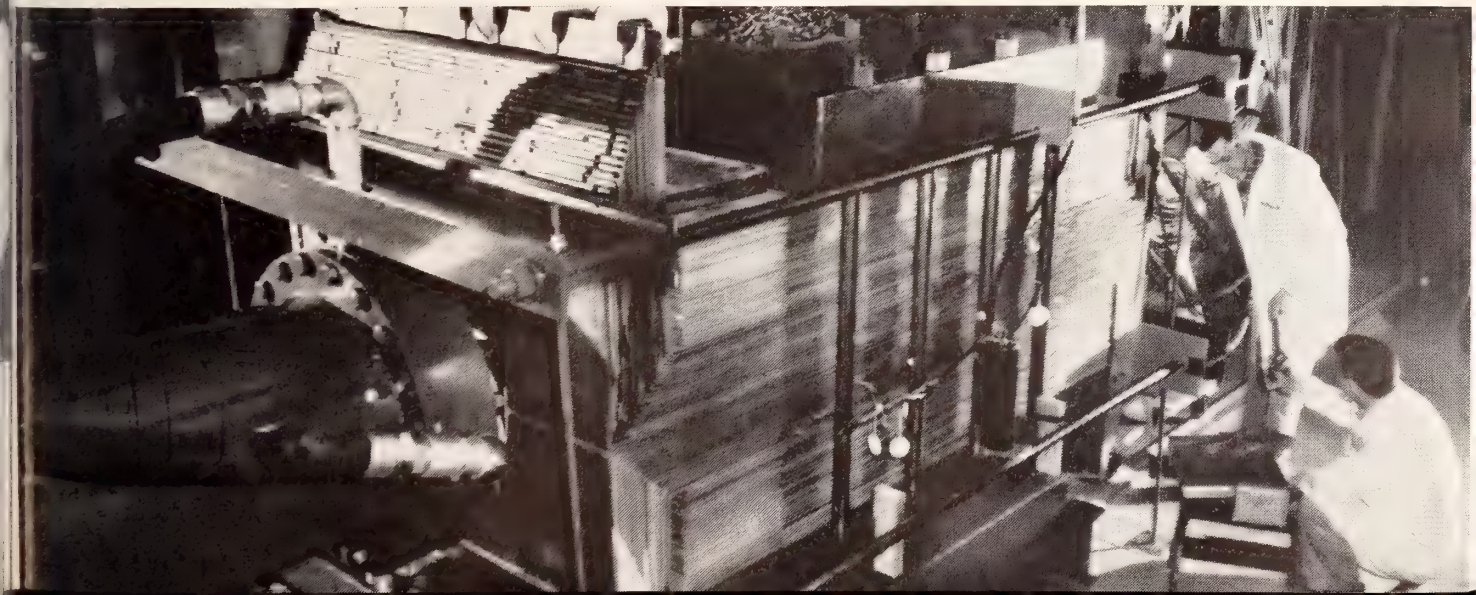
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Generation. New ways to get electricity are constantly explored. Twelve investor-owned electric power companies and a manufacturer are studying magnetohydrodynamics (MHD), in which a stream of ionized gas is passed through a magnetic field at supersonic speeds to produce electricity.



power amendment, the commission alloted to the Broadcast Bureau the task of handling TV station requests to operate experimentally with the new aural-visual power ratio.

KSTP stations to get Nimbus weather gear

KSTP-AM-TV Minneapolis-St. Paul announced Thursday (Oct. 31) it has placed an order with RCA for delivery next year of ground station equipment which will enable reception and display of earth surface weather photographs from the Nimbus weather satellite to be launched in polar orbit in 1964. Cost of the gear is around $30,000.

The KSTP stations claim to be the first broadcast customer for the RCA gear which so far has been produced chiefly for the research and government trade. The satellite weather pictures and data also are to be made available to the KSTP sister stations, KOB-AM-TV Albuquerque, N. M., and WGTO Cypress Gardens, Fla.

The Nimbus satellite will be equipped with an automatic picture-taking system and because of the polar orbit will pass within range of any given locality at least twice daily. When the ground station gear is installed, the operator will preset an antenna to the point where the satellite will cross the local horizon. The antenna then will pick up the signals transmitted by the satellite, route them into an amplifier and from there into a facsimile recorder.

Technical topic . . .

Six in one ▪ KRS Electronics—through its distributor, Visual Electronics Corp., New York—has announced production of a new reversible continuous-loop cartridge recorder. Dubbed the KRS Stact-Broadcaster, the recorder, the firm claims, is as easy to use as six spot cartridge units and as reliable as six reel-to-reel machines.

INTERNATIONAL

Space votes expected in Geneva this week

EBU RECOMMENDS WIDEBAND TV CIRCUIT PROVISION

More than 400 delegates to the international conference on space frequency allocations, meeting in Geneva, are expected to have draft proposals from working groups this week. All signs point to the possibility that the delegates will begin voting on the space proposals before the week is out.

One proposal, significant to broadcasting, was submitted by the European Broadcasting Union. This group, with the status of observer at the conference, has recommended that provision be made for wideband television circuits in frequency allocations.

Other suggestions:

▪ That 606-614 mc be assigned for radio astronomy throughout the world. This band, channel 37 in the U. S., has already been assigned for radio astronomy on a 10-year basis here.

▪ A study group on telephonic communications recommended a delay limit of 300 milliseconds, with a maximum limit of 650 milliseconds. Because of the large distances involved in satellite communications there is an obvious time delay in round trip telephone conversations.

▪ The Soviet Union has recommended that a satellite identification band be established in the 30 mc region.

▪ The United Kingdom has suggested that a 1 mc band (144-145 mc) be established for the use of amateurs in space communications.

EBU delays decision on Europe color system

The European Broadcasting Union, meeting in Rome, has postponed decision on a color television system for Europe. It wants further tests with methods of the National Television Systems Committee, SECAM, and PAL before meeting again in Zurich, Switzerland, in December.

Results of these tests will be given to the International Radio Consultative Committee which represents all the postal administrations concerned. (In Europe, government regulation of broadcasting is operated by post office departments.) It's up to the committee, which meets in London next February, to decide if it can recommend a standard color TV system for Europe.

The committee has the final say, though a strong EBU recommendation would be tantamount to its acceptance by European governments.

Possible cause of the postponement at the Rome meeting is rivalry between French, German and British broadcasting organizations, each supporting a different system. France wants SECAM, a French system, the Germans are plugging for PAL, invented in Germany, and BBC's declared favorite is NTSC.

BBC may have to postpone its plans to be the first in Europe with color TV by early 1965 if a standard system isn't adopted soon. If no system is agreed on, BBC will be faced with deciding whether to go it alone with NTSC.

Meanwhile, with brisk sales for new 625-line TV sets, British manufacturers have been quiet lately about color. With this in mind BBC would probably decide to wait for an all-European system before bringing color TV to Britain.

2d British commercial TV expected in three years

Lord Hill of Luton, chairman of the Independent Television Authority, speaking at a luncheon of the Birmingham Publicity Association, said that ITA hopes for a second ITA network in about three years. He said the authority wants competition between two commercial companies operating over the full week in mass population areas.

Commenting on programing, Lord Hill said program planners "must bear in mind the whole range of cultural and regional situations within which their programs will be received. To use this as a reason for producing the lowest common denominator that will be tolerated . . . is not good enough."

Television must uncover interests in viewers which they did not suspect were there. It is the responsibility of program producers "continually to broaden our range of interests, to add to our store of knowledge, to develop new appreciations, new abilities of perception and performance—to help to distinguish between a life lived fully and happily and

Green light given for film studio plans

Planning permission has been granted for a proposed $8 million film studio center at Bognor Regis, England. Final approval by the minister of Housing and Local Government is expected soon unless he calls for a public inquiry.

Developed by Sweethill Studios Ltd. on a 53-acre site, the studios will be able to handle every type of production. Large sound stages, 180 feet by 100 feet, with automatic soundproof partitions will enable each stage to be converted into three separate smaller filming areas.

With the most modern equipment, the studios will have glass-fiber covered exteriors between each sound stage.

Also planned is an adjacent heliport to fly stars and personalities to the studios from nearby Southampton docks and London.

Construction is expected to start before the end of this year, and although the entire project may take over two years the covered exteriors will be in use earlier.

a life thrown away."

Lord Hill said that ITA's regulatory job is to apply the rules which Parliament imposes. In applying them, however, ITA must never unnecessarily hamper the creative instincts and talents of the whole range of people whose skills lie behind what appears on the TV screen.

CCBA begins two-day joint convention

Music, engineering and news will highlight the 13th annual meeting of the Central Canada Broadcasters Association at the Royal York hotel, Toronto, today and Tuesday (Nov. 4-5). This is the second year that management and engineering divisions of the Ontario and Quebec English-language radio and television stations have held a joint convention.

A session on "Trends in Music" under the auspices of the Canadian Record Manufacturers Association starts the convention this morning, followed by CCBA business meeting and a report of President W. D. McGregor, CKCO-TV Kitchener, Ont. A luncheon for voting delegates with members of the Ontario provincial cabinet follows. This afternoon will be devoted to a report by the national Canadian Association of Broadcasters, and the evening to a tour of engineering and equipment exhibits.

Tuesday morning there will be a news panel with developments of individual stations and an address by William Michaels, vice-president of Storer Broadcasting Co., on what was learned from the Cleveland newspaper strike. There will also be a panel on editorializing and a news award by Broadcast News, the broadcast division of Canadian Press (Canada's AP).

Creativity in selling and use of computers will be featured in the Tuesday afternoon session, with guest speakers from New York. The annual dinner Tuesday evening will include all-Canadian radio and television entertainment.

Canadian-French TV venture

Canadian Broadcasting Corp. and Radiodiffusion-Television Francaise have signed an agreement at Ottawa for the exchange of five television programs and the co-production of telefilms. Agreement was arranged by Marcel Ouimet, of CBC Montreal, and Robert Bordaz, RTF director-general of Paris. RTF brought the first film to Montreal, for the Montreal French Exposition held late in October. Edmond Rostand's *Cyrano de Bergerac* which was featured on CBC-TV network. The production of telefilms includes 13 half-hour shows on the U. S., as well as films on life in Canada and France.

Overseas TV distributor established in New York

The establishment of Global TV Enterprises Inc., New York, as a company specializing in the distribution of TV programs in overseas markets has been announced by Sam Gang, president.

The company initially is offering 39 episodes each of *Racket Squad, Code Three* and *Passport to Danger,* dubbed into Spanish, and 57 segments of *Inspector Mark Saber.* Global TV also has selected feature films and cartoons available for TV release abroad.

The company office is at 37 West 57th Street, New York. The telephone number is Hanover 1-2648. Mr. Gang has been director of international operations for National Telefilm Associates and head of the Mexico City office of Independent Television Corp. Earlier he was an independent motion picture distributor in The Philippines.

Grampian to re-apply for ITA

The chairman of Grampian Television Ltd., Sir Alexander King, has announced that his company will apply for the Independent Television Authority contract for N. E. Scotland, the area it currently covers. Earlier this year Sir Alexander said that without



INFORMATION ON SINCLAIR DINOLAND FOR EDITORS

wealth of authoritative information on inosaurs and the prehistoric world has en gathered in connection with Sinclair l Corporation's DINOLAND exhibit for e New York World's Fair.

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adequate safeguards the smaller commercial television companies would be in jeopardy.

Commenting on the decision to reapply, Sir Alexander said that fortunately the new ITA terms meant that Grampian could "operate as a financially viable concern."

Wales TV stockholders accept purchase offer

All voting shareholders and more than 90% of the nonvoting shareholders of the struggling Wales, West and North Television Ltd. have accepted the $1,176,000 purchase offer of Television Wales and the West Ltd. (BROADCASTING, Oct. 14).

WWN, which went on the air in September 1962 as the last commercial television company to get an ITA contract, lost heavily, and earlier this year cut all local programing.

The TWW offer was for the exchange of 5 TWW nonvoting shares for 6 WWN voting or nonvoting shares, with a maximum cash settlement of $616,000 to pay off debts.

Completion of the merger is conditional on TWW getting the new ITA contract for Wales and the West of England.

Arabs set up TV network

The establishment of the Arab Middle Eastern Network, consisting of TV stations in Syria, Jordan, Kuwait, Iraq and Lebanon, has been announced by ABC International.

The network was formed recently at a presentation in Beirut sponsored by Tele Orient of that city and ABC International. Donald W. Coyle, vice president of ABC International, said his organization would provide "international program buying and sales representation services to the stations which form the nucleus of the new organization.' '

FINANCIAL REPORTS

AB-PT LOOKS TO BRIGHTER FUTURE

Net operating profit down $173,000 in third quarter

American Broadcasting-Paramount Theaters issued a third quarter financial statement last week showing a drop of $173,000 in net operating profit (including capital gains) but suggesting brighter things ahead.

Leonard H. Goldenson, AB-PT president called public acceptance of ABC-TV's new nighttime schedule "most gratifying," and said "if it continues, the network as well as our owned television stations will be in a progressively stronger competitive position . . ."

A company statement noted that the broadcasting division's profits for the third quarter were lower than for the similar period last year and attributed the loss to the competitive position of the TV network during the 1962-63 season.

The third quarter statement:

	1963	1962
Net operating profit before tax & capital gains	$ 4,734,000	$ 5,220,000
Less tax provision	2,570,000	2,770,000
Net operating profit	2,164,000	2,450,000
Add capital gains, net	169,000	60,000
Net profit including capital gains	2,333,000	2,510,000
Net profit per share excluding capital gains	0.48	0.55
Net profit per share including capital gains	0.52	0.56

For the nine months:

	1963	1962
Net operating profit before tax & capital gains	13,611,000	17,196,000
Less tax provision	7,228,000	9,193,000
Net operating profit	6,383,000	8,003,000
Add capital gains, net	523,000	97,000
Net profit including capital gains	6,906,000	7,906,000
Net profit per share excluding capital gains	1.43	1.79
Net profit per share including capital gains	1.55	1.77

Concert Network creditors to meet

A meeting of creditors of Concert Network Inc., a group of FM stations with headquarters in Boston, has been scheduled for Nov. 19 in the Federal Building in Boston by Paul W. Glennon, referee. Creditors petitioned for bankruptcy last month.

In a balance sheet issued with the notice of the meeting, Mr. Glennon listed total liabilities of $550,360.74, including $110,000 for 10-year, 6% subordinated debentures. Total current liabilities add up to $427,602.53.

Total current assets are listed as $290,794.77, including $275,058.29 due from the four stations comprising the Concert Network (WNCN[FM] New York, WBCN[FM] Boston, WXCN[FM] Providence and WHCN[FM] Hartford). Assets also include $793,000 invested in these four stations.

A petition for reorganization of WNCN under the federal bankruptcy act was filed last month by 49% owner *New York Daily News. The News* has sold its interest in the outlet to Richard Eaton's United Broadcasting Co. which owns WBNX there (BROADCASTING, Oct. 28).

Earlier Concert Network was placed into involuntary receivership by creditors in Rhode Island. The receivers, appointed by the state court, arranged for the sale of the three stations (the Providence station was sold earlier), but this was superseded by the federal proceedings in Boston and New York.

At the present time, only two of the remaining three stations are operating; the Hartford outlet is silent pending the outcome of the litigation.

A federal court in New York has set Nov. 19 as the date for WNCN to file a proposed creditor arrangement plan in connection with the complex bankruptcy case.

At the latest hearing in New York (Oct. 30), Michael M. Goldberg, an attorney, was appointed tentative trustee to supervise WNCN's assets in the event that such supervision be required by the court.

Eitel McCullough profit up

Profits of Eitel McCullough Inc., San Carlos, Calif. tube maker, for nine months ended Sept. 30 were 15% higher than for same period last year, although sales were nearly 14% lower.

Nine months ended Sept. 30:

	1963	1962
Earned per share*	$ 0.26**	$ 0.23
Net sales	19,635,100.00	22,776,900.00
Net income after taxes	496,100.00	429,800.00

*Based on 1,842,913 shares outstanding.

**Additional 11 cents a share nonrecurring profit realized earlier in year from sale of old plant properties in San Bruno, Calif.

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Mr. Giegerich

Carl R. Giegerich, former director, senior VP and chairman of plans board at Cunningham & Walsh, New York, elected VP in charge of special projects for Fuller & Smith & Ross, that city. His duties will include chairmanship of FSR's creative review board which acts as quality control of all advertising prepared by agency.

Joseph DeFranco elected VP and director of public relations for Studebaker Corp., South Bend, Ind. He joined company in July 1962.

William W. Bryan elected to board of directors of Humble Oil & Refining Co., Houston, succeeding **D. W. Ramsey Jr.,** VP and director, who will retire Dec. 1. **Samuel E. Charlton** succeeds Mr. Bryan as Humble's VP for marketing. Mr. Charlton transfers to headquarters staff of company in Houston from Tulsa, Okla., where he has been marketing manager for Humble's 20-state central region.

John W. Angus, former president of Dolcin Corp., joins Foote, Cone & Belding, New York, as executive on Clairol account.

Richard J. McLoughlin, account executive at WNHC New Haven, Conn., joins RKO General Broadcasting National Sales, New York, as radio sales executive.

Harriet Tannenholz joins Gresh and Kramer, Philadelphia advertising agency, as senior copywriter.

Harlan Conway, formerly in continuity-production at KWKH Shreveport, La., joins Goodloe Stuck Adv. Agency, that city.

Robert D. Reeser, assistant market research director of Erwin Wasey, Ruthrauff & Ryan, Los Angeles, promoted to market and media research director.

Edward A. Fleig, media analyst at Earle Ludgin & Co., Chicago, joins media department of Kircher, Helton & Collett, Dayton and Cincinnati advertising agency.

Walter Cooper joins Kudner Agency, New York, as producer in radio-TV department. He was formerly producer at N. W. Ayer & Son.

Michael Ben-Dror, Alfred Gary and **Daryl Bach** elected VP's at Kenyon & Eckhardt, New York. Mr. Ben-Dror, senior account executive, joined agency

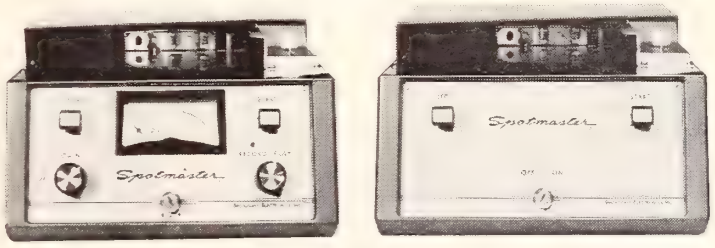
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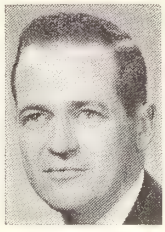
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Thurston named president


Mr. Thurston

Donald A. Thurston, treasurer and general manager of WMNB North Adams, elected president of Massachusetts Broadcasters Association, succeeding **George W. Steffy,** WNEB Worcester. Other MBA officers elected are **John Crohan,** WCOP-AM-FM Boston, VP; **James E. Allen,** WBZ-TV Boston, secretary; and **Alexander W. Milne,** WHMP Northampton, treasurer. Directors elected are **Dick Adams,** WKOX Framingham; **Lincoln Pratt,** WSAR Fall River; **Henry Hovland,** WBEC Pittsfield; **Arthur Haley,** WEZE Boston; **Charles DeRose,** WHYN-AM-TV Springfield; **Israel Cohen,** WCAP Lowell; Mr. Steffy.

in 1960; Mr. Gary, account executive, and Mr. Bach, copy supervisor, joined K&E in 1958.

Needham, Louis & Brorby, Chicago, announces three account department promotions: **Dale Anderson,** VP-account supervisor, to VP senior account director; **Walter W. Stumpe,** VP-account executive, to VP-account supervisor; **James E. Fasules,** VP-account executive, to VP-account supervisor.

William M. Dawson elected president of Gann Adv., Scranton, Pa., succeeding late **Henry W. Gann.** Mr. Dawson, previously VP and general manager of WNEP-TV Scranton-Wilkes-Barre, Pa., and WARM Scranton, joined Gann in 1958 and was elected VP in 1960.

M. E. Kriegel appointed Midwest sales manager of National Time Sales, New York-based radio-TV representative, with headquarters in Chicago.

Norman J. Phelps, advertising consultant and formerly with several Chicago agencies, joins E. H. Russell, McCloskey & Co., that city, as vice president on creative staff.

John E. Bernardy and **Robert B. Funkhouser,** account group heads on U. S. Steel at BBDO, Pittsburgh, elected vice presidents.

Charles A. La Mason joins WRCV Philadelphia as manager of advertising and promotion. Mr. La Mason was formerly associated with WBAL-AM-FM Baltimore in same capacity.


Mr. Blosl

Thomas L. Blosl, vice president and radio-TV director of Botsford, Constantine & Gardner, Seattle, appointed media director of that office.

Paul Burroughs, advertising manager of Air France, New York, promoted to advertising and creative services manager. Mr. Burroughs will handle Air France's advertising, direct mail and merchandising campaigns. He joined air line in 1956.

Paul R. Ross, administrative manager of TV network sales for NBC, joins BBDO, New York, as business manager of radio-TV department, responsible for negotiating of network program and facilities contracts.

William E. Minshall, former general manager of WGGG Gainesville, Fla., named sales manager of WCPO-AM-FM Cincinnati.

H. Drew Flegal, director of advertising and public relations for Ocean Spray Cranberries Inc., named director of marketing for Daniel F. Sullivan Co., Boston advertising agency.


Mr. Beck

Martin Beck, assistant sales manager of The Katz Agency Inc., New York, promoted to radio sales manager. He is succeeded as assistant sales manager by **James Greenwald,** member of radio sales staff for seven years. Mr. Beck joined Katz in 1939; Mr. Greenwald in 1956.

Frederic J. Cowan, VP of Kudner Agency, New York, joins Papert, Koenig, Lois, that city as supervisor on U. S. Rubber account.

Marvin L. Rand, formerly VP-public relations of Klau-Van Pietersom-Dunlap, Milwaukee, joins public relations staff of Griswold-Eshleman Co., Chicago, assigned to Armour & Co. and Dr. Salsbury Labs. accounts.

H. Kenneth Brown joins Kal, Ehrlich & Merrick, Washington advertising agency, as account executive.

Claude Bruner, formerly of Krupnick & Associates, and **Charles J. (Jack) Prince,** D'Arcy Adv., join Gardner Adv., St. Louis, as account executives. Other Gardner additions are **Joseph Creaturo,** formerly executive art director at Needham, Louis & Brorby, as creative group supervisor, and **Thomas F. Dempsey,** reporter with *St. Louis*



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BROADCASTERS' PROMOTION ASSOCIATION

Barrick to new FCC post

Clinton M. Barrick appointed engineering assistant to FCC Commissioner Robert T. Bartley. He replaces **Neal K. McNaughten,** who was recently named chief of emergency systems division of Office of Emergency Communications. Mr. Barrick joined FCC in 1942 as radio operator in wartime radio intelligence division at Santa Ana, Calif., monitoring station, and later with Los Angeles district office. Since 1953 he has been with commission's Broadcast Bureau.

Post-Dispatch, as copywriter.

Jack Rellis Jr., with D. P. Brother & Co., Detroit, since 1954, appointed director of commercial production and visual communication for agency's AC spark plug account. **Richard E. Randall,** with Brother since 1959, promoted to associate director of radio-television department.

Dr. Morris J. Gottlieb, formerly senior member of Arthur D. Little Inc., management services, New York, joins Audit & Surveys Co., New York, as vice president and director of consumer survey division.

Ed Dillon joins WHN New York as account executive. Mr. Dillon was formerly in sales department of WNEW-TV New York.

Stanley C. Barclay, previously advertising and sales promotion manager for WOL Washington, joins WMAL-AM-FM, that city, as account executive.

Richard E. Fisher and **Mitchell L. Sherman** appointed to account management division of Cunningham & Walsh, New York. Prior to joining C&W, Mr. Fisher was VP and director of public relations for Northeast Airlines. At Cunningham & Walsh, he will serve as senior account executive on Braniff International Airways. Mr. Sherman was account executive on package goods at Grey Adv.

Elwood Gair and **Robert W. Van Camp** promoted to associate general product managers in household products division of Colgate-Palmolive Co. Mr. Gair had been assistant to Colgate's president, George Lesch. Mr. Van Camp joined Colgate in 1958 and has served as group product manager.

David Martin, sales representative for Wallace Press Inc., Chicago printing firm, joins WCKY Cincinnati as account executive.

Jerry Abrams, former national sales manager of WMAJ State College, Pa., joins New York radio sales department of Venard, Torbet & McConnell, radio-TV station representatives. **Tray Tomberlin,** publisher's representative for Peterson Publishing Co., Chicago, joins Venard, Torbet & McConnell's Chicago radio sales staff.

C. Russell Noyes promoted to newly created post of public relations VP at Phoenix Mutual Life Insurance Co., Hartford, Conn. Mr. Noyes was formerly secretary-advertising manager.

Joshua J. Mayberry, formerly with research department of Westinghouse Broadcasting Co., appointed research assistant for Blair Radio, New York.

THE MEDIA


Mr. Miller

D. Thomas Miller, VP of central division of ABC-TV Spot Sales, appointed general manager of ABC-owned WBKB(TV) Chicago. Before joining ABC in June 1961, Mr. Miller served for five years as account executive with CBS-TV Spot Sales, New York. **Sterling C. Quinlan,** formerly vice president-general manager, continues in overall charge of station.

Len Carl, sales manager of KAAY Little Rock, Ark., promoted to general manager, replacing **Tom Bishop,** who has resigned.

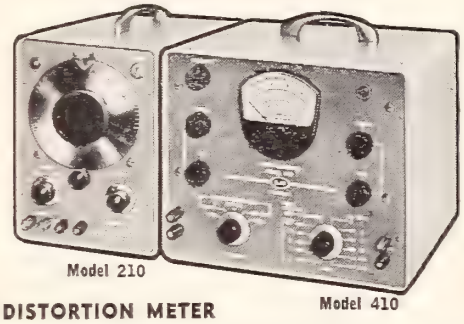

Mr. Howard

Tom Howard, formerly general manager of KBEA Kansas City, appointed general manager of WNDY Indianapolis. Licensed to Radio One Five Hundred Inc. (Douglas D. Kahle, president), WNDY is scheduled to go on air January 1, 1964, with 5 kw power on 1500 kc. Mr. Howard joined KBEA in 1961 as sales manager. He was appointed general manager of station in May 1962.

Jay B. Sondheim, sales manager of KFRE-TV Fresno, Calif., appointed general manager of WLYH-TV Lebanon-Lancaster, Pa., effective today (Nov. 4). **Keith G. Dare,** sales manager of WNBF-TV Binghamton, N. Y., replaces Mr. Sondheim as KFRE-TV sales manager. Replacement for Mr. Dare at WNBF-TV has not as yet been announced. Stations are owned by Triangle Publications Inc. Mr. Sondheim was appointed to his Fresno sales post in January 1961. Mr. Dare joined Triangle organization in 1960 at WNBF-TV as sales manager.

New! B&W

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B&W

Herbert C. Rice, president and general manager of WILI Willimantic, elected president of Connecticut Broadcasters Association, succeeding **Robert S. Tyrol,** VP in charge of sales for WTIC-AM-FM Hartford. **Howard Maschmeier,** general manager of WNHC-TV New Haven, elected first VP of association, and **Dick Reed,** general manager of WICH Norwich, elected secretary-treasurer.

Red Jones, program director of WDGY Minneapolis-St. Paul, returns to WQXI Atlanta as assistant to general manager, Kent Burkhart. Mr. Jones formerly served as WQXI program director-air personality.


Mr. Gedalecia

Ben Gedalecia, research-marketing consultant and former agency and network executive, appointed research consultant to National Association of FM Broadcasters, New York. NAFMB plans to create syndicated ratings service for measurement of FM audience on market-by-market basis. Among posts Mr. Gedalecia held before establishing his own consultant service are director of research for ABC; VP in charge of research and plans board member at BBDO; and executive VP of Interpublic subsidiary, Marketing Planning Corp.

M. William Adler, 10-year veteran in community television field, has opened consulting office in Washington under name of Adler Associates. Office is in Room 519 Transportation Bldg., Washington 6, D. C. Telephone: Executive 3-3400. Mr. Adler, who served two years on board of National Community Television Association and was treasurer of NCTA for two-year term, owns and operates CATV systems in Weston, Sutton, Gassaway and Summerville, West Virginia, and in Covington and Clifton Forge, Virginia.

Finn elected chairman

James D. Finn, project director of instructional technology and media project of University of Southern California, Los Angeles, elected chairman of Educational Media Council, New York, replacing **Charles F. Schuller,** director of audio-visual center of Michigan State University, who was re-elected as member-at-large and member of board of directors. Other officers elected: **William G. Harley,** National Association of Educational Broadcasters, vice chairman; and **Ben Edelman,** of Western Electric Co., representing Electronic Industries Association, secretary. **Margaret Gill,** Association for Supervision and Curriculum Development, re-elected treasurer.

Democrats name Reinsch


Mr. Reinsch

James Leonard Reinsch, executive director of the James M. Cox Jr. radio and TV stations and supervisor of Cox's community antenna television systems in Pennsylvania, Ohio and Washington, has been appointed assistant chairman and executive director of the 1964 Democratic National Convention. He also serves as radio-TV consultant to the national committee.

In his new capacity, Mr. Reinsch will be in charge of all physical arrangements for the 1964 convention, to be held at Atlantic City, N. J., Aug. 24-28, as well as assisting the convention program.

Mr. Reinsch was assistant chairman and executive director of the 1960 Democratic Convention, TV director of the 1960 presidential campaign, general manager of the 1956 Democratic Convention, radio-TV director of the 1952 convention, radio director of the 1944 convention and radio director for the Roosevelt-Truman campaign in 1944.


Mr. Henry


Mr. Forward

Alan Henry, for past year assistant to Metromedia president and board chairman, John W. Kluge, named general manager KLAC-AM-FM Los Angeles, effective Jan. 1, 1964. For two years prior to joining Metromedia Mr. Henry was general manager of KWK St. Louis. **Robert Forward,** present KLAC manager, appointed Metromedia general corporate executive.

Chester M. Reiten, president of KXMC-TV Minot, elected president of North Dakota Broadcasters Association, succeeding **Stanley Deck,** general manager of KDIX-AM-TV Dickinson. **Paul Lange,** manager of KDLR Devils Lake, elected VP of association, and **Leslie E. Maupin,** of Minot, re-elected secretary-treasurer for 10th year. **Ken Kennedy,** WDAY Fargo, and **William Eckberg,** Meyer Broadcasting, elected to two- and one-year terms, respectively, on NDBA's board of directors.


Mr. Kaplan

Stanley N. Kaplan, executive VP of Mars Broadcasting, Stamford, Conn., radio-TV production firm, elected executive VP of WMEX Boston. Mr. Kaplan's 10-year broadcasting career began as commercial manager of WEIR Weirton, W. Va. He served as sales manager of WIL St. Louis and was later promoted to general sales manager of all Balaban stations before founding Mars Broadcasting in 1961.

Jack Berry, commercial manager, promoted to station manager of WNEM-FM-TV Flint-Saginaw-Bay City, Mich.

C. A. (Bud) McClain, general manager of WFKY Frankfort, elected president of Kentucky Broadcasters Association, succeeding **William M. Whitaker,** VP and general manager of WMOR Morehead. Other KBA officers elected are **William Russell,** WSON-AM-FM Henderson, first VP; **W. P. Sosh,** WRUS Russellville, second VP; and **Alvis H. Temple,** WKCT Bowling Green, secretary-treasurer (re-elected).

Roy E. Morgan, executive VP of Wyoming Valley Broadcasting Co., licensee of WILK Wilkes-Barre, Pa., elected president of Family Service Association of America, national accrediting organization for 312 local marriage and family casework counseling agencies throughout U. S. and Canada.

William Dawes, director of community relations for WCPO-AM-FM-TV Cincinnati, appointed manager of WCPO-FM, effective Nov. 9.

PROGRAMING

Theodore G. Bergmann named executive producer of *The Best on Record,* TV special that will salute past winners of recording industry's Grammy awards on NBC-TV, Nov. 24, 10-11 p.m. EST. Mr. Bergmann is president of Charter Producers Corp., show's packager.

Gene Daniels, former regional sales manager of Richard H. Ullman Inc., named national sales manager for transcription library division of Woodgate Associates, Buffalo, N. Y. Also named regional sales managers are **Bernie Edel-**

man, Eastern: **Harry Sanger**, Southern: and **Tom Downing**, Midwestern.

Leslee Klemes elected VP in charge of advertising for Columbia Record Club, New York. Mr. Klemes joined CRC in May 1958 as manager of promotion. He was appointed to his most recent post of advertising director in April 1960.

Bernard L. Mullins, VP in charge of programing for WTIC-AM-FM Hartford, Conn., retired Oct. 31 after 28 years at station. Mr. Mullins joined WTIC as announcer in 1935 and after serving as producer and chief announcer during World War II, was promoted to director of special programs and public relations. He was elected VP in charge of radio programing in 1947. In 1962 Mr. Mullins was elected a director of Travelers Broadcasting Service Corp., licensee of WTIC-AM-FM-TV.

Ray Moore and **Jean Hendrix** appointed to new program positions at WSB-TV Atlanta. Mr. Moore, WSB-TV's news director, assumes additional duties as local program director and responsibility for station's community relations activities. He joined WSB-AM-TV in 1951 and has held news director post for TV outlet since 1958. Miss Hendrix has been named program coordinator of WSB-TV and for other Cox TV stations. She will be in charge of all film programing, network scheduling



Mr. Moore



Miss Hendrix

and special program promotions for WSB-TV and will act as film and special programing consultant for Cox TV stations. Miss Hendrix joined WSB in 1946 and moved to WSB-TV in September 1948, when station went on air.

John C. Orr named production manager of Sarra Inc., New York TV film commercial firm. Prior to joining Sarra, Mr. Orr served as production manager for Audio Productions Inc.

Frederick F. Lamont Jr., public relations and radio-TV-film consultant and formerly with Compton Adv.'s radio-TV department as executive producer, joins National Advisory Council of Goldwater for President Committee. He relocates from New York to Arizona later this month. He had been with ABC-TV and WABC-TV New York at one time.

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NCAB elects Fletcher

Fred Fletcher, VP and general manager of WRAL-TV Raleigh, elected president of North Carolina Association of Broadcasters, succeeding **Jack Starnes**, general manager of WBAG Burlington. Other officers elected at NCAB's annual fall convention at Grobe Park Inn, Asheville, Oct. 27-29, are: **Wally Jorgenson**, WBTV(TV) Charlotte, vice president for television, and **Frank Lambeth**, WMFR High Point, vice president for radio. **Mrs. Doris B. Potter**, WKBC North Wilkesboro, was re-elected secretary-treasurer. New members of board of directors are **C. Alden Baker**, WAGI Elizabeth City; **E. Z. Jones**, WBBB Burlington; **Ed Smith**, WIRC Hickory; and **Harold Essex**, WSJS-TV Winston-Salem. They will serve two-year terms.

Marty Giaimo, midwest division manager of World Broadcasting System, radio promotion and program service, Philadelphia, appointed manager of Southeast and Middle Atlantic states division, with headquarters in Atlanta. **W. E. (Mac) McClenahan**, western division manager, named midwest division manager, replacing Mr. Giaimo. Mr. McClenahan will make his headquarters in Milwaukee. **Rodger May**, manager of WHBQ Memphis, joins WBS as southwest division manager.

Robert L. Yorke resigns as division VP, commercial records creation department, RCA Victor Records, New York. No future plans announced.

Rowe S. Giesen appointed to newly created post of director of administration, ABC-TV network programs, western division. Mr. Giesen, who joined network in March 1957, has been manager of ABC-TV network programs, western division, since July 1, 1960. **Edward W. (Ted) Parrish Jr.**, who has been serving as manager of network program services, succeeds Mr. Giesen.

Jack Lazare, former air personality at WNEW New York, appointed program director of WCOP-AM-FM Boston. **Dick Radatz**, ace relief pitcher of Boston Red Sox, named WCOP sports director.

Bob Keith, formerly of WFUN Miami, named program director of WCPO Cincinnati.

Tom Whalen, formerly with WNBF-AM-FM Binghamton, N. Y., named program manager of WAVY Norfolk-Portsmouth-Newport News, Va.

James Major appointed production manager of WITI-TV Milwaukee. **Noel Wiegele** and **Bill LeMonds** named staff directors.

John Scott Trotter elected president of National Academy of Recording Arts & Sciences. Other officers are **Billy Taylor**, first VP; **Dock Schory**, 2nd VP; **I. Horowitz**, secretary; **F. M. Scott**, treasurer.

Pete Williams, sports director of WWNC Asheville, N. C., joins WBRK Pittsfield, Mass., in same capacity.

Elmer Bernstein has been signed by MGM-TV to compose musical score for *The World's Greatest Showman*, 90-minute color special about life of Cecil B. DeMille, which will be shown on NBC-TV Sunday night, Dec. 1.

Gerald Sherwin and **Neal McIntire** join production department of WINS New York, effective today (Nov. 4), as producer-directors. Mr. Sherwin has been with WINS since October 1961 as promotion executive. Mr. McIntire joins station from KQV-AM-FM Pittsburgh where, for past two years, he has been assistant program manager and music director.

Martha Jean Steinberg, for past

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eight years with WDIA Memphis, Tenn., joins WCHB Detroit as women's editor, replacing **Trudy Haynes.** Miss Steinberg will be host of *Homemakers Show* daily from 10-11:30 a.m.

Bob Maxwell, formerly with WCBS New York, joins personality staff of *Sounding Board* on WABC, that city.

Buddy Deane, host of *The Buddy Deane Show* on WJZ-TV Baltimore, assumes added duties as host of morning show at WITH-AM-FM, that city.

Mauryne Dugger joins WSJS-TV Winston-Salem, N. C., as member of afternoon show, *This Afternoon.*

Robert Malcolm Young is creating and writing new radio series for Armed Forces Radio and Television Service, *The American Genius,* dealing with life and achievements of Benjamin Franklin. Mr. Young's last assignment from AFTRS was *Threat and Challenge,* TV series on communism.

Paul Baxley joins production staff of MGM-TV's *The Travels of Jaimie McPheeters,* to create and stage action sequences for each episode of series (Sundays, 7:30-8:30 p.m., ABC-TV).

Dan Chandler joins announcing staff of WIOD Miami.

Scott Craig, director of research and education, weatherman and producer of *CIA Reports* at WCIA(TV) Champaign, Ill., joins WBBM-TV Chicago as staff producer.

Cullen Houghtling, previously television art director for Guild, Bascom & Bonfigli, joins Pintoff Productions, New York, as live-action director and art director.

Ben Givaudan, member of engineering staff of WDBJ-TV Roanoke, Va., promoted to staff producer-director.

NEWS

Sam Zelman, former CBS News executive and currently news director of KTLA(TV) Los Angeles, returns to CBS News, effective Nov. 10, as West Coast bureau manager. He will succeed **Robert Schakne,** who has been named Latin American correspondent for CBS News and will be based in Rio de Janeiro, effective Jan. 1, 1964. Mr. Schakne requested to be relieved of administrative duties to return to field as correspondent, and will now cover all of Latin America. He replaces **Arthur Bonner,** special staff correspondent, who is being returned to New York for reassignment. **Robert Rubin,** production supervisor for creative projects at NBC News and former production executive for CBS News, returns to CBS News as producer. His initial assignment will be in technical area, helping to develop and test equipment which will improve capabilities of division in news and public affairs coverage. **Nancy O'Connor,** director of cost accounting for CBS News, promoted to budgets director. She is succeeded by **Allen Jablonsky.**

Bob Larkin, news director of WINQ Tampa, Fla., appointed news director of WINZ Miami. Both stations are owned by Rand Broadcasting Co.

Charles N. Balfour, for past four years chief radio news editor for Jamaica Broadcasting Corp., joins news staff of KSL-TV Salt Lake City.

Arthur Kevin, West Coast bureau chief of UPI radio network in Hollywood, joins KHJ-AM-FM Los Angeles as newscaster.

Robert L. Palmer appointed assistant director of information services at KNXT(TV) Los Angeles and CBS Television Pacific Network. He was formerly creative director at KLAC and pubilcity director at KMPC, both Los Angeles.

Rupert Chastain, St. Augustine, Fla., news correspondent for WFGA-TV Jacksonville, and **Eddie Wade,** news director of WGIG Brunswick, Ga., appointed co-directors of WFGA-TV's newly established Southeast Georgia news bureau, with headquarters in Brunswick.

Ed Hart, news editor at KPTV(TV) Portland, Ore., joins KRON-TV San Francisco as newscaster.

Audrey Hansen appointed editorial assistant at WITI-TV Milwaukee.

CARTA honors McAndrew



Mr. McAndrew

William R. McAndrew, executive VP in charge of NBC News, has been named by the Catholic Apostolate of Radio, Television and Advertising as the 1963 winner of its annual award for "outstanding efforts in raising the standards of television."

The CARTA award will be presented to Mr. McAndrew at the 16th annual CARTA Communion Breakfast, Sunday, Nov. 10, in the Grand Ballroom of the Waldorf-Astoria hotel in New York.

Mr. McAndrew joined NBC News in Washington in 1948. He was elected VP in 1958 and executive VP in 1960.

Previous CARTA winners are **Ben Duffy,** 1960; **Danny Thomas,** 1961; and **Donald H. McGannon,** 1962.

Barney Miller, news director of KNX-AM-FM Los Angeles, elected president of Radio and Television News Association of Southern California. **Ed Conklin,** KNBC(TV) Los Angeles, elected VP of association. **Jackie Brown,** of Los Angeles public relations firm, Bergen & Lee, continues as secretary-treasurer.

Mary Anne Nyburg, former reporter and TV writer for *Oakland* (Calif.) *Tribune,* joins staff of KTVU(TV) Oakland-San Francisco.

FANFARE

Marjorie Thomas, formerly PR representative of Motion Picture Relief Fund, joins Julian F. Myers Inc., Beverly Hills, Calif., public relations firm, as account executive.

Jack Drum elected VP of The Softness Group, New York public relations and sales communications firm. Mr. Drum will assume many of functions formerly handled by **Robert A. Bernstein,** who resigned last month to become director of national public relations for radio-TV division of Triangle Publications. Mr. Drum joined Softness organization early this year. **Linda Hecht,** staff writer, promoted to account executive.

Johnny Grant, personality at KMPC Los Angeles for past 13 years, has been transferred from on-air work to special public relation assignments. **Gary Owens** takes over *Johnny Grant Freeway Club* period, 3-6 p.m. weekdays, starting today (Nov. 4).

Jo-Anna Reilly named publicity director of KFWB Los Angeles, succeeding **Doni Scott,** who resigned.

Francis E. McCarthy, former account executive at WORL Boston, appointed sales promotion coordinator for WGAN Portland, Me.

INTERNATIONAL

Stuart MacDonald appointed sales manager for western television division of Stovin-Byles Ltd., Toronto station representation firm.

William G. Moyer named broadcast manager of CKPR-AM-FM-TV Fort William, Ont. **Bernard Riley** to program manager of CKPR-AM-FM, and **Ronald H. Knight** to news director of CKPR-AM-FM-TV.

Jack D. Lusher, public relations officer of Canadian Broadcasting Corp., named director of public relations at CBC headquarters, Ottawa, succeeding **W. A. Macdonald,** who has been loaned to Canadian National Centennial Administration, that city.

James Johnston appointed associate producer of *People in Conflict* series produced for Screen Gems (Canada),

Toronto, at CHAN-TV Vancouver, B. C.

Joseph W. Brinkley appointed director of program analysis for Radio Free Europe in Munich, West Germany. Mr. Brinkley joined staff of Radio Europe Committee two years ago as deputy director of Exile Political Organizations, a division of RFE.

Jean-Pierre Masson, French-language radio-TV personality, joins CKAC Montreal, to do one-hour morning show five days weekly.

Al Boliska, disc jockey at CHUM Toronto, to feature morning personality at CKEY Toronto.

Don Fox, formerly of Radio and Television Sales Inc., station representative firm, Toronto, to manager of CHUC Cobourg, Ont.

Ronald Onions, for past year assistant editor of BBC-TV's southern region magazine series *South at Six*, moves to BBC-TV's *Tonight* program team.

Arthur Clifford and **Peter Holmans** appointed programing controller and planning controller, respectively, of Anglia Television Ltd., London.

EQUIPMENT & ENGINEERING


Mr. Morgan

John T. Morgan named VP in charge of sales and merchandising for Sylvania Home & Commercial Electronics Corp., marketing subsidiary of Sylvania Electric Products, Batavia, N. Y. He will be responsible for both sales and merchandising of company's TV, radio and stereophonic high fidelity instruments. Mr. Morgan has been VP-merchandising, responsible for advertising, sales promotion and sales training since joining company in 1962.

Robert J. Henderson, former sales manager of Electronic Transmission Corp., appointed regional (Northeastern and Middle Atlantic) sales manager for Fairchild-Du Mont closed circuit TV systems, cameras, and associated equipment.

Arnold T. Nappi, sales engineer and manager of New York sales office of Fischer and Porter Co., joins New York staff of S.O.S. Photo-Cine-Optics as sales engineer.

Howard W. Hanson appointed manager of marketing services for electronic products division of Corning Glass Works, Raleigh, N. C. Mr. Hanson joined Corning in 1956 and was named to his most recent post of advertising and sales promotion manager for division in May 1963.

Saul Jeffee, president of Movielab Inc., New York, re-elected president of Association of Cinema Laboratories, Washington. Other officers, also re-elected, are **W. E. Gephart Jr.,** General Film Laboratories, Hollywood, VP; **Louis Feldman,** Du Art Film Laboratories, New York, treasurer, and **Dudley Spruill,** Byron Motion Pictures, Washington, secretary.

George Fouser, production control manager at Audio Devices Inc., New York, appointed product manager for company's sound recording tapes and accessories. Other promotions at ADI: **George R. Freifeld,** Washington, sales manager, to product manager for computer and instrumentation tapes, and **Robert Fraser** to product manager for lubricated tapes and cartridges. Mr. Fraser was previously with Sound Corp. of America, tape cartridge firm recently acquired by Audio Devices.

Harold C. Potter, formerly national sales manager for General Electric's semiconductor products department, appointed director of marketing for components group of Litton Industries.


Colonel Schatzel

Colonel DeWolf Schatzel, who retired from Marine Corps in 1961 to become director of engineering for Midwest Program on Airborne Television Instruction, joins A. Earl Cullum Jr. and Associates, Dallas consulting radio engineers, as director of engineering matters relating to special projects such as microwave and community antenna systems.

DEATHS

William S. Martin, president and general manager of Seaway Broadcasting Corp. (WMPP Chicago Heights, Ill.), died Oct. 3 of kidney ailment at Provident Hospital in Chicago.

LeRoy S. Wenger, 47, radio engineering supervisor at U. S. Information Agency radio relay station on Okinawa, died Oct. 30 of cerebral hemorrhage. He had been ill for three days. Mr. Wenger joined Voice of America, agency's radio arm, in January 1961 and served in engineering posts at Greece and Philippines until his assignment to Okinawa later that year.

Bettina Hartenbach, 57, for past seven years scriptwriter for Voice of America, died Oct. 24 of cancer at Washington Hospital Center.

Wanted by the FBI


James H. Davis

A federal warrant was issued Oct. 8, at Galveston, Tex., charging **James Hubert Davis,** also known as **James Howard Davis, James H. Davis, James Dean, E. R. Hardin Jr.** and **Howard James,** for having fled the state of Texas to avoid prosecution for the felony of passing a worthless check.

Davis has in the past worked as a salesman and as a radio announcer at stations in Galveston and Charlotte, N. C., and as a tavern operator. He may be driving a 1961 blue Falcon, two-door. Davis should be considered armed and dangerous, inasmuch as he has been arrested for armed robbery.

Davis is described as a white male, weighing 153 pounds, with a ruddy complexion, hazel eyes and brown hair. He was born Sept. 11, 1922 at Dandridge, Tenn.

Contact your nearest FBI office in the event any information develops concerning this individual.



FCC STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Oct. 24 through Oct. 30 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w-watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *educational. Ann.—Announced.

New TV stations

APPLICATIONS

Miami—GEM Broadcasting Co. UHF channel 33 (584-590 mc); ERP 292 kw vis., 102 kw aur. Ant. height above average terrain 309 feet, above ground 331 feet. P. O. address c/o Haig Ellian, Suite 228, 149 West Plaza, Northside Center, Miami 47. Estimated construction cost $338,020; first year operating cost $250,000; revenue $275,000. Studio and trans. locations both Miami. Geographic coordinates 25° 46′ 48″ north latitude, 80° 11′ 24″ west longitude. Type trans. RCA TTU-12A, type ant. RCA TFU-24DM. Legal counsel Welch, Mott & Morgan, Washington; consulting engineer Serge Bergen, Fairfax, Va. Principals: **John W. Gilbert, Haig Ellian** and **I. A. Mascioli** (each 33 ⅓%). Three principals are local businessmen. Ann. Oct. 24.

Utica, N. Y.—P. H. Inc. UHF channel 54 (710-716 mc); ERP 4.34 kw vis., 2.59 kw aur. Ant. height above average terrain minus 140.5 feet, above ground 241 feet. P. O. address c/o Allen F. Bonapart, 301 Hotel Utica Building, 102-104 Lafayette Street, Utica. Estimated construction cost $116,338; first year operating cost $98,770; revenue $74,880. Studio and trans. locations both Utica. Geographic coordinates 43° 06′ 08″ north latitude, 75° 13′ 53″ west longitude. Type trans. RCA TTU-1B, type ant. GE TY-21-E. Legal counsel E. Porter Felt, Utica; consulting engineer Edward W. Susterich, New Hartford, N. Y. Principals: **Allen F. Bonapart, Edward W. Susterich, Donald Majka, E. Porter Felt, Carmen Fondario, Russell W. Baldwin Jr.** and **William S'Doia** (each 14.29%). Principals are also associated with WUFM(FM) Utica. Ann. Oct. 28.

Portsmouth, Ohio—Reynard L. Osborne. UHF channel 30 (566-572 mc); ERP 20.6 kw vis., 11.1 kw aur. Ant. height above average terrain 503.7 feet, above ground 247.5 feet. P. O. address 2020 Sunrise Avenue, Portsmouth, Ohio. Estimated construction cost $150,749; first year operating cost and revenue not given. Studio and trans. locations both Portsmouth. Geographic coordinates 38° 46′ 40.5″ north latitude, 82° 58′ 53″ west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-24DL. Legal counsel A. L. Stein, Washington, consulting engineer Clarance E. Henson, Louisville, Ky. Mr. Osborne owns dry cleaning firm. Ann. Oct. 28.

Existing TV station

ACTION BY FCC

WDAU-TV Scranton, Pa.—Waived Sec. 3.614 of rules and granted application to change ERP from 447 kw vis. and 224 kw aur. to 912 kw vis. and 457 kw aur. and to directionalize ant. horizontal radiation pattern to provide maximum vis. power in horizontal plane of 1700 kw and maximum vertical lobe vis. radiated power of 3710 kw; conditions. Chairman Henry not participating. Action Oct. 24.

New AM stations

ACTIONS BY FCC

Monette, Ark.—Buffalo Island Broadcasting Co. Granted CP for new AM on 1560 kc, 250 w-D; condition. P. O. address Box 52, Paragould, Ark. Estimated construction cost $19,620; first year operating cost $17,000; revenue $20,000. Applicant is subsidiary of **Pharmaceuticals of Arkansas Inc.**, owned by Drs. **Donald I. Purcell** and **A. E. Andrews** (each 50%). Action Oct. 25.

Winston-Salem, N. C.—Stuart W. Epperson. Granted CP for new AM on 1500 kw, 1 kw-D, DA; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. P. O. address Ararat, Va. Estimated construction cost $22,422; first year operating cost $38,000; revenue $41,000. Mr. Epperson, sole owner, is majority owner of WKBA Vinton, Va. Dec. 19, 1962, initial decision looked toward grant. Action Oct. 25.

APPLICATION

Black Mountain, N. C.—Swannanoa Valley Broadcasting Co. 1350 kc, 500 w-D. (Requests former facilities of WBMT Black Mountain.) P. O. address Box 608 Black Mountain. WBMT facilities will cost $32,500. Principals: **Harvey R.** (50.8%) and **Marie W.** (.3%) **Laughter** and **Thomas P.** (48.6%) and **Jean G.** (.3%) **Tisdale III.** Mr. Laughter is part owner of WYCL York, S. C. Ann. Oct. 24.

Existing AM stations

ACTION BY FCC

KXAR Hope, Ark.—Granted increased daytime power on 1490 kc, SH, from 250 w to 1 kw, continued nighttime operation with 250 w; conditions and without prejudice to action commission may deem necessary as result of final determination with respect to pending application for renewal of license of KAMD Camden and hearing proceeding on applications of Smackover Radio Inc., Smackover, and Magnolia Broadcasting Co. (KVMA), Magnolia. Chairman Henry not participating. Action Oct. 24.

APPLICATIONS

KEOS Flagstaff, Ariz.—CP to change frequency from 1290 kc to 690 kc; change hours of operation from D to unl. using power of 500 w, 1 kw LS; change studio and remote control location; change site (same as KVNA) and change from non-DA to DA-D. Requests facilities of KVNA and requests application be designated for hearing with pending renewal of KVNA. Ann. Oct. 25.

KWOW Pomona, Calif.—Cp to increase daytime power from 1 kw to 5 kw and install new trans. Ann. Oct. 30.

New FM stations

ACTIONS BY FCC

Bluffton, Ind.—Wells County Radio Corp. Granted CP for new FM on 100.1 mc, ch. 261, 3 kw. Ant. height above average terrain 50.75 feet. P. O. address Box 321, Bluffton. Estimated construction cost $11,036; first year operating cost $15,000; revenue $22,000. Principals: **Herman Zeps** (55%), **C. D.** and **David Butler, T. W. Kehoe,** and **Paul Gebele** (each 10%), and **Robert Ehler** (5%). All principals are local businessmen, having no other broadcast interest than application. Action Oct. 25.

Big Rapids, Mich.—WBRN Inc. Granted CP for new FM on 92.1 mc, 3 kw. Ant. height above average terrain 78 feet. P. O. address Big Rapids. Estimated construction cost $9,800; first year operating cost $13,800; revenue $15,000. Principals: **John A.** and **Elaine E. White** (80% jointly) and **Marjorie Denison** (20%). Applicant is licensee of WBRN Big Rapids. Principals also hold majority interest in WBZI Brazil, Ind. Action Oct. 25.

Wapakoneta, Ohio—West Central Ohio Broadcasters Inc. Granted CP for new FM on 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 150 feet. P. O. address 30½ North Detroit Street, Xenia, Ohio. Estimated construction cost $13,300; first year operating cost $21,000; revenue $24,000. Principals: **Ernest J. Rogers** (75%) and **Harry B. Miller** (25%). Applicant corporation has application pending for new AM in Xenia; Mr. Rogers is retired farmer; Mr. Miller owns WHBM Xenia. Action Oct. 29.

Somerset, Pa.—Radio Station WVSC Inc. Granted CP for new FM on 97.7 mc, channel 249, 3 kw. Ant. height above average terrain 140 feet; remote control permitted; conditions. P. O. address Box 231, Somerset. Estimated construction cost $20,700; first year operating cost $12,000; revenue $12,000. Licensee is also licensee of WVSC Somerset. Action Oct. 25.

Spearman, Tex.—Coy C. Palmer. Granted CP for new FM on 98.3 mc, channel 252, 3 kw. Ant. height above average terrain 215 feet. P. O. address 603 East Kenneth Avenue, Spearman. Estimated construction cost $4,525; first year operating cost $15,000; revenue $25,000. Action Oct. 29.

Wausau, Wis.—WRIG Inc. Granted CP for new FM on 101.9 mc, 91 kw. Ant. height above average terrain 490 feet. P. O. address 529 Third St., Wausau. Estimated construction cost $32,850; first year operating cost $3,000; revenue $5,000. (Both operating cost and revenue figured in addition to AM operation.) Principals: **Duey E.** and **Julia Wright** (each 50%). Mr. and Mrs. Wright own WRIG Wausau. Action Oct. 25.

APPLICATIONS

Cocoa, Fla.—WEZY Inc. 99.3 mc, channel 257, 3 kw. Ant. height average terrain 214 feet. P. O. address c/o Irving Braun, 740 Clearlake Road, Box 3386, Cocoa. Estimated construction cost $16,752; first year operating cost $14,400; revenue $24,000. Applicant is licensee of WEZY Cocoa. Ann. Oct. 24.

Cocoa, Fla.—WKKO Radio Inc. 99.3 mc, channel 237, 2.77 kw. Ant. height above average terrain 244 feet. P. O. address Box 1308, Cocoa. Estimated construction cost $11,050; first year operating cost $8,500; revenue $15,000. Applicant is licensee of WKKO Cocoa. Ann. Oct. 28.

Delray Beach, Fla.—Sunshine Broadcasting Co. 102.7 mc, channel 274, 28.4 kw. Ant. height above average terrain 180 feet. P. O. address 736 Intracoastal Drive, Fort Lauderdale, Fla. Estimated construction cost $23,772; first year operating cost $8,200; rev-

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 30

	ON AIR Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,843	44	143	300
FM	1,113	17	92	263
TV	521[1]	55	82	123

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 30

	VHF	UHF	TOTAL TV
Commercial	486	90	576[1]
Noncommercial	51	29	80[2]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Sept. 30

	AM	FM	TV
Licensed (all on air)	3,838	1,110	521[1]
CP's on air (new stations)	49	20	55
CP's not on air (new stations)	134	75	81
Total authorized stations	4,021	1,205	657[1]
Applications for new stations (not in hearing)	185	224	70
Applications for new stations (in hearing)	123	12	51
Total applications for new stations	308	236	121
Applications for major changes (not in hearing)	226	95	46
Applications for major changes (in hearing)	52	3	10
Total applications for major changes	278	98	56
Licenses deleted	2	1	0
CP's deleted	2	1	1

[1] Does not include seven licensed stations off air
[2] Includes three stations operating on unreserved channels

enue $8,500. Applicant is licensee of WDBF Delray Beach. Ann. Oct. 29.

Marianna, Fla.—Chipola Corp. 100.9 mc, channel 265, 3 kw. Ant. height above average terrain 325.26 feet. P. O. address c/o Earl E. Manning Jr., Box 569, Marianna. Estimated construction cost $18,127; first year operating cost $9,000; revenue $10,000. Applicant is licensee of WTOT Marianna. Ann. Oct. 29.

Ada, Okla.—Oklahoma Broadcasting Co. 93.3 mc, channel 227, 100 kw. Ant. height above average terrain 630 feet. P. O. address c/o Bill Hoover, Box 10, Ada. Estimated construction cost $37,025; first year operating cost $60,600; revenue $72,000. Oklahoma Broadcasting is 100% owned by **Eastern Oklahoma Television Inc.**, licensee of KTEN-TV Ada., whose majority owner is **Bill Hoover.** Also see Tulsa and The Village, both Oklahoma, applications. Ann. Oct. 29.

The Village, Okla.—Oklahoma Broadcasting Co. 107.7 mc, channel 299, 100 kw. Ant. height above average terrain 1,340 feet. Estimated construction cost $39,417; first year operating cost $60,600; revenue $72,000. For other information see Ada, Okla., application. Ann. Oct. 29.

Tulsa, Okla.—Oklahoma Broadcasting Co. 98.5 mc, channel 253, 25 kw. Ant. height above average terrain 860 feet. Estimated construction cost $32,142; first year operating cost $60,600; revenue $72,000. For other information see Ada, Okla., application. Ann. Oct. 29.

Existing FM stations

APPLICATIONS

KFH-FM Wichita, Kan.—Cp to change frequency from 100.3 mc, channel 262, to 97.9 mc, channel 250. Ann. Oct. 30.

KOCW(FM) Tulsa, Okla.—CP to change studio and ant.-trans. locations, change ant. system and decrease ant. height above average terrain to 156 feet. Ann. Oct. 30.

WTIP-FM Charleston, W. Va.—Mod. of CP (which authorized new FM) to change frequency from 105.9 mc, channel 290, to 96.1 mc, channel 241. Ann. Oct. 25.

Ownership changes

ACTIONS BY FCC

WETO Gadsden, Ala.—Granted assignment of license from **Cary Lee Graham** (100%) d/b as **Gadsden Radio Co.**, to **Charles F. Bowman** (100%), tr/as company of same name. Consideration $75,000. Mr. Bowman is 15% owner of WEVY Telladega, Ala., Action Oct. 24.

KWUN Concord, Calif.—Granted assignment of CP from **Frank M. Helm** (39%), **Frank M. Helm Jr.** (36%) and **Donnelly C. Reeves** (25%), d/b as **Service Broadcasting Co.**, to **Robert A.** (45%) and **Nancy S.** (44%) **King** and **Victor M.** (6%) and **Carol** (5%) **Ives**, tr/as **KWUN Inc.** Consideration $162,500. Dr. King is dentist, Mrs. King is housewife; Mr. Ives is general manager of radio agency, Mrs. Ives is secretary of Bible Fellowship Hour. Chairman Henry not participating. Action Oct. 24.

WSIL-TV Harrisburg, Ill.—Granted assignment of license from **Ethel M. Turner**, both individually and as executrix of estate of Oscar L. Turner (deceased), d/b as **Turner-Farrar Association**, to **Mrs. Turner** (45%), **O. L. Turner** and **Charles O. Farrar** (both 25%) and **Harry R. Horning** (5%), tr/as partnership under same name as former. No financial consideration involved. Turner-Farrar Association owns 10% of KPOB-TV Poplar Bluff, Mo. Chairman Henry not participating. Action Oct. 24.

KCHE Cherokee, Iowa—Granted acquisition of positive control licensee corporation, **Cherokee Broadcasting Co.** (95 shares issued before transfer, 47 after), from **Charles Reznikov** (48 shares to be retired) to **Sterling H. Heil** (31 shares, constituting 65.9% of stock after retirement of Mr. Reznikov's shares). Consideration $72,000. Action Oct. 24.

KSWI Council Bluffs, Iowa—Granted assignment of license from **O'Brien** family and others, d/b as **Nonpareil Broadcasting Co.**, to **Clair J. Gross** and **Abe Slusky** (each 50%), tr/as **Council Bluffs Broadcasting Co.** Consideration $50,000. Mr. Gross is radio-TV sales consultant; Mr. Slusky is real estate developer. Action Oct. 24.

WGPR (FM) Detroit, Mich.—Granted assignment of CP from **Ross Mulholland** (100%) to Mr. Mulholland (100%), d/b as **W.G.P.R. Inc.** No financial consideration involved. Also see grant below. Action Oct. 24.

WGPR(FM) Detroit—Granted transfer of control of licensee corporation, **WGPR Inc.**, from **Ross Mulholland** (100%) to **Dale Roeder** (75%) and **John M. Roeder** (25%); action follows grant (see above) of assignment of license from Mr. Mulholland individually to Mr. Mulholland tr/as WGPR Inc. Consideration $57,500. Chairman Henry not participating. Action Oct. 24.

WALK-AM-FM Patchogue and WRIV Riverhead, both New York—Granted assignment of license from **W. K. Macy** family (100%), d/b as **Suffolk Broadcasting Corp.**, to **William W. Mulvey, Jerome Feniger, Chester R. Huntley** and **Edward W. Wood Jr.** (each 25%), tr/as **Island Broadcasting System Inc.** Consideration $367,500. Mr. Wood is national sales manager of Screen Gems Industrial Productions, division of Screen Gems Inc.; Mr. Feniger is employed by Cowles Magazines and Broadcasting Inc.; Mr. Huntley is NBC news commentator; Mr. Mulvey is senior vice president of McCann-Erickson advertising agency. Chairman Henry not participating. Action Oct. 24.

WCIT Lima, Ohio—Granted assignment of license from **Sam Kamin** and **James A. Howenstine** (each 50%), d/b as **Citizens Broadcasting Co.**, to same persons in same percentages tr/as **Citizen Broadcasting Corp.** No financial consideration involved. Action Oct. 25.

WMTD Hinton, W. Va.—Granted assignment of license from **David B. Jordan** (100%) to Mr. Jordan (74%) and wife, **Margaret E. Jordan** (1%), and **Lonnie R. Mullins** (25%), tr/as **Bluestone Broadcasters Inc.** Consideration $10,400. Mr. Mullins is manager of WMTD. Action Oct. 24.

APPLICATIONS

KRCK Ridgecrest, Calif—Seeks assignment of license from **Victor M. Farel** (100%), tr/as **Indian Wells Radio**, to **Unlimited Service Organization**, owned by **George Padgett** (100%). Consideration $60,000. Mr. Padgett is Ridgecrest businessman. Ann. Oct. 29.

KBCO(FM) San Francisco—Seeks assignment of license from **Bay FM Broadcasters Inc.**, owned by **F. E. Wilson**, to **Apollo Broadcasting System Inc.**, owned by **J. T. Trotter** (65%), **Ronald G. Schmidt** (20%) and **Joseph L. Brown Jr.** (15%). Consideration $100,000. Mr. Trotter is attorney with wide business interests; Mr. Schmidt is past program director of KODA-FM Houston; Mr. Brown is part owner of record shop; Apollo also has pending application to buy KARO (FM) Houston. Ann. Oct. 30.

WHCN(FM) Hartford, Conn.—Seeks transfer of control of licensee corporation, **WHCN Inc.**, from **Concert Network Inc.** to **Leonard M. Salter**, receiver. No financial consideration involved. Also see WBCN(FM) Boston and WNCN(FM) New York applications below. Ann. Oct. 25.

WTOP-AM-FM-TV Washington and WJXT-TV Jacksonville, Fla.—Seek transfer of control of licensee corporation, **Washington Post Co.**, from **Philip L. Graham**, deceased, to widow, **Katharine Graham.** No financial consideration involved. Ann. Oct. 30.

WZOK Jacksonville, Fla.—Seeks transfer of control of licensee corporation, **Peninsular Life Broadcasting Co.**, from **Peninsular Life Insurance Co.** (80%) to **Carmen Macri** (100% after transfer, 20% before). Consideration $20,000 and assumption of debt. Mr. Marci is president and general manager of WZOK. Ann. Oct. 30.

KNDY Marysville, Kan.—Seeks assignment of license from **Wyman N.** and **Willa M. Schnepp**, tenants-in-common, to **Rainbow Broadcasters Inc.**, owned by **George E. Powers** (49%), **Howard McMinimee** (16%), **Arthur F. Stanley** (15%), **William O. Hoye** and **Robert S. Morrow** (each 10%). Consideration $60,000. Mr. Powers owns TV sales and service firm; Mr. McMinimee is employed by U. S. Postal Service; Mr. Stanley is employe of KHUB Fremont, Neb.; Mr. Hoye is cyclone fence salesman; Mr. Morrow is majority owner of certified public accountant firm. Ann. Oct. 30.

WBCN(FM) Boston—Seeks transfer of control of licensee corporation, **WBCN Inc.**,

from **Concert Network Inc.** to **Leonard M. Salter,** receiver. No financial consideration involved. Also see WHCN(FM) Hartford, Conn., and WNCN(FM) New York applications. Ann. Oct. 25.

***KCUR-FM Kansas City, Mo.**—Seeks assignment of license from **University of Kansas City** to **Curators of University of Missouri**; application follows assumption of former school, now called **University of Missouri at Kansas City,** by latter. No financial consideration involved. Ann. Oct. 29.

***WBFO(FM) Buffalo**—Seeks assignment of license from **University of Buffalo** to **State University of New York**; application is part of merger. No financial consideration involved. Ann. Oct. 30.

WNCN(FM) New York—Seeks transfer of control of licensee corporation, **WNCN Inc.,** from **Concert Network Inc.** to **Leonard M. Salter,** receiver. No financial consideration involved. Also see WHCN(FM) Hartford, Conn., and WBCN(FM) Boston applications. Ann. Oct. 25.

WKIX-AM-FM-Raleigh, N. C.—Seeks transfer of control of licensee corporation, **WKIX Broadcasting Co.,** from **Hugh E. Holder, James G. W. MacLamroc** and **Ralph C. Price** (each 33⅓%) to **Mr. Holder** (30%) and **WIST Inc.** (70%). Consideration $552,500. WIST Inc. is owned by Henderson Belk and is licensee of WIST Charlotte, N. C. Ann. Oct. 25.

KOHU Hermiston, Ore.—Seeks assignment of license from **Sarah Knierim** to **Clyde W.** and **Helen M. Olsen,** partners. Consideration $50,000. Mr. Olsen is KOHU manager. Ann. Oct. 30.

WDAR Darlington, S. C.—Seeks assignment of license from **D. Carl Cook,** receiver, to **Mid-Carolina Broadcasting Co.,** licensee of WTIK Durham, N. C. Consideration $65,000. Ann. Oct. 25.

WHIH Portsmouth, Va.—Seeks asignment of license from **John M. Abbitt Jr.** and **Luther W. White,** trustees, to **Speidel Broadcasting Inc. of Virginia,** subsidiary of **Speidel Broadcasters Inc.,** owned by **Joe Speidel III** (90%), **Jean W. Speidel** (9%) and **Hayes B. Wood** (1%). Considered $190,000. Mr. Speidel is majority owner of WPAL Charleston, WYNN Florence and WOIC Columbia, all South Carolina, WSOK Savanah, Ga., and WKET-FM Kettering, Ohio. Ann. Oct. 24.

WNNT Warsaw, Va.—Seeks assignment of license from **Patricia P. Headley** (100%), tr/as Northern Neck and Tidewater Broadcasting Co., to **Mrs. Headley** (100%), tr/as Northern Neck and Tidewater Broadcasting Inc. No financial consideration involved. Ann. Oct. 25.

WCST Berkeley Springs, W. Va.—Seeks transfer of control of licensee corporation, **Berkeley Springs Radio Station Corp.,** from **Gary L. Daniels, Thomas B. Butscher** and **Kenneth E. Robertson** de facto to same persons de jure; application will affect no change of control. No financial consideration involved. Ann. Oct. 28.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Arthur A. Gladstone issued initial decision looking toward granting application of Des Moines County Broadcasting Co. for new daytime AM on 1150 c, 500 w, DA, in Burlington, Iowa; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Oct. 30.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for hearing mutually exclusive applications of WHDH Inc. for renewal of license of WHDH-TV (ch. 5) Boston and Charles River Civic Television Inc., Boston Broadcasters Inc. and Greater Boston TV Inc. for new stations on channel. It denied petitions by Boston Broadcasters to dismiss Greater Boston application and by WHDH and Greater Boston to defer action on applications pending relevant court decision. Action Oct. 24.

OTHER ACTIONS

■ By order adopted Oct. 30, commission ordered oral argument in Doc. 15083, proceeding concerning possible adoption of rules limiting length and frequency of commercial material broadcast over AM, FM and TV stations. Proceeding was begun by notice of proposed rulemaking issued May 17, 1963, which set forth as one possibility adoption of rules containing standards set forth in National Association of Broadcasters television and radio Codes of Good Practice. Reply comments were due by Oct. 14. Because of importance of matter to broadcasting industry and to public, commission desires to hear oral argument, and argument will take place on Nov. 25 at commission's offices in Washington. Interested parties are requested to notify secretary of commission by Nov. 10, setting forth briefly position in matter and amount of time they wish to argue. By further order, commission will specify amount of time to be allowed various parties and order of presentation. Action Oct. 30.

■ By separate memorandum opinions and orders, commission remanded to hearing examiners for further action proceedings on applications for special service authorizations of (1) Iowa State College of Agriculture and Mechanic Arts to operate WOI Ames, Iowa (licensed on 640 kc, 5 kw-D) additional hours from 6 a.m. to local sunrise CST with 1 kw and (2) City of New York Municipal Broadcasting System to operate WNYC New York (licensed on 830 kc, 1 kw, operating between local sunrise in New York and LS in Minneapolis) additional hours from 6 a.m. EST to sunrise New York and from sunset Minneapolis to 10 p.m. EST. Commissioner Lee did not participate in action on City of New York Municipal Broadcasting System. Action Oct. 24.

■ By memorandum opinion and order, commission granted petition for reconsideration by Harold M. Gade (WHTG-FM), Eatontown, N. J., to extent of (1) setting aside June 26 action which granted applications of Drexel Hill Associates Inc. for licenses covering changes in ERP, ant. height, ant. and trans. system and location and installation of aux. trans. for WDHA-FM Dover, N. J., and withholding further action on application for reasonable period of time to enable either or both parties to petition for amendment of FM table of assignments or to file any desired application or amendment looking toward technical improvement in existing situation; and (2) reinstating and extending, pending further action on renewal applications, program test authority for WDHA-FM aux. trans. issued Feb. 11 and for main trans. issued Oct. 30 but modified latter to specify trans. output power of 500 watts, ERP 180 watts for both horizontal and vertical polarization, and ant. height 560 feet; also dismissed as moot Drexel Hill's request for stay of commission action. Chairman Henry not participating. Action Oct. 24.

■ By order, commission added application of Dorlen Broadcasters Inc. for renewal of license of WSMD(FM) Waldorf, Md., to caption in consolidated proceeding on applications for new AM stations of Dorlen at Waldorf and Charles County Broadcasting Inc., La Plata, Md. This complies with commission's Sept. 11 memorandum opinion and order which automatically designated WSMD(FM) renewal application for consolidated hearing "as of the date that it is filed." Commissioners Hyde and Bartley dissented. Action Oct. 24.

■ By order, commission (1) granted petition by Woodland Broadcasting Co. and waived Sect. 1.359 of rules to permit acceptance of publication notice and (2) designated for consolidated hearing applications of Woodland and KWEN Broadcasting Co. for new daytime AM stations on 1510 kc, 1 kw, in Vidor and Port Arthur, respectively, both Texas; issues include Sect. 3.35(a) multiple ownership concerning KWEN. Chairman Henry not participating. Action Oct. 24.

■ By memorandum opinion and order, commission dismissed statement of Salem Channel-3 Telecasters Inc., applicant for new TV on channel 3 in Salem, Ore., directed against commission's June 26 action which granted application of Fisher Broadcasting Co. to change trans. site of KATU (TV) (ch. 2) Portland from about 14 miles northeast of city on Livingston Mountain to site in Portland, and increase ant. height from 1,090 to 1,550 feet. Commissioners Bartley and Lee dissented. Action Oct. 24.

■ By memorandum opinion and order, commission dismissed petition by TriCities Broadcasting Co. for reconsideration of Sept. 18 action by quorum of four commissioners which denied previous petition for reconsideration of Oct. 15, 1962, decision granting, with condition, application of Southern Broadcasters Inc. for new TV on channel 8 in High Point, N. C., and denying applications for same facility by Jefferson Standard Broadcasting Co. and TriCities, both Greensboro, and High Point Television Co., High Point. Chairman Henry not participating. Action Oct. 24.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order, granted petition by Wellersburg TV Inc. and waived Sect. 1.362 of rules insofar as it requires call letters of stations which will be rebroadcast to be included in local notice of hearing, and accepted publication notice in proceeding on application and that of People's Community Television Association Inc. for new VHF TV translator stations in Wellersburg, Pa., and LaVale, Md., respectively, in Docs. 14857 et al. Action Oct. 28

■ Cancelled Nov. 1 oral argument in proceeding on applications of Laramie Community TV Co. and Albany Electronics Inc. for new VHF TV translator stations in Laramie and Tie Siding, Wyo., in Docs. 14552 et al. Laramie on Oct. 23 filed petition for dismissal of applications. Action Oct. 28.

■ Granted petition by Billy Walker to extend time to Nov. 1 to reply to petition by Prattville Broadcasting Co. to reopen record in proceeding on applications for new AM stations in Prattville, Ala. Action Oct. 28.

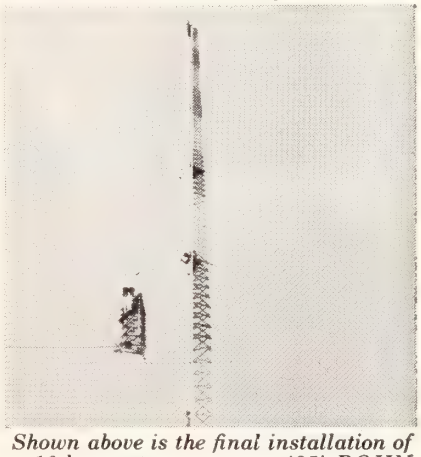
■ Granted petition by C. M. Taylor to extend time to Dec. 1 to file oppositions to Holston Broadcasting Corp. petition to enlarge issues in proceeding on applications for new AM stations in Blountville and Elizabethton, respectively, both Tennessee. Action Oct. 28.

■ By memorandum opinion and order denied petition by Denver Area Broadcasters (KDAB), Arvada, Colo., for review of examiner's Sept. 4 action which denied peti-

Continued on page 106

FOR TOWERS
of all kinds
CALL ROHN

For a complete line of towers ideally suited for radio, television and microwave use of all kinds, rely on ROHN.



Shown above is the final installation of a 16 bay antenna atop a 485' ROHN TV broadcast tower. The installation is the WMBD-TV translator station at LaSalle, Illinois, Channel 71.

ROHN *Manufacturing Co.*
P.O. Box 2000
Peoria, Illinois
"Pioneer Manufacturer of Towers of All Kinds"
ROHN Representatives world-wide.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.*
- All other classifications, 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C., 20036.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Opening now for manager of new daytime station, WHON, Centerville, Wayne County, Indiana. Right man will find this to be real opportunity to build a future for himself. Will expect manager to select his own staff to complete a congenial working team. Must be strong on sales and programing. Send complete details and references with first letter. Personal interview required. Contact F. E. Lackey, WHOP, Hopkinsville, Ky.

Help Wanted—Sales

Sales/station manager, must be heavy on local sales and be able to create local salable promotions. New England daytimer. Opportunity for investment. Send full resume, financial requirements and picture in first letter. Box N-29, BROADCASTING.

Detroit—Immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box M-169, BROADCASTING.

AAI rated national promotional radio advertising firm has opening for radio station contact man eight (8) Midwestern states. Firm has 17 years experience selling patented promotional campaigns for radio stations. Car necessary, free to travel, $300.00 weekly draw against commissions. Box M-235, BROADCASTING.

Great northwest, wants solid experienced salesman established account list, guarantee, plus car expenses, wonderful outdoor community in northwest Washington, young organization, married, experienced vets only, Box N-24, BROADCASTING.

Midwest radio and TV outlet needs sales manager for each unit. Applicant must be able to direct sales staff by strong, personal sales ability, imagination, idea creation and integrity. Staff knows of the ad. Send full details to Box N-39, BROADCASTING.

Broadcast service organization desires territorial representatives in midwest, New England, and Southeast. Complete sales training for qualified men. Opportunity equal to ability for ambitious men who can develop large, virgin territories—must be free to travel extensively. Send resume and references to Box N-62, BROADCASTING.

Immediate opening for experienced salesman. Fulltime independent modern radio—good pay—company benefits. Contact Mr. Vester, WAIR, Winston-Salem, North Carolina.

Work and play in colorful Colorado, vacationland of the booming Rocky Mountain empire. Opportunity for salesman-announcer with production experience. Write KCOL—Fort Collins, Colorado.

Radio time salesman. You'll work in southern California's finest resort. Salary with commission arrangement, paid vacation. Age no barrier, but must be capable, experienced salesman. Phone, write or see Adam Waran, KDES, 611 South Palm Canyon Drive, Palm Springs, phone 324-1211.

Announcer - salesman - staff addition - good salary. Must be civic-minded and willing to grow with North Carolina's fastest growing chain. Send full details. Coy H. Deal, WKJK, Granite Falls, North Carolina.

Announcers

Christian announcer needed for quality religious program and music station in midwest. $150.00 per week for top announcer, permanent. Send resume with first letter. Box N-14, BROADCASTING.

Announcer 1st phone for quality station in East. Excellent facility. Wonderful living area. Send tape & resume to Box N-59, BROADCASTING.

Immediate opening for announcer with 1st phone. Send tape, photo & resume to KINY, 231 S. Franklin St., Juneau, Alaska.

Experienced announcer for suburban Maryland, independent. Send tape, resume, photo immediately to WASA, Havre De Grace, Md.

Wanted: Experienced announcer. First class license helpful but not absolutely necessary. Send replies to WCLW, 771 McPherson St., Mansfield, Ohio.

Announcers experienced with first phone needed by growing metropolitan Washington, D. C. station. Tape, resume, photo, to Jules Henry, WEEL, Fairfax, Virginia.

Mature announcer strong on news gathering and announcing for a middle of the road music station in NW Penna. Must have experience. Give all details in first letter and send audition tape to WESB, Brodford, Penna.

Immediate opening for 1st phone-announcer. Primary job will be announcing and production work. Starting salary will be $90 a week. Call: Ed Bovee, WKEN, Dover, Delaware.

FM-stereo operation in Chicago wants good voice, experience, intelligent. No rockers. Send tape, resume, picture. WKFM, 188 W. Randolph Tower, Chicago 1, Ill.

Wanted immediately, experienced personality announcer with bright sound. No rockers, prima donnas or non-conformists need apply. Must run own board. Also need 1st phone announcer, emphasis on announcing. Send tape, resume, photo and references first letter, WMIX, Mt. Vernon, Illinois.

Immediate opening for air personality and salesman in good market. Call or write WPAQ, 10,000 watts, clear channel, Mt. Airy, North Carolina. Telephone 786-6111.

Announcer with first phone needed immediately. Send resume and tape. WSHB, Reaford, N. C.

Announcers with first phone. Also announcers with first and potential sales ability. Send resume and audition tape to: WSYB, Rutland, Vermont.

Golf reporters (broadcast) for west and north, send tape and resume to Sam Zack. WWOM Radio, New Orleans, La.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 212-TW6-1245.

Immediate opening for experienced pop music dj with expanding 5 station operation. Must be steady, reliable, happy, versatile man with good references. Western Pennsylvania daytimer, medium market near large metropolitan areas. Outstanding opportunity for small market man looking to move up. Rush audition, resume, photo, recent earnings to Jack Sandstrom, P.O.B. 211, Sharon, Penna.

Technical

Permanent position in one kw daytime operation for chief engineer. New Gates equipment. Minimum three years experience. We are a growing operation in medium N. H.-Vt. market. State minimum salary requirement in first letter. Good combo man would be considered. Box M-33, BROADCASTING.

Christian chief engineer needed for quality religious program and music station in midwest. Top pay for right man, permanent position. Limited announcing required. Send resume with first letter. Box N-15, BROADCASTING.

Chief Engineer, 5 kw directional station midwestern major market. Must have directional experience and be able to do production and control room operation and maintenance. No announcing. Excellent salary. Box N-17, BROADCASTING.

1000 watt daytimer in midwest college town has opening for combination man. Must be top qualtity engineer and intelligent, adult commercial announcer. Send tape, full particulars, references, salary requirements. Box N-37, BROADCASTING.

Engineer, for studio and transmitter maint. Must keep equipment in top flight condition. Some sales experience desirable. Call KYVA, 863-6841, Gallup, New Mexico.

Engineer-announcer. Emphasis engineering. Contact Bud McClain, WFKY, Frankfort, Kentucky.

Immediate opening for engineer. 1 kilowatt, fultime. Some announcing. Send tape and resume and salary requirement to WSHB, Reaford, N. C.

Production—Programing, Others

Get us the morning audience in exciting Southwest metro and your growth potential with group-owned middle-of-the-road regional is unlimited. You must be pd material with mature voice, humor, ideas, production ability. Tape, resume, photo, expected salary to Box N-50, BROADCASTING.

Swingin' mornin' man with writing and production abilities for WHYE in Roanoke. Virginia's most monitored station. The pay is good, conditions great, and you'll be the most sought after man in the area. But please! don't come if you can't stay. Send resume, photo, tape and salary requirements immediately.

WTAR radio-television, Norfolk, grows with the Southeast's fastest-growing area. In its continuing expansion program, WTAR needs experienced radio-television newsmen immediately. Emphasis on imaginative and factual reporting plus solid writing and editing abilities. Contact John Griffin, news director, WTAR, 720 Boush Street, Norfolk, Virginia. Tel.: 625-6711.

Wanted: Cameraman-editor for University film production unit. Minimum of two years working experience. Prefer USC or UCLA graduate. Please send resume and sample reel to University Broadcasting Services, Florida State University, Tallahassee, Florida.

Situations Wanted—Management

General manager available soon. Excellent background and top flight record. Box M-162, BROADCASTING.

Mass.-Conn.-R. I.: Available Jan. 1. Full charge general manager, 15 years successful management, must personally direct & participate in all depts. with long hours for mutual growth & profits. FCC license. Box M-293, BROADCASTING.

Hard hitting station manager available. Years of radio and television operation and management background. Many years in sales, production and announcing. Solid background in complete station operation and client relations. Prefer medium market. If interested, will supply complete background information and arrange interview. Box N-2, BROADCASTING.

This is honest effort to find general management position in good town to live and raise family. All-around radio man . . . completely experienced, especially sales. Box N-4, BROADCASTING.

Many years experience offered by professional who knows and can prove unique selling technique plus methods of increasing business. Medium or small market. Midwest. Box N-27, BROADCASTING.

I have twelve years broadcast management experience and bachelor's degree. Am thirty-seven, have a family of four children and have investment income. I am interested in a permanent position as administrative assistant in radio in a University city. Box N-30, BROADCASTING.

My six years sales experience with Texas' leading radio group can turn your station into a real money maker. I prefer purfer purchasing a managing interest (at least 25%) in small-medium Texas market. Let's talk about it. Box N-40, BROADCASTING.

General manager—top qualifications. Over 20 years experience, all phases. Box N-47, BROADCASTING.

Sales

15 years experience in sales, announcing, management, and engineering. Prefer sales or management. Box N-51, BROADCASTING.

Announcers

Sports announcer, seven years experience. Excellent voice, finest of references. Box L-353, BROADCASTING.

Good music stations only! Announcer-dj, 3 years experience, veteran, rich authoritative voice, smooth professional delivery. Box M-146, BROADCASTING.

DJ with humorous friendly personality. Also news and production voices. Veteran. 3 years experience. Box M-236, BROADCASTING.

1st phone — announcer — DJ — draft exempt, pleasant voice — Midwest preferred. Box M-254, BROADCASTING.

DJ-announcer, mature, relaxed style, college, two years professional experience. Now employed but want to relocate in Southwest or Southeast. Desire C & W or middle-road music. Have wide C & W background. Box M-283, BROADCASTING.

Experienced and devoted sportsman. Credits include major network sports. Seek play by play basketball, baseball, or both. Box N-1, BROADCASTING.

Top talent tired of working for losers (and winners who keep all the spoils) seeks show or management on station with good working conditions, stability and stature. You couldn't buy my multiple skills, talents and abilities anywhere for less than $50,000. I'm seeking response only from those who can meet a minimum $20,000 plus fringes from the start, and who can convince me of good intent. Presently with network. No booze—no blues. Hear my work. Hear my story. Box N-5, BROADCASTING.

Announcers—(Cont'd)

Great Lakes region. News-sports-dj, 4 years, desires permanent position small or medium market. Reliable. Box N-6, BROADCASTING.

You can't afford not to see Alan London's VTR. This versatile video performer sparkles everything from kids shows to those in weather vane. Box N-11, BROADCASTING.

Experienced dj, first phone. Married. Prefer West Coast. Minimum $150. Box N-12, BROADCASTING.

Exceptional voice, emphasis on news, write salable copy, first ticket (no maintenance) now happily employed in Maryland. Seeking greater challenge, like news, news, news. Hear me. Box M-13, BROADCASTING.

Overwhelming number one in all segments, twelve station market. Sparkling humorous morning personality, different approach. Box N-22, BROADCASTING.

Young announcer seeking position with one year AM-FM experience. Will send tape and resume immediately upon request. Box N-26, BROADCASTING.

Disc-jockey-top 40—full or part time. Prefer—N.Y.-N.J.-Penna.-Ohio—but will answer all letters. Box N-38, BROADCASTING.

Guy Harris, attencion! Traigame mi cinta audio, o una forma applicacion, por favor. Porque no? Puedo performar el tragajo para tu! Box N-42, BROADCASTING.

San Francisco first phone personality available. Interested? Box N-45, BROADCASTING.

1st phone showman—6 years in major markets. College, draft free. Box N-46, BROADCASTING.

First-phone announcer—limited experience. Prefer New York, Texas or South. Box N-48, BROADCASTING.

Chief announcer large market desired pd small to medium. Fifteen years air, sports, production. Six as pd. Excellent references. $125. Box N-49, BROADCASTING.

Well rounded air personality. Bright sounding dj announcer, experienced all phases—tight board, authoritative newscaster, remotes beepers. Professional attitude, cooperative. Box N-52, BROADCASTING.

Exciting, sincere and really different rock dj, who is strong on commercials and who feels the music, needs job. Beginner with radio school training and BBA. Reliable, eager to learn. Prefer Southwest or Southeast. But will go anywhere. Box N-53, BROADCASTING.

Announcer, 1st phone. 5 years TV and broadcasting experience. 6 months as announcer. Relocate to N.Y., Conn. area. Box N-54, BROADCASTING.

Negro announcer-dj-newscaster. Somewhere there is a radio station that can utilize the talents of an aggressive, imaginative and versatile personality. Not just a record spinner. Can gather, write and deliver authoritative news. Handle any format. Run tight board. Relaxed ad lib. Copywriter. Sales experience. College. Go anywhere, immediately. Box N-55, BROADCASTING.

DJ newsman—14 years experience, 50 mile radius Washington, D. C. Mr. Ken Scott, 11601 Elken St. Wheaton, Md., phone 949-7578.

Young man looking for permanent job with a good top 40 station. Ambitious, sober, reliable. Phone—Ron Grantham, 562-5311—Senatobia, Miss.

Sportscaster DJ. Excellent play by play, all sports. Experience. First phone. College graduate. Available immediately. Tom Walters, 3253 Warwick, Kansas City, Missouri.

News, dj, sports, age 30, vet., announcing school graduate, ambitious beginner. Will travel anywhere. For tape write Jack Cronin, 5233 Peeble Beach, Las Vegas, Nevada.

Announcers—(Cont'd)

Young, aggressive announcer/dj with news background. Joe Rich, 310 S. Hamilton St., Watertown, New York, SU 2-4442.

Man, 22, studying for 1st phone. Desires announcer office, announcer sales, preferably Florida, Virginia or Southeast. Orlando 3, Fla. 425-1264.

Two experienced announcers have show designed for medium market. Show features heavy news, good variety of music, wit and special and daily features. Arda Productions, 8121 N. Ottawa Ave., Niles, Illinois, 60648.

Technical

Chief engineer with many years experience. Installation, operation & maintenance both low and high power transmitters, also directional arrays. Available on two weeks notice. Box M-270, BROADCASTING.

Experienced chief engineer desires position willing to relocate anywhere. Box N-3, BROADCASTING.

Chief—director-supervisor. 13 years experience including supervisor, engineering director for chain, part-owner manager. Some TV. Five figure salary. Excellent references. Box N-28, BROADCASTING.

Chief Engineer—AM FM, construction, operation, maintenance of directionals. $200.00 minimum. Box N-32, BROADCASTING.

Chief Engineer position—no announcing—age 27, good technical qualification. $130 week plus relocation. Box N-34, BROADCASTING.

Experienced engineer wants permanent job at stable station, preferably as chief . . . will relocate anywhere. Salary open. Steve Burgess, 624 Oakley, Topeka, Kansas. CE 4-1026.

Arkansas or vicinity. First phone. Presently in communications. Jimmy Higgins, 2035 Sw. 59 Ave., Fla., 33155. Phone MO 7-7105.

Production Programing & Others

Versatile, dedicated, young radio and television broadcaster available November 1st. Excellent play-by-play and local and regional sports coverage. College graduate, 25, single. Past experience includes news, sports, program director and sales. Also interested in promotion, pubic relations and publicity work. Box N-16, BROADCASTING.

Experienced, authoritative, grown-up newscaster can provide delivery and copy that'll put some vitamins in those hourly lulls. Larger markets, location unimportant. Box N-19, BROADCASTING.

Male copywriter, proven ability, ten years solid-sell experience, radio, TV. Box N-23, BROADCASTING.

Experienced producer-director, presently employed, seeks East or midwest locale. Box N-33, BROADCASTING.

Let's talk turkey before Thanksgiving. Want job as program director. Main course—brightest sound of good music in U. S. You'll relish the fine production. The specialty—award-winning news operation. Will this cure your indigestion? Presently employed in similar capacity. Want more challenge. Box N-36, BROADCASTING.

Experienced program director with major market experience seeks new challenge. I understand the responsibility of the broadcasters to the community and can implement a program which satisfies both the community and the station. Box N-41, BROADCASTING.

Major station personality ready to trade "mike" for pd's desk at adult station. Let me demonstrate leadership skills and broadcasting knowledge gained in 12 years of announcing production director experience. Box N-43, BROADCASTING.

Production Programing & Others

Continued

Copywriter-announcer. Radio station and advertising agency experience. Tape or copy available. Presently employed. Box N-57, BROADCASTING.

TELEVISION

Help Wanted—Management

Sales manager for North central television station. Our company needs a proven salesman who is ready to take over the responsibility of sales manager. Please submit sales record and salary requirements to Box M-257, BROADCASTING.

Help Wanted—Technical

Have immediate opening for experienced CATV engineer in construction and operation of proposed elaborate and large system. Send full particulars in initial response. Box N-7, BROADCASTING.

Wanted: First phone engineer with TV studio equipment maintenance experience. Write or call WCET, Cincinnati 19, Ohio, phone: 381-4033.

Immediate opportunity for young man with TV control room and VTR operations experience to advance towards maintenance also an opening for control room and VTR operations trainee. Send full particulars, availability and salary requirements at once to Chief Engineer, WENH-TV, Box Z, Durham, N. H.

Production—Programing, Others

Program director to create and execute live local commercial and public service programing. Must be capable of creating and administering program department. Opportunity for management advancement. Starting salary $12,000 to right man. Send complete resume to Box M-255, BROADCASTING.

Producer-Director to direct-produce news, public service, commentaries, special events for prime time scheduling on CBS affiliate. Floor director experience not sufficient. Excellent opportunity for creative perfection-minded man. Include full details of experience and credits. Box M-263, BROADCASTING.

Leading news department in city of 250,000 has opening for experienced newsman. We are seeking strong background in reporting and writing with ability to air a top show. If you qualify and desire permanent position with good advancement possibilities, send art or film with complete resume. Box M-280, BROADCASTING.

Midwest VHF has opening for TV camera-film man. Position requires operation of TV camera and film editing. Box N-56, BROADCASTING.

Wanted—Experienced, seasoned TV traffic manager. Excellent opportunity with large southeastern market station. Must be able to assume management responsibility of traffic operations. Write or wire: WAII-TV, Atlanta, Ga.

Cameraman for documentary film unit creating programs for major midwest video chain. Must be thoroughly experienced with 16mm double system sound and capable of both creative photography and editing. Unit produces 9 films per year in variety of documentary forms ranging from spot news to dramatic dialogue technique. Must be able to supply sample films on which you have full photography and editing credits. Write personnel department, Crosley Broadcasting Corporation, Cincinnati, Ohio. 45202.

TELEVISION

Situations Wanted—Management

General manager available for television station. Mature, dependable, top record. Box M-161, BROADCASTING.

Situations Wanted—Sales

Experienced major market sales manager available. Background includes national sales managership of a top ABC-affiliated station, local sales managership of leading NBC-affiliate. Prior to TV sales, I produced and emceed several TV shows, handled film buying and supervised national promotion and merchandising departments. Well acquainted with major rep firms and leading agencies. Age 43, married, one child. Excellent references Box N-18, BROADCASTING.

Technical

Maintenance or assistant chief—good technical qualifications—age 27—$130 week plus relocation. Box N-35, BROADCASTING.

Production—Programing, Others

This offer will not be repeated. Creative programing head, public affairs, documentary for quality station or stations. Background, in addition to 20 years radio and TV, includes standup comedy, creative photography, University teaching, nationally published as a writer. Able to inject interest and believability into programs—one who knows how to encourage creative growth in others. I prefer to study people rather than rating charts to determine good program content. Formulas come and go but when you regard a viewer as though he might be your next door neighbor, it's amazing how easy it is to establish good programing concepts. Salary, $10,000—for the years it took me to develop my abilities, and help pay for this ad. Box N-21, BROADCASTING.

Highly qualified television production manager, producer-director and/or writer available. Nine years experience including 4 years teaching TV production at a major university. 33, married, college grad. Particularly interested in special events, public affairs or sports production but willing to discuss all opportunities. Resume upon request and available for personal interview. Box N-44, BROADCASTING.

Continuity writer with experience in setting up fool proof copy and slide numbering systems . . . 22 years old, draft free, 1½ years in TV . . . also a children's personality, and has done some "on camera" news announcing . . . wishing to relocate in a small market . . . the smaller the better for SOF and resume, contact: Dan McGrath, 626 Vincent Park, Redondo Beach, California.

WANTED TO BUY

Equipment

Used equipment for 250 w, 1490 kc new station. What have you? Box N-8, BROADCASTING.

Wanted to buy; 5 kw AM transmitter. Must be in excellent working condition. Contact Paul A. Brandt, WCEN, Mt. Pleasant, Michigan.

Need AM frequency monitor, RF amplifier such as Gates M-5144A to pick up AM signal off air. Sta-level, equalizer console. KDEX, Dexter, Mo.

Will buy or trade used tape and disc recording equipment — Ampex, Concertone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10 B Pennsylvania, Tuckahoe, N. Y.

Need zoom lens for 3" image orth. Will consider Studio Zoomar, Berthoit or Varatol II. Write stating age, condition, and price. Box M-191, BROADCASTING.

Needed: 702-A oscillator unit for Western Electric transmitter 443A-1. WKHM, 441 Wildwood Ave. Jackson, Michigan.

Video tape used: Wanted 5 minutes minimum length Chief Engineer KSD-TV St. Louis.

FOR SALE

Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Templebar 2-3527.

⅞" **Coaxial cable,** Andrew Heliax. Black sheath covered. Never used. 85¢ per foot F.O.B. El Cajon Electronic Engineering, P.O. Box 012, San Diego 15, California.

Thermometer, remote electrical: used by over 100 stations, enables announcer to read the correct outside temperatures from mike position. Installed in less than an hour. Send for brochure, Electra-Temp. Co., Box 6111, San Diego 6, Calif.

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

Federal 3 kw FM transmitter. Replaced for higher power. Best bid over $1000 F.O.B., WSON, Henderson, Kentucky.

Spare turntable motors type, Bodine NYC—12. Fits Gates, RCA and most standard broadcast tables. Used but completely rebuilt and guaranteed for 90 days in turntable use. $18.95 each. Cash, check or money order please. Shipped prepaid anywhere in U. S. Electromagnetic Products, P.O.B. 51, Lexington, Ill.

Used UHF 1 kw RCA transmitter excellent condition, immediate delivery. A bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

UHF transmitter for sale: One used RCA TTU-1B UHF transmitter in excellent condition available immediately. A bargain. Includes spare parts and monitoring equipment. Contact Jim Hoke, Chief Engineer, WGHP-TV, Sheraton Hotel, High Point, N.C.

Collins announcer remote, with turntables in excellent condition. $800 new, best offer takes it. Box N-25, BROADCASTING.

963 foot Kimco Tower, 6-bay RCA superturnstyle channel 6 antenna and 25 kw DuMont transmitter. WITI-TV, Milwaukee, Wisconsin. Phone: UPtown 3-1919.

FM surplus equipment: Gates M5534 exciter, Gates M-5689 Sub-Carrier generator 67 kc, Gates M-5688 Sub-Carrier inserter and power supply with mute, Andrews 1308—8 bay antenna with wrap around heaters. Best offer, write Wierzbicki, Box 289. East Lansing, Michigan.

GE 10 kw FM amplifier, GE BY-6-D antenna, WE 1 kw FM transmitter, Rust remote unit 108-OF. Jones, WFMG, Gallatin, Tennessee.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals, also AM monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 96, Temple, Texas.

Two 200 foot Blaw Knox self-supporting towers now operating 5 kw directional. 5 kw—RCA transmitter. Excellent condition. WAAB, Worcester, Mass.

Approximately 1000 manaural albums. Pop and show tunes. Many never played. Seeburg selectomatic 200. Best offer. 113 Iroquois St., Sayre, Pennsylvania.

Presto disk cutter with RCA head. Purchased for sale for the widow of a top audio engineer. In portable cases. First $150. Good condition. Chief engineer, KWBG, Boone, Iowa.

One RCA 76-B broadcast console, 6 channel, in working order & clean. You come get it and bring $200 to WQIZ, St. George, S. C.

Business Opportunity

Part-ownership opportunity to right man. Must have successful management experience, program oriented and strong local news background. Regional operation. Not top 40. 5 kw fulltime in growth area of California. Salary in five figures, plus percentage. Send salary, complete resume and picture. Box N-60, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

Recording studio, serving southeast from metropolitan area, fully equipped, A-1 reputation, strong potential. Reply Box M-70, BROADCASTING.

Bingo cards for radio and television programs, personalized. Forsyth Manufacturing, 1930 W. 41 Ave., Denver 11, Colorado.

Sound professional with "personalized news" intros and close. Send $5.00, call letters, and freq. to NEWS, Box 670, Richmond, Ky. For your wide variety of professional sounding news openings, closings.

PGA Golf Tournaments fed to your station (28 feeds). $1.00 per 1,000 (city pop.). Write Tee-Putt Productions, 614 N. Rampart, New Orleans, La.

Increase sales — new, exciting booklet, "Principles & Techniques of Good Radio Salesmanship." Just $2 postpaid. Billings Publishing Co., Box 1752, Billings, Montana.

Jockey Joker is a new series of one line gags for deejays. This production will be habit forming. First issue $2.50. Show-Biz Comedy Service (Dept. BJ) 65 Parkway Court, Brooklyn 35, New York.

Two daily 4:30 feature reports, with the actual voices of the newsmakers, on top national and international stories. Perfect partner to complement your sparkling local coverage—daily tape via air mail special delivery. Peak listener reaction—low cost. Let us join your team. Write Box N-61. BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

INSTRUCTIONS—(Cont'd)

Since 1937 Hollywood's eldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and graduate placement list. Don Martin School of Radio and TV Arts & Sciences, 1653 North Cherokee, Hollywood, Calif. "No cram school."

San Francisco's Chris Borden School graduates are in constant demand. 1st phone and "modern" sound. Plenty of jobs. Free placement. Illustrated brochure, 259 Geary St. Starting date for next class December 16, 1963.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 8, March 11, May 13. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated schedule. For the man who must get his 1st phone in a hurry, the Los Angeles Division of Grantham schools now offers the proven Grantham course in an accelerated schedule. Next classes begin November 11 and January 13. For free brochure write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif.

FCC license in six weeks. Total cost $285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance, Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

1st ticket class . . . 6 week course resident, or correspondence. Live and study in Denver, Colorado. The greatest! Write for bulletin. Next resident class starts January 13. Signal Broadcasting, 431 W. Colfax, Denver, Colorado. 80204. Also announcing station operations course and TV production.

RADIO

Help Wanted—Announcers

WASHINGTON, D. C.

Immediate opening. Modern format personality at high-rated station. Must be able to do production commercials. Good salary and unusual opportunity. Send tape and resume to:

Box N-58, BROADCASTING

Help Wanted

Production Programing & Others

GENIUS WANTED

This key station in one of North America's most respected chains is seeking a Program Director, Promotion Manager, and top-notch production man. It may take 3 men to fill these vacancies, or it may take only one. We're a pop music station in a highly-competitive major market, and we can afford the best. If you're nothing short of a genius . . . if you have proven record of success at a top-rated major market station, you may be our man. Document your success in detail. Give us examples of your work. Give us references. If we're delighted with you, you'll be sufficiently delighted with us to make our station your permanent home.

Box N-20, BROADCASTING

Situations Wanted—Technical

ENGINEER

with first phone, experienced announcer have college degree in business. Prefer a top forty station. Twenty five years of age and good credit references. Richard A. Sharpe, Phone 476-5343, Cleveland, Tenn.

TELEVISION—Help Wanted—Sales

EXPERIENCED

Radio or Television Salesman with desire to get into 5 figure income bracket—Generous draw against commission—Southeastern medium market—Wonderful area for family man—Applicants must undergo thorough investigation—Send complete resume and photo with first letter. No phone calls—No applicants employed until personally interviewed. Reply Box M-248, BROADCASTING.

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New Offices: 527 Madison Ave.,
New York, New York.

BUSINESS OPPORTUNITY

WILL BUY ALL OR PART

Executive seeks ownership share in radio or TV station. Small down payment, remainder from profits. Strong background in AM, TV, management, sales, production. BA degree, Broadcasting. Want promising offer, any location. E. R. Carroll, 78 Crest Drive, Tarrytown, New York.

BUSINESS OPPORTUNITY

Radio Station For Rent

AM radio station, 1 KW, central Florida for rent with option to buy, to operator who can qualify as to license and financial position. $500.00 per month rent. Property includes land, five room acoustical building, tower and all technical and office equipment and furniture; also standby 250 watt transmitter.

Box M-242, BROADCASTING

BUSINESS OPPORTUNITY

Owner-Manager completing seventh year in competitive S. E. market looking for managership in major market. Can invest 50 to 150,000. Successful history of creative sales and programing with profits. Desire a growing market. All replies confidential.

Box N-31, BROADCASTING

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KAIL TV, FRESNO, CALIF. Offers prime time evenings thru the week for Programs and all Groups, any Philosophy, Politics, Religion, any subject matter. Contact us immediately. Our rates are fantastically low in cost. KAIL TV, 308 South Fruit . . . 209-AM 4 1309.

INSTRUCTIONS

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Accredited liberal arts college. Specialization in radio, TV, theatre arts, speech, speech and hearing therapy. B.A., B.S., M.A., M.S. degrees. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV production. Electronic production studio, theatre, FM radio station, speech and hearing clinic. Outstanding opportunities for achieving professional competence in acting, directing, and script writing for radio and TV. Coed. 82nd year. For catalog write: Director of Admissions.

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in Alabama, Louisiana, Mississippi, or No. West Florida. . . Your reply confidential.

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AM facility,
within 20 mile radius of New York City. Principals only.
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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 101

tion for leave to amend in proceeding on AM application. Board Member Nelson not participating. Action Oct. 24.

ACTIONS ON MOTIONS

by Office of Opinions and Review

■ Granted request by WTSP-TV Inc. to extend time to Nov. 20 to file briefs in reply to exceptions to supplemental initial decision in Largo, Fla., TV channel 10 proceeding. Action Oct. 28.

■ Granted motion by Smackover Radio Inc. Smackover, Ark., to extend time to Oct. 30 to file exceptions to initial decision in proceeding on AM application and that of Magnolia Broadcasting Co. (KVMA), Magnolia, Ark. Action Oct. 24.

■ Granted request by Broadcast Bureau to extend time Nov. 4 to file replies to exceptions to initial decision in proceeding on applications for renewal of licenses et al. of Tipton County Broadcasters for WKBL Covington and Shelby County Broadcasters Inc. for WHEY Millington, both Tennessee. Action Oct. 22.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner David I. Kraushaar to preside at hearing in proceeding on mutually exclusive applications for channel 5, Boston; scheduled prehearing conference for Nov. 21 and hearing for Dec. 16. Action Oct. 25.

■ Ordered that Examiner Sol Schildhause, in lieu of Chester F. Naumowicz Jr., will preside at hearing on AM application of Central South Dakota Broadcasting Co. (KEZE), Huron, S. D., in which prehearing conference is scheduled for Nov. 4 and hearing for Dec. 12. Action Oct. 23.

■ Ordered that Examiner Thomas H. Donahue, in lieu of Herbert Sharfman, will preside at hearing on AM applications of Boardman Broadcasting Inc., Boardman, and Daniel Enterprises Inc., Warren, both Ohio, in which prehearing conference is scheduled for Nov. 12 and hearing for Dec. 9. Action Oct. 23.

■ Ordered that Examiner Basil P. Cooper, in lieu of Forest L. McClenning, will preside at hearing on AM applications of Hundred Lakes Broadcasting Corp. (WSIR), Winter Haven, and WJBS Inc., DeLand, both Florida, in which prehearing conference was scheduled for Oct. 25 and hearing for Nov. 18. Action Oct. 23.

■ Continued without date Oct. 24 hearing in proceeding on AM applications of Saul M. Miller, Kutztown, and Bi-States Broadcasters, Annville-Cleona, both Pennsylvania. Action Oct. 23.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Rhinelander Television Cable Corp., Rhinelander, Wis., to extend time from Oct. 28 to Nov. 4 to file reply findings in proceeding on AM application. Action Oct. 28.

■ Pursuant to agreements reached at Oct. 25 prehearing conference in proceeding on AM applications of Hundred Lakes Broadcasting Corp. (WSIR), Winter Haven, and WJBS Inc., DeLand, both Florida, in Docs. 15178-9, continued Nov. 18 evidentiary hearing to date to be announced at conclusion of further hearing conference to be held on Jan. 13, 1964. Action Oct. 25.

By Hearing Examiner Thomas H. Donahue

■ Granted request by Cream City Broadcasting Inc. to extend time from Oct. 28 to Nov. 7 for final exchange of engineering rebuttal, from Nov. 1 to Nov. 12 for notification of witnesses and from Nov. 6 to Nov. 15 for hearing in proceeding on AM application of S & S Broadcasting Co. (WTAQ), La Grange, Ill. Action Oct. 30.

■ Granted request by Cream City Broadcasting Inc. to extend time from Oct. 22 to Oct. 28 for final exchange of engineering rebuttal, from Oct. 25 to Nov. 1 for notification of witnesses and from Oct. 29 to Nov. 6 for hearing in proceeding on AM application of S & S Broadcasting Co. (WTAQ), La Grange, Ill. Action Oct. 24.

By Hearing Examiner Charles J. Frederick

■ Upon joint oral motion of all parties, concurred in by Broadcast Bureau at Oct. 25 prehearing conference in proceeding on applications of Cleveland Broadcasting Inc. and Community Telecasters of Cleveland Inc. for new TV stations on channel 19 in Cleveland, in Docs. 15163-4, continued Nov. 12 hearing to Feb. 17, 1964. Action Oct. 25.

By Hearing Examiner Millard F. French

■ Granted request by Broadcast Bureau to extend time from Oct. 24 to Nov. 4 to file proposed findings and to Nov. 18 for replies in proceeding on application of Brush Broadcasting Co. for new AM in Wauchula, Fla. Action Oct. 28.

By Hearing Examiner Arthur A. Gladstone

■ Granted request by Northland Radio Corp. (KWEB), Rochester, Minn., to continue Nov. 5 hearing to Nov. 25 in proceeding on AM application. Action Oct. 25.

By Hearing Examiner Walther W. Guenther

■ On own motion, continued without date Nov. 12 further hearing in proceeding on application of Bay Shore Broadcasting Co. for new AM in Hayward, Calif. Action Oct. 25.

■ On own motion, continued without date Dec. 3 further hearing in proceeding on AM applications of Abacoa Radio Corp. (WRIA), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, both Puerto Rico. Action Oct. 25.

By Hearing Examiner H. Gifford Irion

■ Scheduled hearing conference for Dec. 2 in proceeding on application for special service authorization of Iowa State College of Agriculture and Mechanic Arts to operate WOI Ames, Iowa (licensed on 640 kc, 5 kw-D), additional hours from 6 a.m. to local sunrise CST with 1 kw. Action Oct. 29.

■ Granted request by C. M. Taylor to continue Oct. 31 hearing to Dec. 6 in proceeding on application and that of Holston Broadcasting Corp. for new AM stations in Blountville and Elizabethton, both Tenn., respectively. Action Oct. 28.

■ Granted petition by Great State Broadcasters Inc. to continue Oct. 28 hearing to Nov. 14 in proceeding on application and that of D and E Broadcasting Co., for new AM stations in San Antonio, Tex. Action Oct. 25.

By Hearing Examiner David I. Kraushaar

■ Granted motion by Raul Santiago Roman to continue Oct. 28 hearing to Nov. 13 and to extend time to Nov. 6 for notifying witnesses in proceeding on application for new AM in Vega Baja, P. R. Action Oct. 24.

■ On own motion, corrected in various respects transcripts of prehearing conference and hearing in proceeding on application of Muncie Broadcasting Corp. for new AM in Muncie, Ind. Action Oct. 23.

By Hearing Examiner Jay A. Kyle

■ By memorandum opinion and order in consolidated AM proceeding on applications of Calhio Broadcasters, Salem Broadcasting Co. and Tele-Sonics Inc. for new AM stations in Seven Hills, Salem, and Parma, all Ohio, respectively, granted request by Broadcast Bureau to refer to Review Board for appropriate action motion for leave to amend to reflect merger of interest between Thomas B. Friedman, tr/as Calhio Broadcasters and Tele-Sonics Inc. Action Oct. 29.

■ Granted motion by Jupiter Associates Inc., Matawan, N. J., to extend time from Oct. 29 to Nov. 5 to file proposed findings, and from Nov. 15 to Nov. 22 for replies in proceeding on AM application, et al. Action Oct. 29.

■ Received in evidence exhibit 33 of KYOR Inc. (KYOR), Blythe, Calif., and closed record in proceeding on AM application of Geoffrey A. Lapping, Blythe. Action Oct. 23.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Scheduled hearing conference for Nov. 4 to determine procedural rules to govern remainer of hearing in proceeding on AM application of Denver Area Broadcasters (KDAB), Arvada, Colo. Action Oct. 29.

■ In proceeding on application of Dorlen Broadcasters Inc. for renewal of license of WSMD(FM) Waldorf, Md., and applications for new AM stations of Dorlen at Waldorf and Charles County Broadcasting Inc., La Plata, Md., in Docs. 14748 et al., granted request by Dorlen to extend time from Oct. 28 to Oct. 30 for exchange of written exhibits, and ordered that all other procedural dates provided in order released Sept. 30 shall remain unchanged. Action Oct. 25.

By Hearing Examiner Sol Schildhause

■ Pursuant to agreements reached at Oct. 23 prehearing conference in proceeding on AM application of Ottawa Broadcasting Corp. (WJBL), Holland, Mich., scheduled certain procedural dates and continued Nov. 18 hearing to Jan. 7, 1964. Action Oct. 23.

By Hearing Examiner Herbert Sharfman

■ Granted request by Southern Radio and Television Co., Lehigh Acres, Fla., to extend time from Oct. 29 to Oct. 31 to file opposition to Broadcast Bureau's petition to reopen record for further hearing on AM application and that of Robert Hecksher (WMYR), Fort Myers, Fla. Action Oct. 29.

■ Received in evidence exhibit 15 of Prince William Broadcasting Corp. (WPRW), Manassas, Va., and closed record of hearing in proceeding on AM application, et al. Action Oct. 25.

■ Granted request by North Atlanta Broadcasting Co. to extend time from Oct. 28 to Nov. 12 to file initial proposed findings and from Nov. 18 to Dec. 2 for replies in proceeding on application for new AM in North Atlanta, Ga. Action Oct. 24.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Skyline Broadcasters Inc., Klamath Falls, Ore., to continue without date further proceedings on AM application pending lifting of "freeze" imposed on application by Sect. 1.351 of rules. Action Oct. 29.

ETV fund applications

Following applications for matching federal funds for educational television have been filed at Department of Health, Education & Welfare in Washington, subject to approval by Secretary of HEW:

■ Pittsburgh — Metropolitan Pittsburgh Educational Television; for $111,312 to expand facilities of Channel 13; total project cost $212,174.

■ Los Angeles—Community Television of Southern California; for $528,327 to activate channel 28; total project cost $1,056,656.

■ St. Paul—Twin City Area Educational Television Corp.; for $126,332 to activate channel 17; total project cost $168,470.

■ Lexington, Ky.—Kentucky State Board of Education; for $380,770 to activate channel 46; total project cost $762,088.

■ Somerset, Ky. — Kentucky State Board of Education; for $213,032 to activate channel 29; total project cost $426,065.

■ State College, Pa.—Pennsylvania State University; for $239,580 to activate channel 69; total project cost $479,161 amended to: Clearfield, Pa. —for $200,000 to activate channel 3; total project cost $639,907.

■ Pursuant to agreement of counsel at Oct. 24 further hearing conference in proceeding on applications of John A. Egle and KLFT Radio Inc. for new AM stations in Golden Meadow, La., in Docs. 14693-4, scheduled further hearing for Dec. 16. Action Oct. 24.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Oct. 29

KTWR(FM) Tacoma, Wash.—Granted increased power on 103.9 mc from 830 w to 2.7 kw and increase in ant. height from 240 feet to 320 feet.

KMWC(FM) Midwest City, Okla.—Granted license covering change in ant. height, ant.-trans. and studio location and station location.

WQXI Atlanta—Rescinded Oct. 8 action which granted CP to install alternate main nighttime and aux. daytime trans. at main trans. location, with remote control permitted during non-DA only.

Actions of Oct. 28

WCOP-AM-FM Boston—Granted renewal of licenses for AM, aux. and FM.

K71AF Cedarville, Calif.—Granted license covering changes for UHF TV translator station.

WWDC-FM Washington—Granted CP to change type trans.

■ Granted licenses for following UHF TV translator stations: K73BD, K76BL, Tahoe Translator Co., Bijou, Calif.; K73BB, K77BH, K83AT, San Juan Non-Profit TV Association, Farmington-Bloomfield Highway and Huerfano-Bloomfield Highway area, all New Mexico.

■ Following were granted extensions of completion dates as shown: WVCA-FM Gloucester, Mass., to May 1, 1964; WGHB Maplewood, Minn., to Feb. 1, 1964.

Actions of Oct. 25

WIBG Philadelphia—Granted renewal of license for AM and alternate main and aux. trans.

WRUF-FM Gainesville, Fla.—Issued mod. license, pursuant to third report, memorandum opinion and order in Doc. 14185, specifying operation on 103.7 mc; ERP 27 kw; and ant. height 360 feet; conditions.

WTVD(TV) Durham, N. C.—Granted CP to change type trans. and make other equipment changes.

K10BP Clyde Park, Wilsall and upper Shields River, all Montana—Granted CP to change type trans., make changes in ant. system, and include Porcupine Bench and Flat Head Creek, Mont. in principal community for VHF TV translator station.

KNOX-TV Grand Forks, Minn.—Approved engineering technical data submitted, pursuant to commission's May 8 report and order in Doc. 14921, to modify license and specify operation of KNOX-TV (ch. 10) in Thief River Falls instead of Grand Forks.

KOKA Shreveport, La.—Granted extension of authority to operate with sign-off at 9 p.m. for period ending Jan. 22, 1964.

Actions of Oct. 24

WVTR White River Junction, Vt.—Rescinded action of Sept. 27 which granted renewal of license.

W08AL Vandergrift, Pa.—Granted mod. of CP to change trans. location to Kepple Hill, north of Vandergrift, for VHF TV translator station.

Actions of Oct. 23

WFMB(FM) Nashville—Granted CP to install new trans. and new ant.; move ant.-trans. location; increase ERP to 100 kw and ant. height to 560 feet; remote control permitted.

***WTJU(FM) Charlottesville, Va.**—Granted CP to move ant.-trans. and main studio location and remote control point, and make changes in ant. system (decrease height); correct geographic coordinates.

WERB Garden City, Mich.—Granted mod. of CP to make changes in ant. system (delete top-loading), and make changes in ground system; conditions.

Actions of Oct. 22

■ Granted CP's for following new VHF TV translator stations: Washington County Television Dept. on channel 8, Pino Valley and Central, both Utah, to translate programs of KSL-TV (ch. 5) Salt Lake City; Shoshone River Power Inc. on channels 11 and 13, Clarks Fork, Wyo., and Cooke City and Silver Gate, both Montana, KOOK-TV (ch. 2) and KULR-TV (ch. 8), both Billings, Mont., respectively.

Rulemakings

MODIFIED

■ By order, commission modified restrictions in Sect. 2.106 of rules to permit use of 54-60 mc (channel 2) for establishment of educational TV system in American Samoa. This was requested by Department of Interior, which administers all government radio operations in American Samoa, and was concurred in by Office of Emergency Planning. Action Oct. 24.

PETITIONS FOR RULEMAKING FILED

■ WBAF Fairhope, Ala.: Requests amendment of rules to delete class A channel 221A from Fairhope and reassign channel 225C, presently in Mobile, to Fairhope. Received Oct. 7.

■ FM Unlimited Inc., Chicago—Requests amendment of rules to amend FM table of assignment as follows: Lansing, Ill.: delete channel 292A, add 288A; Valparaiso, Ind.: delete 288A, add 296A; Elmwood Park, Ill.: delete 290; Skokie, Ill.: add 294 as class A; Glen Ellyn, Ill.: delete 296A; Des Plaines, Ill.: add 290 as class A; Blue Island, Ill.: add 292A. Received Oct. 14.

■ WAKO Lawrenceville, Ill. — Requests amendment of rules to allocate channel 286 in Lawrenceville and substitute channel 292 for 285 in Fairfield, Ill. Receive Oct. 18.

■ WIFN-FM Franklin, Ind. — Requests amendment of rules to assign channel 252 to Franklin and channel 230 as class A to Plainfield, Ind. Receive Oct. 21.

please care...

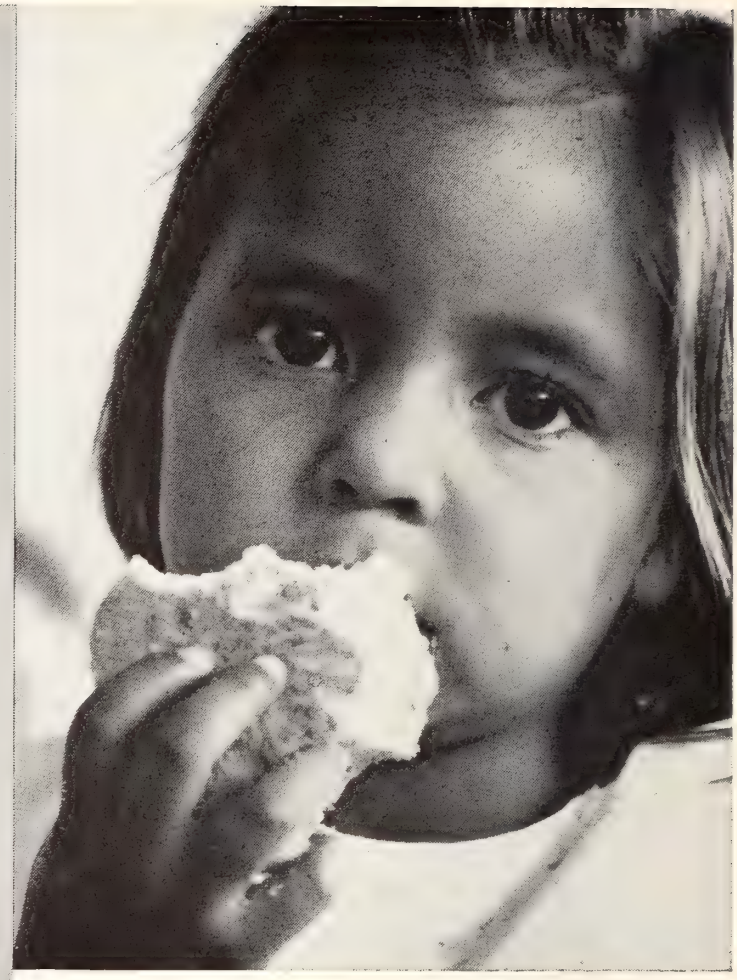
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OUR RESPECTS to Thomas Harrington Dawson

Selling TV is now a year-round job

Tom Dawson and CBS have conducted a "love affair" that has continued, with one brief interruption, for 25 years.

Mr. Dawson, who was appointed vice president-sales for the CBS Television Network last April, joined WCCO Minneapolis, then a CBS owned station, in 1938. He has remained in the CBS family continuously except for one year when he served as television director of Edward Petry & Co. during 1950-51.

"It was a wonderful feeling to come back to CBS in 1951," Mr. Dawson recalls. "Though I learned a lot during my stay with the Petry organization, which I had joined because I wanted to get into television, I was very happy to return to CBS.

"It may sound corny but I look upon CBS as one big family. We have wonderful people working here, and for myself, there is no other place I would like to work."

CBS undoubtedly has been a willing partner in the "romance." Mr. Dawson has climbed steadily upward through a variety of jobs in the organization until he was tapped earlier this year for the top sales post at the TV network.

Thomas Harrington Dawson was born in Appleton, Minn., on Feb. 19, 1914, and lived there until he was 15 when the family moved to St. Paul. He completed high school there and enrolled at the University of Minnesota in 1932.

On-And-Off-Affair ▪ A clue to Mr. Dawson's ambition and diligence is the pattern of his college education. Family circumstances necessitated that he work during college, and, as he phrases it, his studying was an "on and off affair."

"I don't have a degree because all my studies were not in the required sequences," Mr. Dawson observes, "but I think I amassed more credits than I needed for a degree."

His broadcast-oriented career began in 1937 when he joined the advertising staff of Pillsbury Mills in Minneapolis. This exposure whetted his interest in radio as a medium.

At the suggestion of a friend, Carl Burkland, now an executive for the Television Information Office, he applied for and obtained a salesman's job with WCCO. In 1940, he transferred to CBS Radio Spot Sales in Chicago and in 1941 he returned to WCCO as sales manager.

Shortly after Pearl Harbor Mr. Dawson enlisted in the U. S. Navy. He served as a flight instructor at various air stations throughout the country and was released in late 1945 as a lieutenant commander.

He returned to WCCO as sales manager, and in 1948 was shifted to the New York office of CBS Radio Spot Sales as an account executive. He was named eastern sales manager in 1949.

In 1950 he left CBS for the Petry job and came back to the fold in 1951 as general sales manager of CBS Television Spot Sales.

He moved into network operations in 1952 when he was appointed sales manager of CBS-TV. In February 1957 Mr. Dawson was elected vice president-network sales. When William H. Hylan resigned from CBS-TV last April to join the J. Walter Thompson Co. as vice president in charge of radio and television, Mr. Dawson was named to succeed him at the TV network.

Successful Salesman ▪ Mr. Dawson is a tall, slim man who is endowed with the attributes of the successful sales executive. He exudes friendliness, cheerfulness and enthusiasm and combines these with energy, knowledge and conversational persuasiveness. In his informal, down-to-earth manner he probably will greet this characterization of him with these words: "Gosh, that doesn't sound like me. It must be somebody else."

A close associate says his "big plus" is that he "likes people, all kinds of people." This makes him a "good mixer," who "gets along well with all people he meets, either on a business or a social level," the colleague remarked.

Though he directs a sizeable staff of salesmen and executives, Mr. Dawson stresses that he's no desk-bound sales chieftain. He's kept busy on a round of calls to the offices of clients and agencies and likes to arrive at his New York office by 8:30 each morning to "run through" the paper work.



Mr. Dawson

From the vantage point of 25 years in broadcasting, Mr. Dawson notes that the industry has grown "more complex" through the years as TV has become available through varied contractual forms. He indicated this places an additional burden on the network's sales and administrative staffs.

In this connection, he is particularly pleased that CBS-TV has more so-called program sponsorships than the other TV networks. He estimates that 80% of CBS-TV's nighttime business is with the program, rather than the participating sponsors, and he hopes that the network can maintain this balance. He points out that program sponsors are "easier to work with" than the "minute men" and the contracts generally are on a long-term basis.

The CBS 'Hotel' ▪ The single most noteworthy change that has evolved in TV in recent years, according to Mr. Dawson, is that the selling season is now on a 12-month basis. He likes to make this analogy:

"In television, you're really in the hotel business. Someone's always checking in and someone's checking out. You must always be ready to rent the rooms. That's why you never stop selling. It's a 12-month job."

Mr. Dawson married the former Marjorie (Marge) Kastberg of Scarsdale, N. Y., in 1958. They have two children—Thomas Jr., 4, and Deborah, 20 months. The family home is in Greenwich, Conn.

His trim figure attests to his active interest in sports. He enjoys golfing, bowling and swimming and finds walking an especially relaxing pastime before retiring at night.

He is a member of the Winged Foot Club in Mamaroneck, N. Y., and of the Broadcast Pioneers and the International Radio and Television Society.

Several years ago Mr. Dawson came across a passage, attributed to Etienne de Grellet, that touched him so deeply that he had the words imprinted and placed into a frame.

It hangs on a nearby wall and constitutes his philosophy of life:

"I shall pass through this world but once. Any good therefore that I can do or any kindness that I can show to any human being, let me do it now. Let me not defer or neglect it, for I shall not pass this way again."

The mutable law

SIX months ago, those with hardy memories may recall, the A. C. Nielsen Co., along with other ratings services, was being vilified before a House subcommittee.

Last week the first national Nielsen ratings for the new television season were received with such reverence and fear that they might have been carried down a sacred mount by a man with a long white beard instead of delivered by a postman with a bent back and aching arches.

The Nielsen pocket piece shapes the fates of men and their works. It or something like it will exist as long as networks and their advertisers have no other means of discovering what is happening at the receiving end of their transmissions. The hope must remain, however, that the user of ratings will pause occasionally to question their divinity before he starts lopping off programs and, possibly, heads.

Equal treatment

THE FCC's Broadcast Bureau, which has made most of the bricks the commission has thrown at broadcasters, is bent upon becoming the executioner as well as the prosecutor. It seems to be mad at everybody.

In case after case it has opposed leniency or a second chance for first offenders. It wants nothing short of the supreme penalty—revocation.

A current case involves the license renewal of WGMA, a 1,000 watt daytime station in Hollywood, Fla. owned by Jack Barry and Daniel Enright who were involved in the quiz-rigging scandals of 1959. The Broadcast Bureau insists these men lack the character qualifications to be licensees.

This in the face of the findings by an experienced FCC examiner, Elizabeth Smith, that those activities did not constitute "an absolute disqualification as to basic character attributes" required for renewal. She found the station, since the partners acquired it in 1957, had provided an outstanding public service. Moreover, she pointed out, no law had been violated in the quiz-rigging. The law came afterward.

Aside from Miss Smith's findings, the FCC had established substantial precedent for renewals in similar cases. The networks that carried quiz programs that proved to be rigged were not threatened with the loss of their station licenses. Messrs. Barry and Enright were simply network employes, not policy-making officials. Miss Smith pointed out that the licenses of the 14 TV, AM and FM stations held by Westinghouse Broadcasting Co. were renewed after the conviction of officers of WBC's parent, Westinghouse Electric Corp., on price-fixing charges. Similarly, the FCC has renewed the licenses of multiple owners involved in ex-parte cases on the premise that the infractions applied only to the particular stations directly involved.

With such ample precedent it is difficult to understand why the Broadcast Bureau persists in its effort to do in a little station owned by a couple of young men trying to make good after difficult experiences. The time could far better be spent in clearing up the renewal and transfer backlogs.

An essential campaign

THE government ought to do something about advertising. It ought to produce a directive to all government personnel (with copies to every member of Congress) reciting the role played by advertising in keeping the economy on the move, in building sales, employment, profit and the tax revenues that keep the ship of state afloat.

The outline is already written in the economic growth that has lasted for 33 consecutive months. It is written in our Gross National Product which is at the highest levels in our history. It is written in the development of our dynamic society under our free enterprise system.

The directive would be an answer to those bureaucrats and others in public life, to the consumers unions and other pressure groups, who contend advertising is an economic waste. It should spell out how advertising makes possible our vast system of mass communications—radio, television, newspapers, magazines—which move products, to be sure, but also move news and comments and features and presidential news conferences and congressional hearings.

There is a volunteer agency instantly available to implement this outline. It is the Advertising Council, supported by advertisers, agencies and media. Its function is to enhance the interests of government through voluntary advertising campaigns—everything from forest fire prevention to freedom from hunger, the Peace Corps and aid to higher education.

The Advertising Council's annual report for 1962-63 details the contributions of industry in the conduct of these government campaigns, funds for which are provided by advertising people, with time and space contributed by media. An estimated $150 million worth of radio and TV time, for example, was contributed in 1962-63, representing 13 billion "home impressions."

The council has the expertise to produce the directive for the government. A worthwhile by-product would be a council project using the same voluntary media to tell the people how advertising works and why it is essential as the spark plug of our economy.

The taint of money

THE noncommercial, educational television station in San Francisco, KQED, is soliciting contributions with a mailing piece that reads in part:

"Remember . . . the last time you turned off your TV in the middle of an annoying sales pitch, a pitch for something you didn't want or need, interrupting for the umpteenth time a program you *did* want or need, to a point where you felt one more 'commercial' would cause you to put your foot through the face of the TV screen!"

The virtues of viewing (and contributing to) KQED, the piece explains, is that good shows are offered "with never a commercial to interrupt your viewing enjoyment."

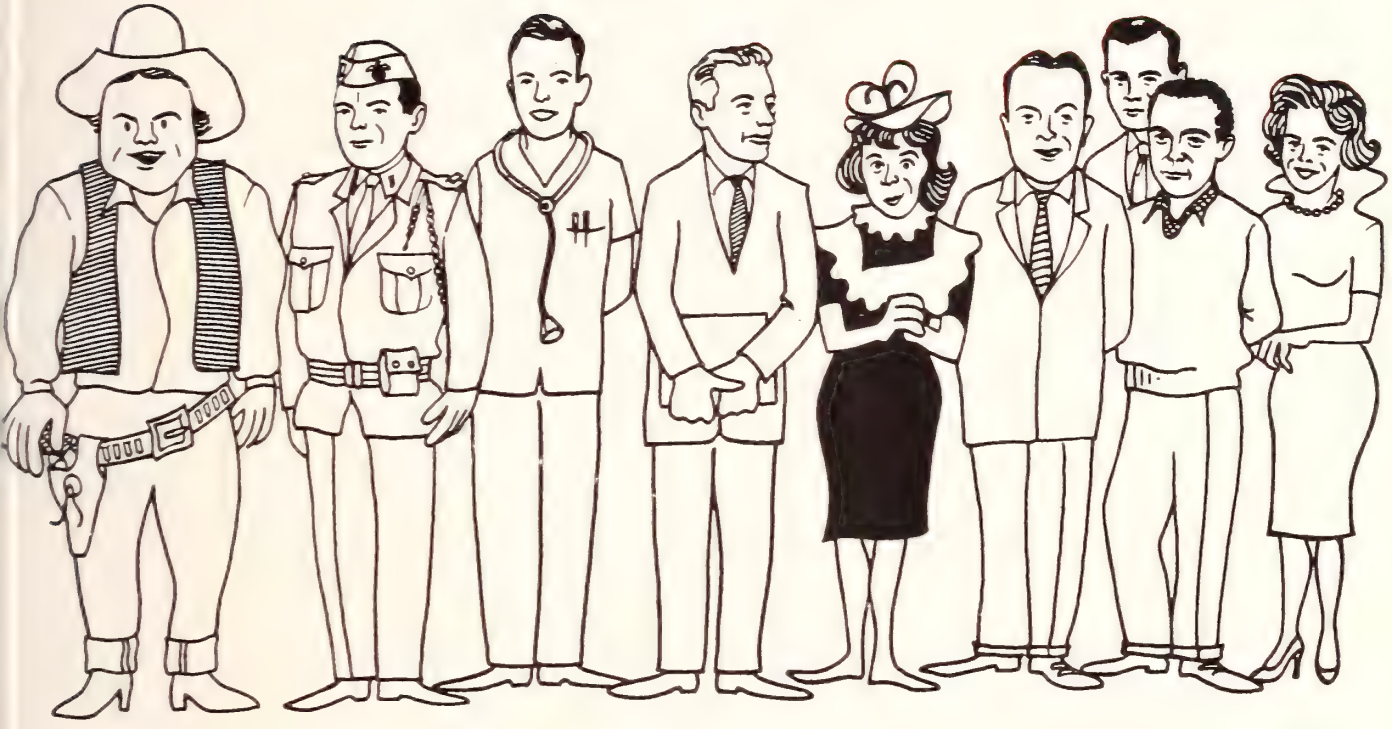
We thought these educational stations were supposed to be noncommercial, not anticommercial. If they really feel this way about stations that take advertising, they should reject those big donations they get from commercial broadcasters.



Drawn for BROADCASTING by Sid Hix

"It's that little old wine-maker . . . He comes here straight from work."

You meet them all aboard the *5:15!



Bonanza's Hoss Cartwright, The Lieutenant, Dr. Kildare, Mr. Novak, Grindl, Bob Hope and many more of the nation's greatest television shows and stars are aboard KSTP's *5:15 every week.

They're joined by the finest radio talent in the Northwest . . . Steve Cannon, Jane Johnston, Brooks Henderson, Elt Ryberg, Marv Henry and other KSTP Radio personalities.

All these — plus the highest-rated news-weather-sports operation in the market — make a sales trip on the *5:15 the best investment in the Twin Cities.

All aboard!

Represented nationally by Edward Petry & Co., Inc.

KSTP

CHANNEL * 5 KILOCYCLES 15

TELEVISION RADIO

MINNEAPOLIS-ST. PAUL

HUBBARD BROADCASTING, INC.

A Philosophy of RADIO REPRESENTATION that makes sense!

Our philosophy is to maintain a limited list of stations.

This enables us to provide these stations with a thorough, in-depth sales job, which consistently produces more revenue.

With a limited list, our men do intensive "creative selling" for our stations.

Makes sense, doesn't it?



adam young inc.

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • ST. LOUIS • SAN FRANCISCO

REPRESENTING RADIO AND TV STATIONS

50 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

NOVEMBER 11, 1963

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Only Kprc-TV?

Yes, only KPRC-TV. Because only KPRC-TV has CH-2, most effective selling agent put in television. Thousands rely on KPRC-TV and only KPRC-TV to stimulate sales.



Both* have great track records in Indianapolis!



*The COLUMBIA features on WTTV and Rodger Ward at the Speedway!

The COLUMBIA features can be currently seen in more than 140 markets

Distributed exclusively by
SCREEN GEMS

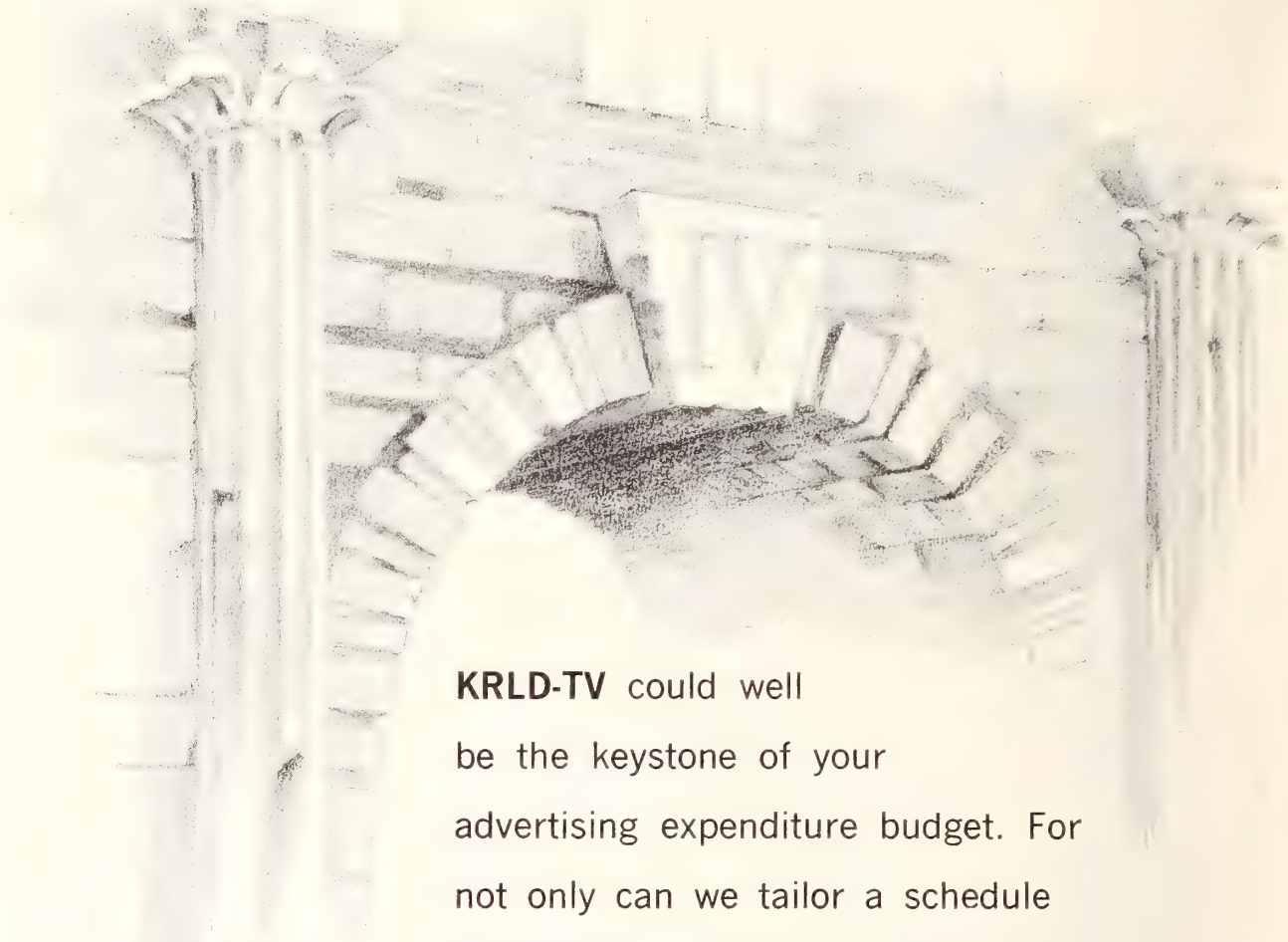
OINK!



Buying a pig in a poke is no way to live high on the hog.

In some parts of the country, you can buy the two biggest tv markets in sight, and you've got most of the tv homes in the bag. □ Do the same thing in North Carolina, and you may be buying a pig in a poke. Down here, the two largest markets overlap like crazy. This makes it tough to tell what kind of coverage you've really bought. □ The logical way to cover North Carolina with tv is by combining Charlotte with Raleigh. □ The Raleigh-Charlotte combination gives you unduplicated coverage of more people than any other two-station buy. And coverage of the counties that rack up 88% of all retail sales. □ Who to buy in Raleigh? We'd say WRAL-TV. But don't take our word for it. □ Call up that guy from H-R. He'll show you plenty of proof that WRAL-TV really brings home the bacon for advertisers.

WRAL-TV, RALEIGH-DURHAM, N. C.



KRLD-TV could well be the keystone of your advertising expenditure budget. For not only can we tailor a schedule to your specific requirements, but we can also get your message to Texas' most informed, best entertained — most discriminating — television audience.

Find out for yourself.

See your ADVERTISING TIME SALES representative.

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

CLOSED CIRCUIT

Choosy buyers

Television program producers and network executives who are now deep in next year's planning are concerned over attitude of major cigarette advertisers. Reason: Not only are cigarette sponsors generally seeking later time slots (CLOSED CIRCUIT, Nov. 4) but are also said to be shying away from programs with controversial or "depressing" themes. It's enough to make three-pack-a-day smokers out of all who are involved.

Where it hurts

Echo of comment in House hearing that FCC Chairman E. William Henry may be "getting too big for his britches" (story page 42) was expressed in closed-door discussion of Senate appropriations subcommittee Friday (Nov. 8). Senate unit voted to slice $400,000 off FCC's fiscal 1964 budget and criticized commission for straying into areas not intended by Congress. FCC's rulemaking to set commercial standards was one specific instance that irritated senators. House voted $15.8 million for agency; Senate cut still would give FCC increase over current budget.

Elsewhere in Senate there's also concern about growing argument over broadcast commercial practices. Senator John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee, in letter to LeRoy Collins, NAB president, has pointedly asked what broadcasters are doing to reinforce their codes and thus relieve pressure for government control of advertising volume. Indications are that Mr. Pastore may be thinking of moving into situation, perhaps informally, if he doesn't get assurances that progress in self-regulation is being made.

Code compliance

Most TV code subscribers called on carpet by National Association of Broadcasters' code authority for repeated violations of commercial time standards (CLOSED CIRCUIT, Oct. 7) have voluntarily ceased use of "excessive" spots. Of nearly 20 stations that were told they were not operating according to standards, only four have either resigned or are facing expulsion. Crackdown was authorized by TV code board early last month.

Impact survey

Where do TV commercials get best attention: mid-program, in "clutter" positions, daytime, nighttime? How well does spot TV do? Is suburban housewife more attentive than her city sister? Needham, Louis & Brorby is quietly making major study with own money to find answers to those and other questions, hopes it will have significant results by April.

NL&B's big project involves in-depth telephone interviews with 12,000 housewives in six-county greater Chicago area; 19,000 calls are being made to assure base sample. Preliminary returns indicate daytime attention levels equal those of nighttime.

Another hobble?

FCC Chairman E. William Henry has been handed request from solicitor general's office that could involve commission in hot new controversy over programing control. Request is that commission ask broadcasters to avoid interviews with persons who have been arrested but not yet brought to trial. Justice Department is concerned about effect of such interviews because of Supreme Court action in sending back for new trial case of man who had been convicted of bank robbery and murder in Lake Charles, La. Television in area had covered sheriff's interrogation of prisoner, during which defendant admitted guilt. Supreme Court said this had made fair trial in Lake Charles impossible and that lower court should grant defendant's plea for change of venue. Matter is now under study by commission's general counsel.

Tune in next week

FCC continues to maintain suspense in VHF drop-in case. Commission had hoped to act on matter last week, but didn't, putting it over for second week in row. Moment of truth in case is now scheduled for Nov. 15, in special meeting set to begin at 3:30 p.m. Betting on whether commission will reverse itself and drop short-spaced V's into seven markets is still 6-5 and take your pick.

Commission last May rejected, by 4-3 vote, proposal to drop V's into Johnstown, Pa. (channel 8); Baton Rouge (channel 11); Dayton, Ohio (channel 11); Jacksonville, Fla. (channel 10); Birmingham, Ala. (channel 3); Knoxville, Tenn. (channel 8); Charlotte, N. C. (channel 6). Last month, commission heard oral argument on petitions for reconsideration.

Robinson package

ABC-TV is seriously considering new hour show that Hubbell Robinson, former senior vice president for programs at CBS-TV, would develop for 1964-65 season. Tom Moore, ABC-TV president, and other network program experts reportedly were impressed with projected series that has tentative title of *Homicide*.

Warming up

Chairman Oren Harris (D-Ark.) of House Commerce Committee may have some pointed observations to make on FCC's arrogation of power and disregard of congressional intent in major address to be delivered Nov. 14 before Association of Broadcasting Executives of Texas, in Dallas. Legislator, who has become one of most influential members of House, usually takes calm approach but is represented as feeling that FCC is going beyond reasonable lengths in its regulatory processes in relation to broadcasting. He gave strong indication of those feelings last week in comments during hearings on House bill to prohibit FCC from imposing commercial limitations on radio and TV (see story page 42).

Flip flop

CBS-TV will transpose positions of two of its programs on Saturday nights. Thinking is to move *Phil Silvers Show* from 8:30-9 to 9:30-10 and *Defenders* from 9-10 to 8:30-9:30, allowing latter program to take advantage of *Jackie Gleason Show* lead-in. It's believed such move may reverse recent decline in *Defenders* ratings. *Silvers* has not retained ratings level presented it by *Gleason*. If move is made, it may be made effective as early as Nov. 16 (next show date).

Toward utility concept

Action of Britain's Independent Television Authority in revising downward agreements with independent program contractors (equivalent to our commercial networks) is causing concern in U. S. and in other areas in which commercial TV operates. Effort appears to be toward reducing return to "reasonable percentage" on investment rather than what traffic will bear. Observers see in this possible harbinger of what could happen elsewhere.

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Which X is lighter ?





Yours is—when the X stands for your marketing task in Washington. Just turn it over to WMAL's John Wilcox.

Late afternoon listeners like his good music, easy-going conversation, unpredictable comments and the up-to-the-minute news from ABC and WMAL newsmen. And the mobile masses heading home know their best traffic tips come direct from WMAL's "Traffi-copter" on the John Wilcox show. Put your commercials in the proper surroundings and and accomplish your Washington task without illusion.

WMAL RADIO ABC RADIO WASHINGTON, D.C.

630 KC ■ 5,000 POWERFUL WATTS ■ WASHINGTON'S BEST FULLTIME RADIO SIGNAL

Represented Nationally by McGavren-Guild Co., Inc.

The Evening Star Broadcasting Company

WEEK IN BRIEF

Ratings hysteria on Madison Avenue rises to new heights on eve of second national Nielsens. Factor fomenting mania: report that some major advertisers are readying 1964-65 commitments. See . . .

MAD OVER RATINGS . . . 35

Broadcasters pour it on FCC at congressional hearing. Charge commission has no power to define overcommercialization. Support for broadcasters voiced by Harris and Rogers but Henry stands firm. See . . .

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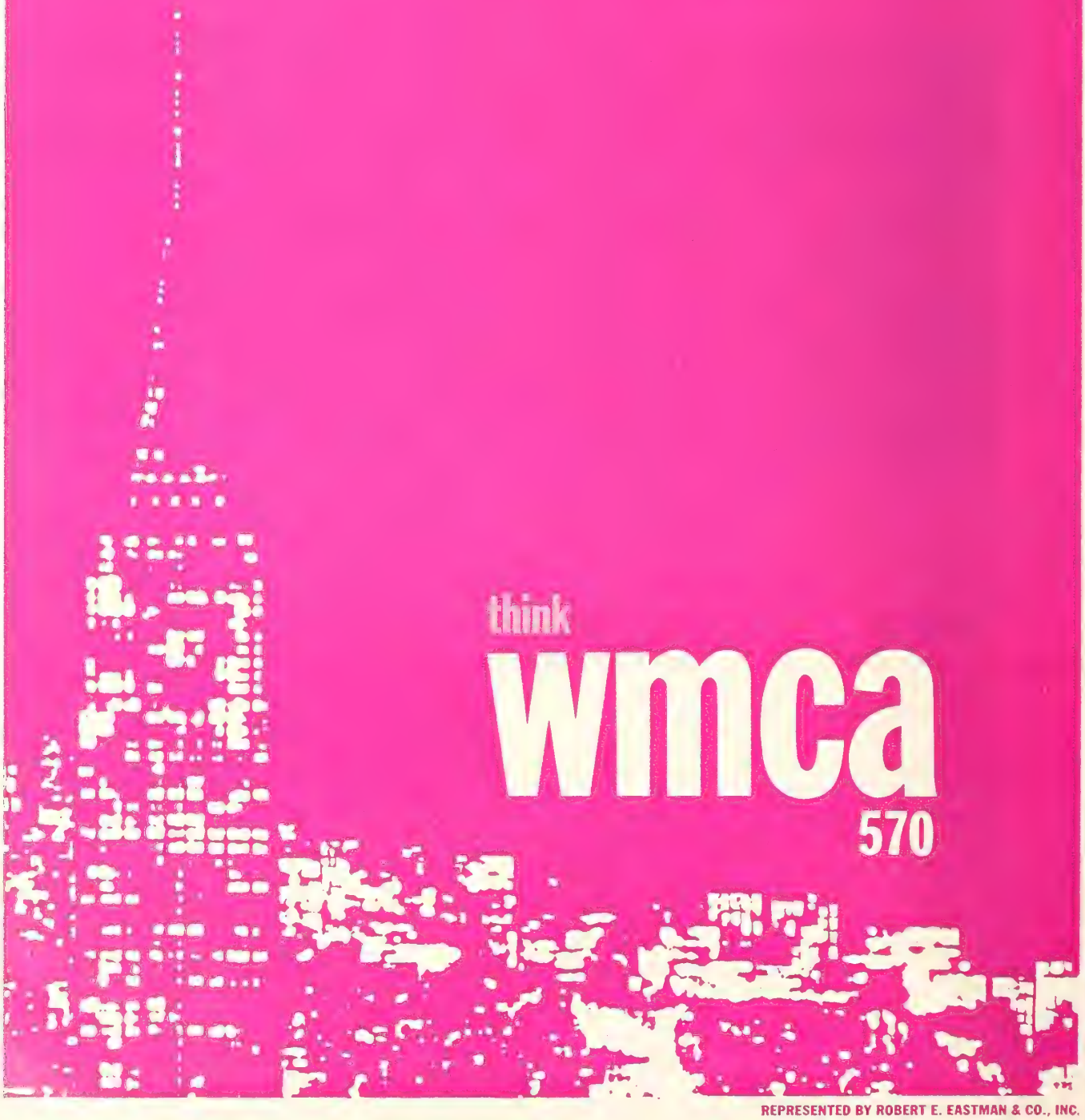
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when you think
NEW YORK
RADIO



think
wmca
570

REPRESENTED BY ROBERT E. EASTMAN & CO., INC.

CBS-TV extends its lead in 30-city Nielsen

CBS-TV took first place over ABC-TV by more than 2 average rating points and over NBC-TV by more than 2.5 in Nielsen 30-market report for week ended Nov. 3, issued Friday (Nov. 8). Estimates are based on analyses by two networks. CBS also was shown in first place six nights of week, with ABC first on Tuesday. These reports show marked change from preceding week's 30-market figures, which showed CBS nosing out NBC by about two-tenths of point.

Network analyses Friday showed following top 10 programs for week ended Nov. 3:

1. Miss Teen-Age America (CBS)
2. Beverly Hillbillies (CBS)
3. Candid Camera (CBS)
4. Bonanza (NBC)
5. Dick Van Dyke (CBS)
6. Jackie Gleason (CBS)
7. McHale's Navy (ABC)
8. My Favorite Martian (CBS)
9. Ed Sullivan (CBS)
10. Tie: Twilight Zone (CBS)
    Lawrence Welk (ABC)

FCC lashing goes on at Hill sessions

Broadcasters resumed pummeling FCC for commercial standards proposals Friday (Nov. 8) as 15 witnesses testified in favor of legislation to prohibit commission from taking restrictive action on commercials.

National Association of Broadcasters President LeRoy Collins said question is whether present free enterprise system of broadcasting will be continued or government-operated arrangement will be installed. He told House Communications Subcommittee windup session (story page 42) that FCC no longer is taking "retaliatory attitude" in dealings with industry.

Representative Oren Harris (D-Ark.) said Commerce Committee which he heads has leaned over backward to let industry regulate itself:

"I am not altogether satisfied that the industry has accepted its responsibility," he said in reference to problems in ratings. "Our patience can run out."

Former FCC Chairman John C. Doerfer said there has been "pattern of encroachments" into broadcasting by FCC dating back to my time (he was chairman last 2½ years of his 1953-60 term on FCC).

Mr. Doerfer spoke for Maryland-D. C.-Delaware Broadcasters Association and said FCC proposal is utility type of regulation never contemplated by Congress.

Surprise witness at end of hearing was Rev. Dr. Carl McIntire, who complained that stations' fear of time limit rule is keeping some from accepting his radio program, *Twentieth Century Reformation Hour*, time which he usually buys himself with listener help.

Witnesses who appeared for their respective state broadcaster associations:

James R. Terrell, KTVT(TV) Fort Worth; A. James Ebel, KOLN-TV Lincoln, Neb.; Ronald Hickman, WNNJ Newton, N. J.; W. Jack Brown, WLON Lincolnton, N. C.; Gene Wilkin, Guy Gannett Broadcasting, Portland, Me.; John P. Carr; WDNE Elkins, W. Va.; Cecil Woodland, WEJL Scranton, Pa.; Howard B. Hayes, WPIK Alexandria, Va.; Don C. Dailey, KGBX Springfield, Mo.; Thad M. Sandstrom, WIBW-TV Topeka, Kan., and James Caldwell, WAVE Louisville, Ky.

Also appearing: Mark Evans, vice president, Metromedia Inc., and John J. Ryan, general counsel, Advertising Federation of America.

RED HUNT AT PACIFICA

FCC asks about Communists; wants answers under oath

FCC has asked directors and other officials of Pacifica Foundation to answer under oath questions about possible Communist affiliations.

Pacifica spokesman said Friday (Nov. 8) that commission questionnaires were received by Foundation's directors, executive vice president and by managers of three Pacifica stations.

Each was asked to reply under oath whether he is or has been Communist Party member.

Pacifica attorneys believe questionnaire is first of its kind ever sent to operator of broadcast station.

Pacifica directors were to meet in San Francisco Saturday (Nov. 9) to consider their response.

Pacifica operates KPFA(FM) Berkeley, KPFK(FM) Los Angeles and WBAI (FM) New York. All are supported by listener contributions.

Commission queries are result of Senate Internal Security Subcommittee hearing last winter on whether Communists had infiltrated Pacifica's stations (BROADCASTING, Jan. 14, et seq.).

Pacifica officials said their response to commission will depend on their view of constitutionality of request.

Commission has been upheld by courts in submitting similar questions to applicants for operator licenses. However, Pacifica spokesman said, commission's right to ask question of station licensee has never been determined.

Pacifica officials received commission questionnaires Oct. 7 but delayed disclosure on advice of counsel until request has been studied.

Original deadline for returning sworn statement to commission was Thursday (Nov. 7), but deadline was extended to Dec. 16.

AFTRA set to strike, but negotiations go on

Armed with strike authorization, American Federation of Television & Radio Artists continued negotiations with networks over weekend on contract that is scheduled to expire Friday (Nov. 15).

AFTRA's negotiators received power to strike, if necessary, against networks by members voting last week in New York, Chicago and Los Angeles. Union considers proposals made by networks for new radio-TV program codes "unsatisfactory."

AFTRA also is continuing its joint negotiations with Screen Actors Guild on TV and radio commercial contracts, which also expire Friday. Expectation is that strike deadline for both network and commercial contracts will be extended, though course of negotiations this week will be factor in decision.

4A panelists urge greater Negro use

NAACP's Roy Wilkins issued plea Friday (Nov. 8) for increased use of Negroes in natural situations in advertising campaigns.

Executive secretary of National Association for the Advancement of

Maxon, P-K-G merger off

Proposed merger of Maxon Inc. and Post-Keyes-Gardner has been cancelled, both agencies announced Friday (Nov. 8). Talks begun in August have halted because of unexpected product and client conflicts.

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Kaplan

Cy Kaplan, national sales manager of Independent Television Corp., New York, elected VP and general sales manager. Mr. Kaplan joined ITC in 1959 as sales executive and was placed in charge of national sales in December 1962. Earlier he had served as national sales manager of National Telefilm Associates and in sales executive capacities with Television Programs of America and with WONS Hartford, Conn.

Robert W. Castle, senior VP and board member at Ted Bates & Co., New York, placed in charge of all Colgate-Palmolive operations at agency. **Dwayne L. Moore,** VP and account supervisor, assumes responsibility for household products division of Colgate account. **Rudolph Montgelas,** agency's president, remains management representative on Colgate.

Howard Bell, vice president for planning and development of National Association of Broadcasters, named director of NAB code authority effective Dec. 1 (see page 58). Mr. Bell, whose appointment is subject to ratification by NAB board, succeeds **Robert D. Swezey,** who announced his resignation last summer (BROADCASTING, Aug. 19).


Mr. Koop

Theodore F. (Ted) Koop, Washington VP for CBS Inc., elected national president of Sigma Delta Chi at professional journalism society's annual convention Nov. 9. Mr. Koop moved up from first vice presidency of society. Veteran CBS news executive before transferring to corporate vice presidency two years ago, Mr. Koop has long been active in journalism affairs. In 1953 he became first broadcast newsman to be chosen as president of Washington's National Press Club. Succeeding Mr. Koop as first VP of Sigma Delta Chi and on escalator for presidency next year was **Ralph Sewell,** assistant managing editor of the *Daily Oklahoman and Times* (WKY-AM-FM-TV Oklahoma City). Both elections took place at society's annual convention in Norfolk, Va. (also see story, page 61).

For other personnel changes of the week see FATES & FORTUNES

Colored People reminded American Association of Advertising Agencies meeting in New York (story page 50) that selective buying weapon held by Negroes could be used in fight to eradicate stereotype image of Negro.

Robert Liddel, vice president and associate media director, Compton Advertising, another speaker on Negro marketing panel, stressed importance of integrated advertising using Negroes in "natural situations." He referred to project of Center for Research in Marketing, Peekskill, N. Y., which showed "Negroes and whites exhibit far more similarities than differences in relationship to TV ownership and TV viewing than might be expected."

William Grayson, vice president of Johnson Publications (*Ebony, Jet, Tan, Negro Digest*) noted "willingness" of agency business and other industries to correct employment inequities.

IBA members called on to oppose managed news

Illinois Broadcasters Association at annual meeting in Chicago Friday (Nov. 8) gave support to "managed news" protest voiced by Sigma Delta Chi Freedom of Information Committee report and urged IBA members to individually register concern with their congressmen.

Robert W. Frudeger, WIRL Peoria, retiring IBA president, called for "increased activity . . . particularly in the area of freedom of news."

Joseph M. Baisch, WREX-TV Rockford, was elected president of IBA.

Newsman finds Thurmond less than cooperative

One of harshest critics of broadcast news programing tangled with medium again Friday (Nov. 8), according to Associated Press. Senator Strom Thurmond (D-S.C.), during speech at University of Wisconsin, Madison, said students should report teachers they suspect of being subversive. Robert Beringer, newsman at WISM Madison, repeatedly asked legislator to name one teacher convicted of such offense, but senator demurred.

After Mr. Beringer left, unsatisfied, Senator Thurmond complained of TV camera trained on him "while strange questions were being asked."

Speaking to another WISM staffer, senator, member of Senate Communications Subcommittee, said "I will be interested in how the balance of your show is presented on the radio." Senator Thurmond earlier in week threatened government regulation of networks (see story, page 78).

Space radio traffic given 2,000 mc

Two thousand mc of radio spectrum, allocated to space communications at Geneva, are wide enough to handle 10 TV channels or 3,000 telephone calls, it was reported Friday (Nov. 8).

Information was released by government and Communications Satellite Corp. officials at news conference in Washington. Voice of Joseph H. McConnell, chief of U. S. delegation in Geneva, was relayed by Syncom via 55,000-mile radiophone circuit.

Frequencies assigned for communications satellite traffic comprise four bands, each 500 mc wide. They are:

3700-4200 mc, satellite to earth; 5925-6425 mc, earth to satellite; 7250-7750, satellite to earth, and 7900-8400, earth to satellite.

Other highlights of Mr. McConnell's report:

- All western countries except Cuba agreed to reserve for 10 years 608-614 mc (UHF channel 37) for radio astronomy. This already has been done by FCC for U. S.
- Overall, 2,800 mc of space were allocated for satellite communications —of which 2,000 mc were included in original U. S. proposals.
- Band 144-146 mc was allocated for amateurs in space communications.
- Exclusive allocations were made for navigational satellites.

FCC adopts new rules for emergency broadcasts

FCC has adopted new rules governing operation of AM, FM and TV stations during times of local emergency.

New rules, which become effective Nov. 18, will permit daytime-only and other restricted-hours AM stations to operate outside of normal hours if service is not available from unlimited-time station in emergency area.

New rules will also permit unlimited-time AM stations to operate at night with daytime facilities if no other AM emergency service is available.

Stations engaged in emergency operation may not carry commercials under new rules, although they may broadcast music when not carrying information.

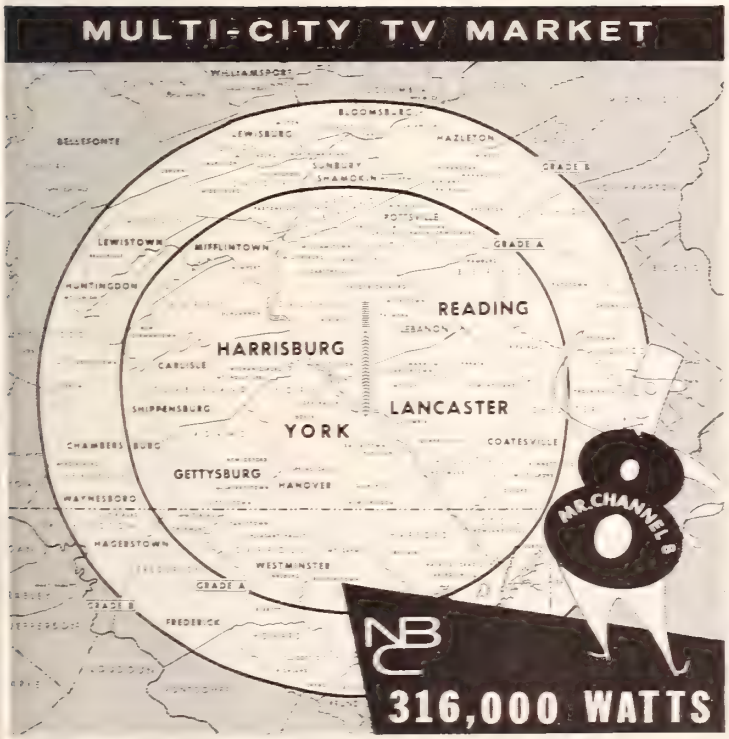
Stations may also transmit information intended for specific individuals.

Commission order states that decision to engage in emergency operation is left to licensee, not to local or other officials.

retail dealer sign / jeweler
circa 1860
The Bettmann Archive



Superior Dealer Support



Channel 8 delivers it! Your advertising message telecast on WGAL-TV does an outstanding job at winning dealer enthusiasm for you, because of its potential capacity to stimulate consumers to buy. *Whatever your product,* WGAL-TV increases dealer-support, sales, and profits.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION · Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

What makes a great salesman?

Folks around Sharpsburg, Pennsylvania, used to shake their heads in wonder at the enterprise of young Henry J. Heinz. From the age of eight he marketed spare vegetables from his family's garden, and it came as no surprise to the townspeople that by the time he was twelve his thriving retail business' assets included a horse and wagon. This auspicious beginning heralded the sales career of a man who succeeded for one very important reason: he wanted the consumer to get the worth of every penny paid — because he knew the worth of a satisfied customer.

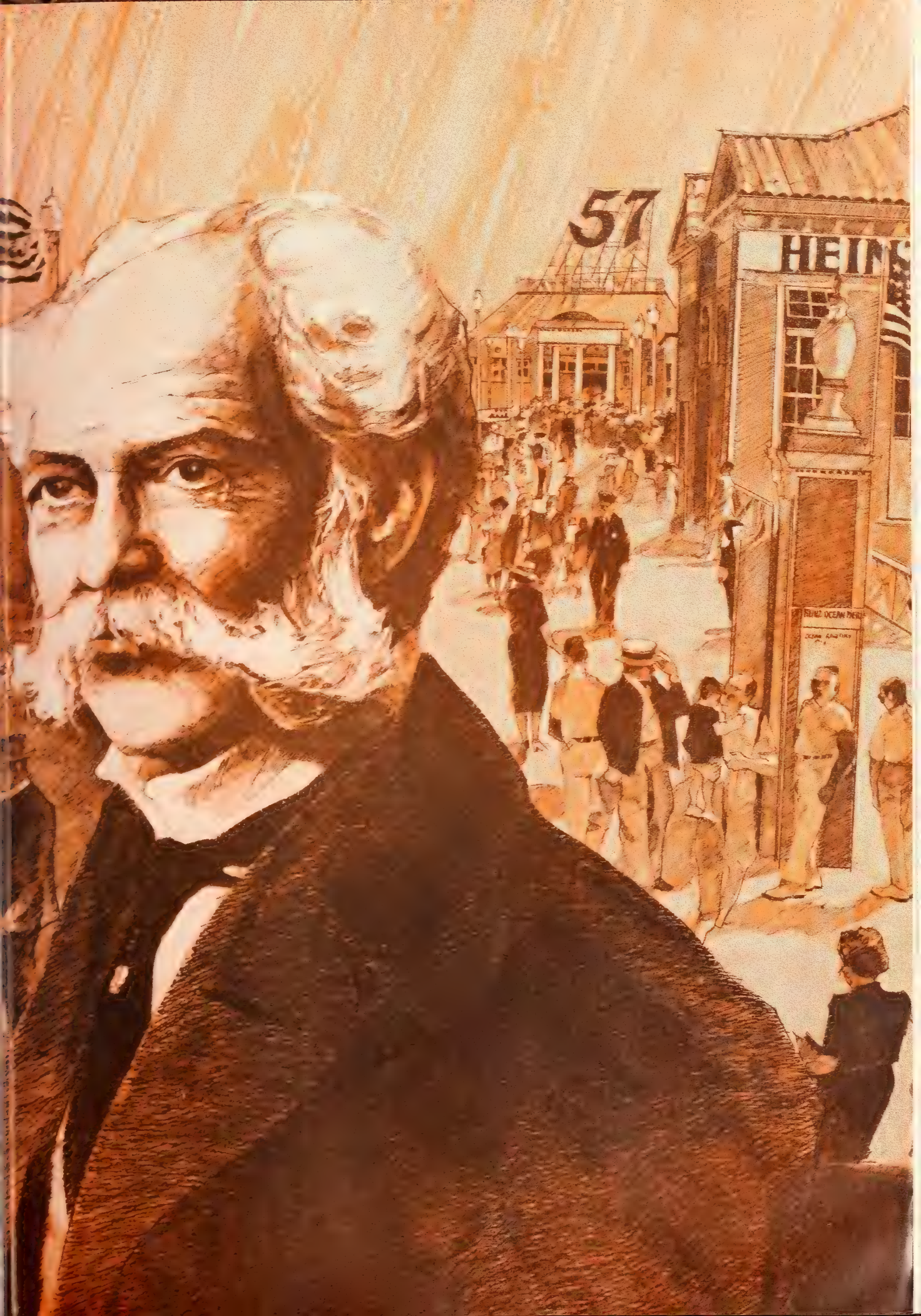
The H. J. Heinz Company grew by leaps and bounds, spurred by Heinz' integrity and creative ingenuity. He insisted that every Heinz product be displayed in clear glass bottles rather than the green glass in common use at the time. He originated the trade slogan which made "57 Varieties" famous throughout the world. As a promotional gimmick he developed the highly successful Heinz pickle pin. (Over 80,000,000 have been given away to date.) And when he crusaded for pure food and drug legislation he spoke not only for his business, but for the entire industry.

Henry J. Heinz was a great salesman because he kept aware of the needs of his consumers. So, too, for over 36 years, Storer has made it a practice to give its listeners and viewers what they ask for...its advertisers what they pay for. Responsible management and progressive programming have paid off for Storer...will pay off for you! In Los Angeles, Storer's great salesman is KGBS, an important station in an important market.

LOS ANGELES *KGBS*	**PHILADELPHIA** *WTBG*	**CLEVELAND** *WJW*	**NEW YORK** *WHN*	**TOLEDO** *WSPD*	**DETROIT** *WJBK*
MIAMI *WGBS*	**MILWAUKEE** *WITI-TV*	**CLEVELAND** *WJW-TV*	**ATLANTA** *WAGA-TV*	**TOLEDO** *WSPD-TV*	**DETROIT** *WJBK-TV*

STORER
BROADCASTING COMPANY




57
HEIN

ROCHESTER IS A "MUST-BUY" IN NEW YORK STATE

PER HOUSEHOLD INCOME*

★ **ROCHESTER: $8356.** National Rank, 16; New York State, 2.

Syracuse: $7790. National Rank, 35; New York State, 4.

Buffalo: $7658. National Rank, 40; New York State, 5.

Albany-Schenectady-Troy: $7277. National Rank, 80; New York State, 7.

PER HOUSEHOLD RETAIL SALES*

*Copyright 1963 Sales Management Survey of Buying Power. Further reproduction is forbidden.

★ **ROCHESTER: $4860.** National Rank, 44; New York State, 2.

Syracuse: $4409. National Rank, 119; New York State, 5.

Buffalo: $4103. National Rank, 181; New York State, 11.

Albany-Schenectady-Troy: $4275. National Rank, 151; New York State, 6.

WHEC-TV (CHANNEL 10) IS A "MUST-BUY" IN ROCHESTER

The ARB estimates for Feb-Mar. and May-June, 1963, award us most "total homes" average, from 9:00 a.m. to midnight, Monday through Sunday.* Our strong CBS schedule, outstanding local news coverage and programming, and heavy station promotion are responsible for this excellent position in the rich Rochester market.

In New York State—you need ROCHESTER
In ROCHESTER—you need WHEC-TV

WHEC-TV CHANNEL 10 ROCHESTER, N. Y.

A GANNETT STATION • BASIC CBS • REPRESENTED BY H-R

(*)Audience measurement data are estimates only—subject to defects and limitations of source material and methods. Hence, they may not be accurate of the true audience.



DATEBOOK

A calendar of important meetings and events in the field of communications.

■ Indicates first or revised listing.

■ Nov. 11—Detroit chapter of **Station Representatives Association** holds its second annual reception and luncheon for advertising agencies in the Cleveland, Ohio, area. Guest speaker will be FCC Commissioner Robert T. Bartley.

Nov. 11-12—**Radio Advertising Bureau** board of directors meeting, Sheraton Park hotel, Washington, D. C.

Nov. 11-13—Fall radio meeting, sponsored by **Electronic Industries Association Engineering Department.** Among speakers will be Charles F. Horne, EIA president, and Rear Admiral B. F. Roeder, assistant chief of naval operations in charge of communications. Manager hotel, Rochester, N. Y.

Nov. 12—Sixth annual **National Press Photographers Association** cross country seminars in photojournalism, Omaha, Neb.

Nov. 12—**Group W** (Westinghouse Broadcasting Co.) fifth public service programing conference, Cleveland. FCC Chairman E. William Henry will be principal luncheon speaker. Other speakers include Secretary of State Dean Rusk, and Francis Keppel, U. S. Commissioner of Education.

■ Nov. 13—**International Advertising and Publicity Seminar**, sponsored by the International Advertising Association and the world trade department of Los Angeles Chamber of Commerce, Ambassador hotel, Los Angeles. Keynote luncheon speaker will be Will C. Grant, board chairman of Grant Advertising ("The World Is Your Market").

■ Nov. 14—**Southern California Broadcasters Association** luncheon meeting, 12 noon, Hotel Continental, Los Angeles. John J. O'Connell, media director of Young & Rubicam, Los Angeles, will talk on "How To Get More Out of Radio's Mass Selectivity."

Nov. 14—Sixth annual **National Press Photographers Association** cross country seminars in photojournalism, Memphis, Tenn.

Nov. 16—**UPI Indiana Broadcasters** convention at the Indianapolis Press Club. Speaker is Edward F. Ryan, general manager for news and public affairs at WTOP-AM-FM-TV Washington, who is president of the Radio-Television News Directors Association.

Nov. 16—**Advertising Career Conference,** sponsored by the Advertising Women of New York Foundation Inc., Commodore hotel. Speakers include Chet Posey, senior vice president at McCann-Erickson, and Jean Rindlaub, vice president of BBDO.

Nov. 16—Sixth annual **National Press Photographers Association** cross country seminars in photojournalism, Hartford, Conn.

Nov. 16—Annual meeting of UPI Broadcasters of Pennsylvania, Governor's Room, Penn-Harris hotel, Harrisburg.

Nov. 16—Second annual Wyoming Associated Press Broadcast News Clinic, Gladstone hotel, Casper, Wyo.

Nov. 16—**Institute of Social Ethics, Georgetown University,** discussion on ethics, advertising and responsibility. Participants to in-

NAB CONFERENCE DATES

National Association of Broadcasters fall conference dates:

Nov. 14-15, Dinkler-Andrew Jackson hotel, Nashville.

Nov. 18-19, Texas hotel, Fort Worth.

Nov. 21-22, Cosmopolitan hotel, Denver.

Nov. 25-26, Fairmont hotel, San Francisco.



Tucked away in the southwest tip of Georgia . . . and stretching southward into Florida to include Tallahassee, there's a $842 Million Trading Area some time buyers miss! It's not a glamorous hard-packed market like Fresno or Youngstown, but a look at page 100 of your ARB Television Market Analysis for 1962 will show you that it's **bigger** in tv homes!

The New South is Here! An industrial revolution has taken place in Dixie, and here's where it shows up best! Fields that once produced tobacco, cotton and peanuts now serve as plant sites for America's best known industrial firms. New payrolls and new people have swelled the population to over 880,000. Ex-farmers have moved to town to stay . . . while down the road, farms are bigger, better, producing more, paying off more than ever before! Sleepy country towns have come alive. Traffic lights now stand next to courthouse square statues, and inside the stores . . . there's a happy cash register jingle that can be heard all the way from Unadilla to Tallahassee!

Only WALB-TV sells it all! If you want to reach into the 49 county market surrounding Albany, Georgia, named by Forbes Magazine as one of the top ten trade cities . . . want to sell the area that Sales Management has listed as a "preferred" market . . . put your schedules on WALB-TV . . . the only television station that effectively sells it all with a 1,000 foot tower and 316,000 big watts!

The BIG Surprise! WALB-TV has more equipment, including video tape . . . is better equipped for remotes with permanent inter-city micro-wave installations, has more seasoned air salesmen and directors than most top metro market stations. Call now for avails. You'll look good on Channel Ten! Represented nationally by Vernard, Torbert & McConnell, Inc., and in the South by James S. Ayers Company.

WALB-TV

ALBANY, GEORGIA | 10

NBC
ABC

"The BIG Scope Station in the $842 Million Market"
Raymond E. Carow, General Manager

IMAGINATI





N is the one-station network

Turning on the creative light i
programming is something tha
happens regularly at WPIX-11
The presentation of our uniqu
Documentary Specials is a good
example.

Since WPIX-11 started produc
ing its own provocative specials
other producers have been at
tracted by this climate of imagi
native programming and have
brought some of their most note
worthy productions to New
York's Prestige Independent.

Twelve more Documentary
Specials have just been addec
to the current season, including
six new David L. Wolper hour
specials.

When you're looking for the
bright light of imaginative, at
tention-getting programming for
your product, look to WPIX-11
New York's one-station network.

WPIX TV/11
THE ONE STATION NETWORK
NEW YORK

Left to Right:
Benito Mussolini "Death of a Dictator"
Greta Garbo "Hollywood—The Golden Years"
Prince Phillip "The New Ark"
General Douglas MacArthur "Day of Infamy"
Jacqueline Kennedy "The American Woman in the Twentieth Century"

represented by
Peters, Griffin, Woodward, Inc

© 1963, WPIX-11



Mr. James Ward
Executive Vice President
Green Spring Dairy, Inc.

"A testimonial for WFBR? What can I say other than, Green Spring Dairy sponsors 20 newscasts per week on WFBR."

Green Spring Dairy is a longtime advertiser on WFBR, Baltimore, which carried more local advertising volume during the first ten months of 1963 than during any corresponding period in the station's 41 year history.

You, too, can sell an important segment of the Maryland market on WFBR. So join our host of friendly and happy local advertisers. Call your Blair man today.

RADIO WITH REASON

WFBR

BALTIMORE

clude FCC Commissioner Robert E. Lee, Cunningham & Walsh Vice President Newman McEvoy, D'Arcy Vice President Robert Sorensen. 36th & Prospect, Washington.

Nov. 17-19—Annual meeting of **French-Language Radio and Television Broadcasters Association,** Chateau Frontenac hotel, Quebec City.

Nov. 17-20—National Association of Educational Broadcasters national convention, Hotel Schroeder, Milwaukee, Wis. Banquet speaker is FCC Chairman E. William Henry Other speakers include Robert Lewis Shayon ("Responsibility in Educational Broadcasting"), radio-TV critic for the *Saturday Review*, and Arthur Sylvester ("Broadcasting Public Affairs"), assistant secretary of defense for public affairs.

Nov. 17-20—Broadcasters Promotion Association annual convention, Jack Tar hotel, San Francisco. Joseph P. Constantino, KTVU(TV) Oakland-San Francisco, is convention general chairman.

■ Nov. 18—**Western States Advertising Agencies Association** dinner meeting at Sheraton-West hotel, Los Angeles, 7 p.m. Saul Bass, graphic designer, and Norm Owen, vice president for marketing services, McCulloch Corp., will discuss creative graphic communications and product marketing.

■ Nov. 18—**Hollywood Advertising Club** luncheon, 12 noon, Hollywood Roosevelt hotel. David L. Wolper, president of Wolper Productions, will speak on "The Arbitrary Position Of Networks Regarding Independent Documentaries."

■ Nov. 18—**Screen Actors Guild** annual membership meeting, 8 p.m., Beverly Hilton, Beverly Hills, Calif.

■ Nov. 18—Eighth annual **Edward Petry & Co.** seminar for promotion managers of Petry-represented radio and TV stations. Talks by firm's West Coast executives and promotion case histories by Petry stations. Jack Tar hotel, San Francisco, at 5-7 p.m.

Nov. 19—Argument, U. S. Court of Appeals for District of Columbia, on appeal by **WKDK Kingstree, S. C.,** from FCC decision denying license renewal. Federal Courthouse, Washington, D. C.

Nov. 19—**Broadcasting Executives Club** luncheon, Sheraton Plaza hotel, Boston.

Nov. 19-21—Television Bureau of Advertising holds its annual membership meeting, Sheraton-Blackstone hotel, Chicago.

Nov. 20—American Association of Advertising Agencies (AAAA) east-central region meeting, Statler Hilton, Cleveland.

Nov. 21—**National Conference of Christians and Jews** first annual Brotherhood Testimonial Dinner of the Broadcasting and Motion Picture Industries. Chairman: Thomas W. Sarnoff, NBC VP. Beverly Wilshire hotel. Beverly Hills, Calif. Formal. $100 a plate.

Nov. 22—National Academy of Television Arts and Sciences, New York chapter, holds "Close-Up" dinner and show lampooning comedian Jackie Gleason. Hilton hotel, New York.

Nov. 22-23—Combined meeting of Wisconsin Associated Press newspaper and broadcasting members, Milwaukee.

■ Nov. 25—**American Jewish Committee Appeal for Human Relations,** dinner for broadcasting and advertising division at New York Hilton hotel in honor of William S. Cutchins, president of the Brown & Williamson Tobacco Co. Senator Thruston Morton (R-N.Y.) is the speaker. Co-chairmen: Everett H. Erlick, vice president and general counsel of American Broadcasting-Paramount Theaters, and Sydney Eiges, NBC vice president.

■ Nov. 26—Annual stockho'ders meeting, Screen Gems Inc., New York.

Nov. 29-Dec. 1—Annual convention of the **National Association of Radio and TV Farm Directors, Chicago.**

DECEMBER

Dec. 2-3—**NBC Affiliates** annual convention: radio meetings and radio network luncheon-presentation followed by evening banquet on Dec. 2, TV meetings and NBC Board Chairman Robert W. Sarnoff address to joint radio-TV affiliates luncheon and an evening banquet on Dec. 3. Robert W. Kintner, NBC president, addresses radio and TV affiliates meetings. Beverly-Hilton hotel, Los Angeles.

Dec. 3-5—Winter conference of Electronic Industries Association, Statler-Hilton hotel. Los Angeles.

Dec. 5—Board of directors meeting of the **Association of Maximum Service Telecasters,** Riviera hotel, Palm Springs, Calif.

■ Dec. 5—**Association of National Advertisers** will hold a workshop on "New and Practical Ways to Evaluate the Effectiveness of Your Advertising," Plaza hotel, New York. Alfred Whittaker, vice president for marketing, Bristol-Myers Products Co., is program committee chairman. Speakers include: Gail Smith, General Motors Corp.; William Weilbacher, C. J. LaRoche; Wallace Drew, Coty Inc.; and William Gillilan, Ketchum, McLeod & Grove.

Dec. 5-6—Fourteenth conference of the Professional Technical Group on Vehicular Communications, Adolphus hotel, Dallas.

Dec. 6—Association of National Advertisers' workshop on planning and evaluation Plaza hotel, New York.

Dec. 6—**Arizona Broadcasters Association** annual fall meeting, Paradise Valley, Phoenix. FCC Commissioner Frederick W. Ford will be principal speaker.

■ Dec. 9—**FCC** hearing on commercial time limitations, Washington, D. C.

JANUARY 1964

Jan. 3—Comments due on proposal to authorize on regular basis operation of **Midwest Program for Airborne Television Instruction Inc.** (MPATI) and to allocate six UHF channels for the purpose.

Jan. 3—Comments due on proposed expansion of **UHF table of assignments.**

Jan. 8—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. News analysis and forecast by a panel of Chet Huntley, Walter Cronkite and Ron Cochran.

■ Jan. 17-18—Midwinter meeting of **Oklahoma Broadcasters Association,** Enid. Paul Comstock, National Association of Broadcasters vice president for government affairs, will be featured speaker.

Jan. 21-23—National Religious Broadcasters convention, Mayflower hotel, Washington.

Jan. 21-23—Nineteenth annual **Georgia Radio-TV Institute,** co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens.

Jan. 24-26—Mid-winter convention of the **Advertising Association of the West,** Bakersfield, Calif.

Jan. 24-26—**American Women in Radio and Television** board of directors meeting, Hilton hotel, New York.

FEBRUARY

Feb. 3-5—Second annual **Electronic Marketing Conference of the Electronic Sales-Marketing Association (ESMA),** Barbizon Plaza hotel, New York.

Feb. 5—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. Na-

■ Indicates first or revised listing.

Worth Repeating!

TRIANGLE BROADCASTING CORPORATION
WSJS TELEVISION - CHANNEL 12
WINSTON-SALEM, NORTH CAROLINA

AFFILIATED WITH
WSJS RADIO

HAROLD ESSEX
PRESIDENT

November 7, 1963
~~March 5, 1962~~

~~March~~ November is another rating month.

This could be regarded as the time to orbit a whole string of razzle-dazzle promotions, gimmicks, vest-pocket spectaculars and clusters of blockbusters.

It is <u>not</u> so regarded by WSJS Television!

We believe that programming is a year 'round responsibility, and not just something to which we pay special attention only when a rating period comes around. "Hypoed" programming helps no one. It serves only to create artificial ratings and to undermine the selling integrity of an industry which has enough problems already.

That's why, during rating month, we're programming - and promoting - <u>as usual</u>.

Harold Essex

Represented by Peters, Griffin, Woodward, Inc.

Keep This Under Your Hood





This is the fifth straight year NBC Television has led the field in automobile advertising. But we really wouldn't like that to get around. First thing you know, some conclusion-jumpers will assume our television network is strictly a vehicle for vehicles.

The plain, non-gingerbread truth is that the types of sponsors on NBC are as varied as our program schedule—a schedule whose versatility attracts more advertisers than any other network.

Sponsors have their special ways of making friends. Kraft chooses the tension-filled suspense play and the tension-less Perry Como. Du Pont favors both fictional drama and real-life specials. Hallmark is equally at home with classical and contemporary theatre.

In the news area, the Gulf Oil Corporation backs the famed "Instant Specials" while the "Huntley-Brinkley Report" is sponsored by companies as diverse as the Aluminum Company of America and the American Home Products Corporation.

Even the aforementioned auto-makers (who, after all, have a common goal of selling cars) use a *variety* of NBC shows for displaying their wares.

Chevrolet's television stage is the action-filled Ponderosa of "Bonanza," while Ford's setting is the hardly-more-serene suburbia of "Hazel." Chrysler's television messages are brought home through a full-hour drama series and the comedy-variety of Bob Hope.

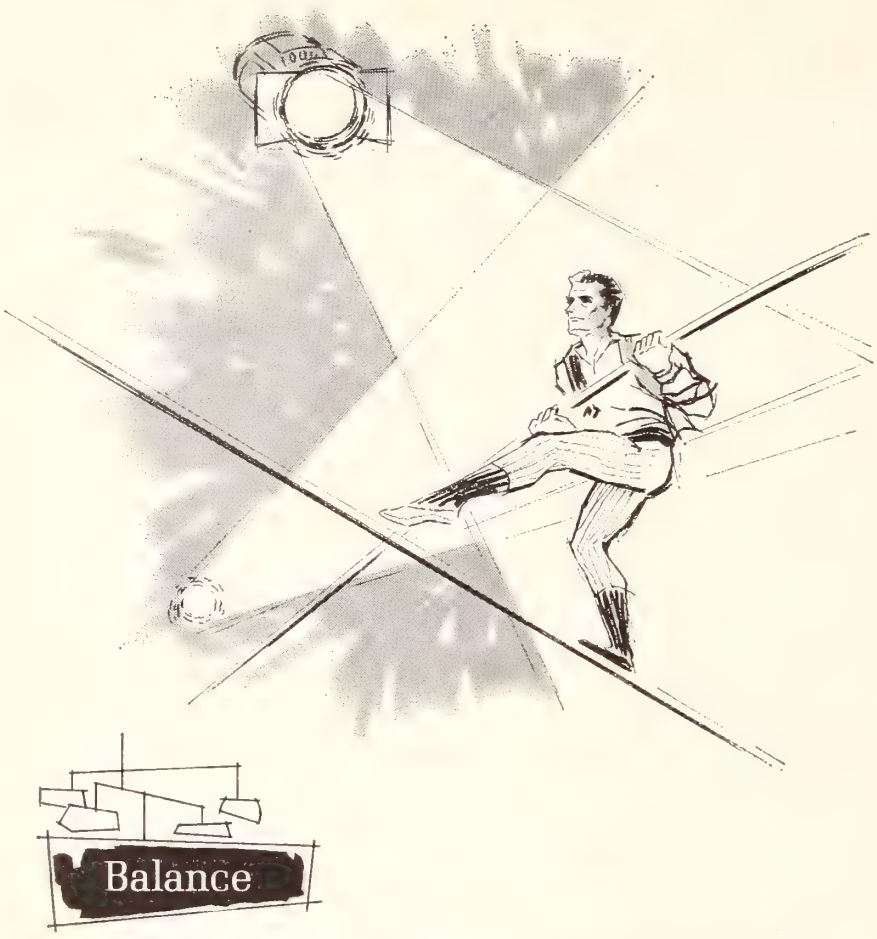
Buick is represented on such diverse offerings as "Sing Along With Mitch," Eleventh Hour," "Mr. Novak" and "Saturday Night at the Movies." And, for the day of October 1, the entire "Johnny Carson" and "Today" shows were purchased by Pontiac for the television unveiling of its 1964 models.

And it's not merely the *giants* of American business and industry who choose to use NBC. We also serve many, many medium-sized and small companies—firms selling everything from cough-drops to potatoes.

In fact, there's only one type of small company we'd advise *not* to advertise on NBC: the one that wants to stay that way.

THIS IS NBC

...serving 410,000,000 people all over the world



Easy? Not really, but he makes it look that way—the sure sign of a professional who has mastered his art . . . So, too, with a BALANCED RADIO STATION such as WHEC, for 36 years a headliner in the Big Time. No fuss, no gimmicks, no pushing and pulling this way and that in frantic pursuit of "numbers." Just a continuous refinement of BALANCED programming and service, guided by the sure touch of professional skill . . . Rochesterians like it and depend on it.

So do our many advertisers.

WHEC CBS 1460 RADIO HR Representatives, Inc.

ROCHESTER, NEW YORK

SUBSCRIPTION APPLICATION

BROADCASTING ***The Businessweekly of Television and Radio***

1735 DeSales Street, N.W., Washington, D. C., 20036

Please start my subscription immediately for—

☐ 52 weekly issues $8.50 ☐ 104 weekly issues $14.00 ☐ Payment attached

☐ 52 issues & 1964 Yearbook $13.50 ☐ Please bill

☐ 1963 Yearbook $5.00 (so long as supply lasts)

name *title/position**

address ☐ *Business* ☐ *Home*

city *state* *zip code*

company name

*Occupation Required

tional Association of Broadcasters President LeRoy Collins is speaker.

Feb. 5-7—National Winter Convention on Military Electronics, Ambassador hotel, Los Angeles. C. D. Perrine, executive vice president of General Dynamics/Pomona, is convention chairman.

Feb. 8-16—International TV and Equipment Market, Lyons, France.

Feb. 25—**International Broadcasting Awards** banquet, 8 p.m., Hollywood Palladium. Presentation of trophies for best commercials on radio and television in any part of the world for 1963.

Feb. 26-28—**Ninth Scintillation and Semiconductor Counter Symposium,** under the sponsorship of the Institute of Electrical and Electronics Engineers, the Atomic Energy Commission, and the National Bureau of Standards, Hotel Shoreham, Washington. Program committee chairman is W. A. Higinbotham, Brookhaven National Laboratory, Upton, L. I., N. Y. The deadline for abstracts is Dec. 1.

MARCH

■ March 4—**International Radio and Television Society** 24th anniversary banquet, Grand Ballroom, Waldorf-Astoria, New York. Gold Medal award for 1964 will be presented to Leonard H. Goldenson, American Broadcasting-Paramount Theatres president.

■ March 9—Symposium on electronics marketing, sponsored by the **Electronic Industries Association,** Statler Hilton hotel, Washington.

March 11-12—Annual meeting of Southeast Council of **American Association of Advertising Agencies** at Riviera motel, Atlanta.

March 23-26—International convention of the **Institute of Electrical and Electronics Engineers,** New York Hilton hotel and New York Coliseum, New York.

APRIL

April 5-8—Annual convention of the **National Association of Broadcasters,** Conrad Hilton hotel, Chicago.

April 6-9—Thirty-first annual **National Premium Buyers Exposition,** under auspices of National Premium Sales Executives, the Premium Advertising Association of America and the Trading Stamp Institute of America. More than 600 manufacturers expected to participate in exhibits. McCormick Place, Chicago.

April 7—Premium Advertising Conference of the **Premium Advertising Association of America,** McCormick Place, Chicago.

April 13—Newsmaker luncheon, **International Radio & Television Society,** Grand Ballroom of Waldorf Astoria, New York. Robert Moses, president of New York World's Fair 1964-1965 Corp., is speaker.

April 21-24—**Alpha Epsilon Rho,** honorary radio-TV fraternity, annual national convention in Los Angeles at the Hollywood Roosevelt hotel.

April 30-May 3—Thirteenth annual convention of the **American Women in Radio and Television,** Mayo hotel, Tulsa, Okla.

MAY

May 6—Broadcasting follies and annual meeting of the **International Radio & Television Society.** Luncheon at Grand Ballroom of Waldorf Astoria, New York.

JUNE

June 13-16—Summer convention of the **Georgia Association of Broadcasters,** Callaway Gardens, Ga.

■ Indicates first or revised listing.

BMI

music is used every day on every TV network ...112* out of 163 regularly scheduled shows every week

SUNDAY

The Twentieth Century	CBS
Mister Ed	CBS
The Ed Sullivan Show	CBS
Candid Camera	CBS
Lassie	CBS
Look Up and Live	CBS
Lamp Unto My Feet	CBS
Camera Three	CBS
The Original Amateur Hour	CBS
The Catholic Hour	CBS
The Bill Dana Show	NBC
Walt Disney's Wonderful World Of Color	NBC
Grindl	NBC
NBC News Encore	NBC
Wild Kingdom	NBC
G.E. College Bowl	NBC
Discovery '63	ABC

MONDAY

To Tell the Truth	CBS
I've Got a Secret	CBS
The Lucy Show	CBS
The Danny Thomas Show	CBS
The Andy Griffith Show	CBS
Wagon Train	ABC
The Outer Limits	ABC
Sing Along With Mitch	NBC

TUESDAY

Marshall Dillon	CBS
Petticoat Junction	CBS
The Jack Benny Program	CBS
The Garry Moore Show	CBS
Redigo	NBC
The Richard Boone Show	NBC
The Andy Williams Show/ The Bell Telephone Hour	NBC
The Fugitive	ABC

WEDNESDAY

The Adventures of Ozzie and Harriet	ABC
The Patty Duke Show	ABC
The Price Is Right	ABC
Channing	ABC
The Beverly Hillbillies	CBS
The Dick Van Dyke Show	CBS
The Danny Kaye Show	CBS

THURSDAY

My Three Sons	ABC
The Flintstones	ABC
The Donna Reed Show	ABC
The Jimmy Dean Show	ABC
The Sid Caesar Show/ The Edie Adams Show	ABC
Dr. Kildare	NBC
Hazel	NBC
Kraft Suspense Theatre/ Perry Como	NBC
Rawhide	CBS
Perry Mason	CBS
The Nurses	CBS

FRIDAY

International Showtime	NBC
Bob Hope Presents The Chrysler Theatre	NBC
Harry's Girls	NBC
The Jack Paar Program	NBC
The Great Adventure	CBS
Route 66	CBS
Twilight Zone	CBS
The Alfred Hitchcock Hour	CBS
Burke's Law	ABC
The Farmer's Daughter	ABC
Friday Night Fights	ABC

SATURDAY

The Joey Bishop Show	NBC
The Ruff & Reddy Show	NBC
The Hector Heathcote Show	NBC
Fireball XL-5	NBC
Dennis the Menace	NBC
Fury	NBC
The Bullwinkle Show	NBC
Exploring	NBC
Sgt. Preston of the Yukon	NBC
Captain Gallant	NBC
NFL Pro Football Highlights	NBC
The Jackie Gleason Show	CBS
The Defenders	CBS
Gunsmoke	CBS
Quick Draw McGraw	CBS
Mighty Mouse Playhouse	CBS
The Adventures of Rin Tin Tin	CBS
Sky King	CBS
Do You Know?	CBS
Hootenanny	ABC
The Lawrence Welk Show	ABC
The Jetsons	ABC
The Magic Land of Allakazam	ABC
My Friend Flicka	ABC
American Bandstand	ABC

DAILY SHOWS

Today	NBC
Say When!	NBC
Word For Word	NBC
Your First Impression	NBC
People Will Talk	NBC
The Doctors	NBC
Loretta Young Theatre	NBC
The Match Game	NBC
Make Room For Daddy	NBC
Concentration	NBC
Missing Links	NBC
The Huntley-Brinkley Report	NBC
The Tonight Show	NBC
The Price Is Right	ABC
Seven Keys	ABC
Tennessee Ernie Ford Show	ABC
Father Knows Best	ABC
Queen For a Day	ABC
Who Do You Trust?	ABC
Trailmaster	ABC
I Love Lucy	CBS
The McCoys	CBS
Pete and Gladys	CBS
To Tell the Truth	CBS
Captain Kangaroo	CBS

*(as of November 1, 1963)



BROADCAST MUSIC, INC. 589 Fifth Avenue, N. Y. 17, N. Y.

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL

EASIEST CONTEST IN HISTORY.

5 FREE TRIPS TO EUROPE



WHAT'S IN IT FOR US?

We get ten minutes of your time and attention. In that time, we can alert you to the unique marketing opportunities for you in PARADE. Your own answers to this contest will tell you why PARADE makes your dollars work harder —*where you sell goods.*

WHAT'S IN IT FOR YOU?

A luxurious 12-day trip to Europe for 2—or 1 of 150 U.S. Savings Bonds worth up to $100! More important, you discover how Parade Target-Marketing cuts fat from media budgets —concentrates dollars where market-size concentrates your customers.



THE ANSWERS!

Lean, powerful Parade Target-Marketing gives you cannonball coverage in the kind of markets in which *your* customers are concentrated. By targeting your markets, you cut the fat you get in overweighted, over-rated media big on figures, but light on coverage where your goods are sold.

You have 7 ways to buy Parade—but an infinite number of ways to *use* Parade. The total Parade 73-market network, "Jumbo", hits 12 million homes. Studies show 2 adults read every copy. Of these 24 million readers, an average of 75% reach each page, say independent surveys. Thus, the Parade Jumbo Network brings 18 million people *to your message.*

Big-city marketers can buy the 20-city Big-Top Network, sell 6,650,000 families, 80% in Nielsen "A" counties. In 53 other key markets, Parade Bandwagon Network brings your message to 5,400,000 homes, 2 out of 3 in Nielsen "B".

Parade Western Network covers 2 million homes in 14 West Coast markets. You can combine Western with Big-Top or with Bandwagon —or buy Jumbo *without* Western. Just choose the Parade network or combination that concentrates your dollars—targets the markets *where you sell goods!*





THE RULES

1. Anyone may submit an entry if employed by an advertiser or advertising agency using national advertising media, and who is in a position involving the marketing or advertising of goods or services. Employees of Parade Publications, Inc., its advertising agency, and other media are not eligible, nor are members of their families.

2. Entrants must fill out correctly and mail an official entry blank from a Parade advertisement or one secured from a Parade representative.

3. Entries must be postmarked by Dec. 31, 1963, and received by Jan. 7, 1964.

4. Correct entries will participate in a drawing conducted by D. L. Blair Corporation, an independent judging organization. Judges' decisions will be final on all matters relating to this offer. Winners will be notified in person or by mail within 30 days of the close of the offer.

5. Travel prize must be taken on date specified. Trip is scheduled to start on March 27, 1964, and return 12 days thereafter.

6. All entries become the property of Parade Publications, Inc., and none will be returned. This offer is subject to all federal, state and local regulations.

PARADE

"Target ◎ Marketing

THROUGH STRONG NEWSPAPERS COAST TO CO

PARADE PUBLICATIONS, INC., 733 THIRD AVE., NEW YOR

HERE ARE ALL THE ANSWERS!

FOR 2!

ENTER

PARADE

"Target ◎ Marketing"

SWEEPSTAKES





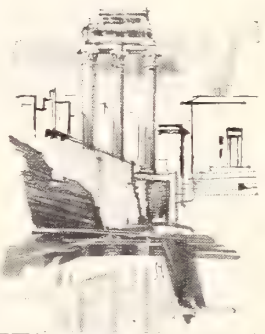
155 PRIZES!

5 FIRST PRIZES!

TRIP TO EUROPE FOR 2—ENTIRELY FREE

Including transportation from your home to New York and back!

Fly TWA Starstream Intercontinental Jet to Milan, Italy. Then enjoy any 12-day tour you arrange, for which Parade provides $30 per person per day. Return to Rome for flight home.



150 MORE PRIZES!

10 SECOND PRIZES	$100 Savings Bond to each
30 THIRD PRIZES	$ 50 Savings Bond to each
110 FOURTH PRIZES	$ 25 Savings Bond to each





OFFICIAL PARADE "Target ◎ Marketing" SWEEPSTAKES ENTRY BLANK B

(check box next to correct answer)

1. How many million homes does the Parade Jumbo Network reach?
   ☐ 2 ☐ 6 ☐ 12
2. What percentage of Big-Top Network lies in Nielsen "A" areas?
   ☐ 20% ☐ 40% ☐ 55% ☐ 80%
3. How many million homes does Bandwagon Network cover?
   ☐ 2.2 ☐ 3.6 ☐ 5.4 ☐ 8.0
4. How many million readers does Parade Jumbo Network deliver?
   ☐ 4 ☐ 12 ☐ 24
5. The only readers who pay off are those who reach **your ad.** How many millions **reach your ad** in Parade Jumbo Network ?
   ☐ 8 ☐ 12 ☐ 18
6. How many different ways can you now buy Parade?
   ☐ 3 ☐ 5 ☐ 7
7. What is Parade's great exclusive difference from other media?
   ☐ **regional breakdowns** ☐ **city-size only**
   ☐ **choice of Nielsen "A" or "B" concentration**

YOUR NAME_____

POSITION_____

EMPLOYER_____

BUS. ADDRESS_____

CITY_____ ZONE____ STATE_____

MAIL THIS ENTRY BLANK TO: Parade Target-Marketing Sweepstakes, Box 145, New York, N.Y. 10046

YOUR MAN IN THE TWIN CITIES!

Your sales story never sounded so good, as it does spoken by—or supported by —WLOL's Big 5 personalities! Give your product an airwise salesman like this!



BILL BENNETT
"Bumper to Bumper Club!"
2-6 p.m.

This music spinner has definite ideas about family togetherness. He believes husbands and wives should be on the same wave length—WLOL. And he puts them there, with his inimitable Bennett blend of top-pop tunes and pleasant humor. Ladies first, at his 2 p.m. sign-in. Joined by the boys at drive-time. Bill's BUMPER TO BUMPER CLUB is the afternoon showcase for AIR WATCH, the Twin Cities' only traffic report broadcast from the air. It directs toiling husbands homeward through the quickest and least congested routes, with Bennett putting merriment in every mile.

MINNEAPOLIS • ST. PAUL

WLOL

LARRY BENTSON, *President*
Wayne 'Red' Williams, *Vice-Pres. & Gen. Mgr.*
Joe Floyd, *Vice-Pres.*

Represented by AM RADIO SALES

—A MIDCO STATION—

OPEN MIKE ®

Against commercial limits

EDITOR: A controversial issue here in Washington is a bill which would prevent the FCC from putting regulations into effect which would interfere with the free choice by consumers and radio and television stations in the matter of advertising.

While I feel that the quality of advertising should not be directed to the seventh grader, and that it should improve, I believe that it will improve through the free choice by all of us as will also the matter of length of time given to commercials.

Our increasing level of education will, I believe, compel advertisers, their agencies and stations to improve their standards without any need for government intervention.—*Representative Sherman P. Lloyd (R-Utah), Washington.*

Public information tool

EDITOR: BROADCASTING is an excellent magazine that we refer to constantly in our daily public information projects. The YEARBOOK issue has been invaluable to our activities.—*Jeffrey W. Gain, Ensign, U. S. Coast Guard Reserve, district public information officer, St. Louis.*

(Some copies of the 1963 YEARBOOK are still available. The 1964 YEARBOOK will be published in December.)

TV in the theaters

EDITOR: We would appreciate receiving tear sheets of each of the following articles:

"Color TV system for theaters revealed" (GE projection equipment will find closed-circuit use) (BROADCASTING, Feb. 25, 1963).

"Is pay TV's place in the theaters?" (BROADCASTING, March 4, 1963).

"Theater TV network to have 100 outlets" (BROADCASTING, March 11, 1963).—*J. H. Keller, manager of marketing research and planning, Curtiss-Wright Corporation, Wood-Ridge, N. J.*

Spot TV and new products

EDITOR: You are to be commended on the way in which you handled the latest Petry study on behalf of the spot television industry (BROADCASTING, Oct. 28). You took our topic, the extensive use of spot TV to launch new products, and gave it an even greater depth. The additional research, combined with our study, resulted in a wealth of material on the subject.

We were delighted, not only with the nice exposure which our study received, but also with the editorial enterprise and further substance which you added to the subject.—*Robert L. Hutton Jr., Edward Petry & Co., New York.*

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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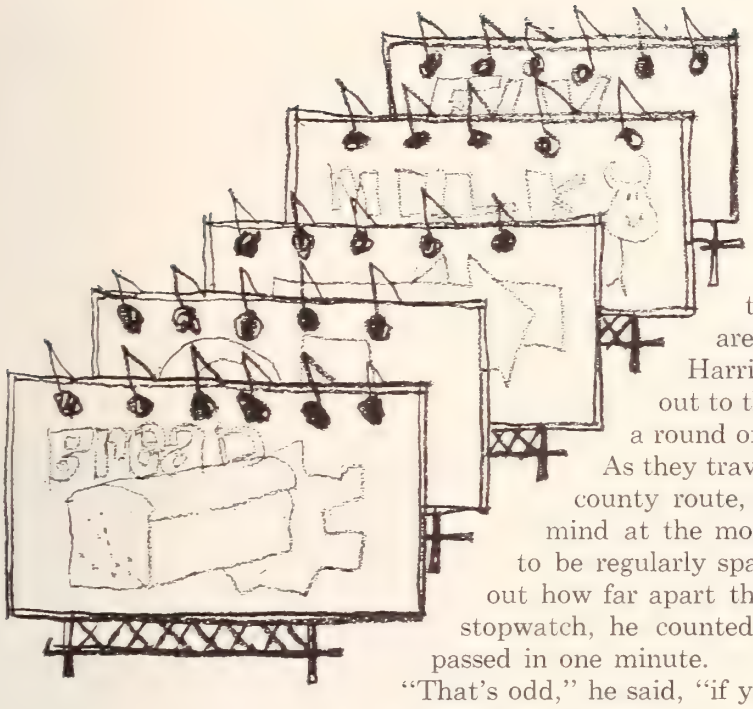
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*Reg. U. S. Patent Office

Copyright 1963: Broadcasting Publications Inc.



puzzle:
Road Test

Our hospitable National Sales Representative, Bob Whiteley, (try him the next time you're in the Washington area) was driving Jim Parsons of Harrington, Righter and Parsons, Inc. out to the club for a couple of rounds and a round of golf.

As they traveled along a well-billboarded back-county route, Jim, who had nothing else on his mind at the moment, noted that the signs seemed to be regularly spaced and decided to try and figure out how far apart they were. Whipping out his trusty stopwatch, he counted the number of billboards they passed in one minute.

"That's odd," he said, "if you multiply the number of signs we pass in a minute by 10, it equals the car's speed in miles per hour." Assuming that the car's speed is constant, that the signs are equally spaced and that Jim's minute began and ended between two signs, how far is it from one sign to the next?

Correct answers rate awards.

You can't hardly find any billboards in the D. C. area any more (They're prohibited in D. C. and on new highways), which is one more reason for putting your client's product on WMAL-TV. For maximum exposure with maximum effectiveness, try NEWS 7—our popular hour-long evening newscast. Call Jim Parsons, or anyone else up at HR&P, for current availabilities.

Puzzle adaption courtesy Dover Publications, New York, New York 10014

Address Answers to: Puzzle #91, WMAL-TV, Washington, D.C. 20008

wmal-tv abc

Evening Star Broadcasting Company
WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.
Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.

A giant step toward control

EDITOR: A member of the American Bar Association who "performs" in an unethical manner will have disbarment proceedings started against him, and, more than likely, he will no longer be a practicing lawyer.

This is not a condemnation of the practice, rather it is a comment on the *lack* of such force in the National Association of Broadcasters. For years the NAB has had a radio code committee and a TV code committee. As with the lawyers in the ABA, broadcasters are regulating broadcasters. Only problem is, where is the regulation?

A station may belong to the NAB but it does not have to subscribe to the code. Thus a station may gain the benefits of belonging to this professional organization but it does not have to follow its "Canons of Ethics."

What kind of organization is this?

Even the simplest neighborhood kids' club has rules and if you don't follow them you get kicked out. In the NAB . . . they just shrug their shoulders and go blissfully on their way reworking a code that doesn't have to be adhered to.

Unfortunately, this haphazard way of viewing their own codes has resulted in the "vast wasteland" of Newton Minow and now, what's even worse, E. William Henry's proposal to adopt *and adapt* these same codes into FCC regulations. What can be done?

It may be too late, but perhaps some immediate action by the NAB and its legal staff can forestall any action of this type. The action to be suggested might result in the NAB being called a bunch of "finks" but they should be big enough to stand up to this if it results in the FCC going back to what it was created for: the regulation of channels, frequencies, powers, etc.

The NAB can act as an arm of the FCC through the "public interest, necessity and convenience" clause of the Communications Act.

The NAB's legal staff can bring stations who do not comply with the codes to the attention of the FCC. The charges would be "failure to comply with the public interest, necessity and convenience clause." Such charges would be filed as a complaint against the station by the NAB.

Sound drastic? Possibly it is. But it may mean the difference between self-regulation and complete governmental regulation. If the FCC's plan goes into effect, it will be the first "giant step" toward complete program control.—*Donald W. Hansen, director of radio* KMUX(FM), *University of Wichita.*

Permission for 'Hornet'

EDITOR: I have noticed that an article stating that *The Green Hornet* will be handled by Charles Michelson Inc. says that he had received permission from the Trendle-Campbell Broadcasting Co., owner of the series (BROADCASTING, Oct. 28).

This is not correct. *The Green Hornet* is owned by The Green Hornet Inc., and this is an entirely separate organization in which H. Allen Campbell and I are financially interested along with Raymond J. Meurer.—*George W. Trendle, president, The Green Hornet Inc., Detroit.*

Right man, wrong job

EDITOR: YOUR STORY CONCERNING JOHN GRIFFIN JOINING WTAR NORFOLK, VA. NEWS STAFF, MISTAKENLY IDENTIFIED HIM AS NEWS DIRECTOR OF KSLA-TV SHREVEPORT, LA. (BROADCASTING, OCT 21). LEST ANYONE THINK DON OWEN OUR NEWS DIRECTOR OF 10 YEARS AND ONE OF AMERICA'S HIGHEST RATED NEWSMEN, HAS DEPARTED, PLEASE CREDIT MR. GRIFFIN WITH HAVING BEEN NEWS DIRECTOR OF KTAL-TV TEXARKANA TEX.—*Winston B. Linam, vice president and general manager,* KSLA-TV *Shreveport, La.*

(A news release on Mr. Griffin was in error.)

ANOTHER FILMLINE FIRST!

The REVOLUTIONARY R-36

DEVELOPS 16MM FILM AT 2160 FT. PER HR.
NEGATIVE FILM AT 3000 FT. PER HR.
POSITIVE FILM AT 3600 FT. PER HR.

Super Speed—Super Quality. The R-36 is the answer to the film industry's exacting requirements for increased speed and quality in reversal processing. It is ideal for military, industrial and commercial use. The Filmline R-36 gives you performance that never existed before. You must see it in action . . . see its results to believe it. Write or phone today.

- **EXCLUSIVE OVERDRIVE TRANSPORT SYSTEM** eliminates film breakage, automatically compensates for elongation—tank footage stays constant.
- **OPERATES** at 83°F at better than 60 ft. per min.
- **EASY TO OPERATE**...needs no attention.
- **COMPLETE DAYLIGHT OPERATION** on all emulsions —no darkroom necessary.
- **FEED IN AND DRY BOX ELEVATOR**, plus 1200' magazine permits continuous processing.
- **TEMPERATURE CONTROL SYSTEM** controls heating and cooling of all chemical solutions.
- **VARIABLE SPEED DRIVE**, development times from 1½ to 15 minutes.

Filmline CORPORATION

Milford, Connecticut



K-87

Recent Filmline Installations:
- N. A. S. A. Huntsville, Ala.
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FAST! MODEL R-36 REVERSAL FILM PROCESSOR

Additional Features:
• Forced Warm Air Dry Box • Filtered Air Supply • 316 Stainless Steel Construction • Film Speed tachometer • Two developer pumps • Built in air compressor • Bottom drain valves and drain trough • Rotary Oilless air compressor • Dry box and solution thermometers • Plumbed for continuous replenishment • Weight: Approx. 1150 lbs. • Size: 9'4", x 33", 55½" • Only $7950.00 F.O.B. Milford, Conn.

WHEN YOU BUY QUALITY—FILMLINE COSTS LESS

THE SUNDAY SUN

WMAR Show Exhilarates

By DONALD KIRKLEY

THE best documentary study of narcotics addiction I have ever seen was presented on WMAR-TV last Wednesday. It also set a new high in every phase of production for the station, which has made some good ones in the past year.

The first of a three-part study of the subject, it dealt with the problem from the point-of-view of one victim. The second will be on the relationship between the addicts and the law and what is being done by the authorities. The final one will discuss efforts to find a cure, and more satisfactory ways of providing help for those who need it.

The staff responsible for it scored an achievement which is extremely rare in television; indeed, I can think of only a very few factual programs in which it was noted. That is, they found a way to build the opening film around a real-life person, willing to brave the stigma which is the heroin user's lot. She talked freely about herself and a period of misery which began sixteen years ago, when she was 12 years old.

Tremendous Impact

This gave the story a human quality and an impact which go beyond the power of words to describe. But this was only one of many assets. Technically, it was brilliant, an adjective which may be used only once in a while in reference to locally produced documentaries.

Everything meshed — the production by Bob Cochrane, the script by George Gipe, the photography by Charles Purcell, the direction by Janet Covington, the narration by Don Bruchey.

Part Of Pattern

They were fortunate as well as enterprising in their discovery of a young woman who was able to tell her own story, largely in her own words, in an articulate but simple, sincere manner. She didn't learn to talk this way in school; she was a high school drop-out. She was taught mostly during periods of confinement in the Maryland Institute For Women. She has three children, not shown, of course, in the film. She displayed, without coaching or rehearsing, a surprisingly thorough comprehension of the nature of the drug habit and its consequences.

Her story was set off by concise statements of facts about the problem as it affects Baltimore, and the whole pattern, of which she is an individual part. Also, there was a most remarkable kind of counterpoint in Mr. Purcell's photography, which deserves special mention.

His camera, with liberal use of close-ups of inanimate objects as well as faces, told a complementary story about the various environments in which the young woman has lived—home, jail, the streets and alleys, stores. One of the most remarkable things about the film is that the sound track alone would be absorbing on radio, and the pictorial background, would be fascinating, if shown by itself with a few subtitles.

Both would profit from a fine musical score by Glenn Bunch, which stressed the changing moods without being obtrusive.

If Parts II and III, to follow on dates not yet announced, maintain this standard, Drug Addiction will be in strong contention for whatever prizes are offered in the documentary field this season.

"The Octopus . . . and the Addict"

Another in a series of documentary programs produced in the public interest by the WMAR-TV editorial projects team.

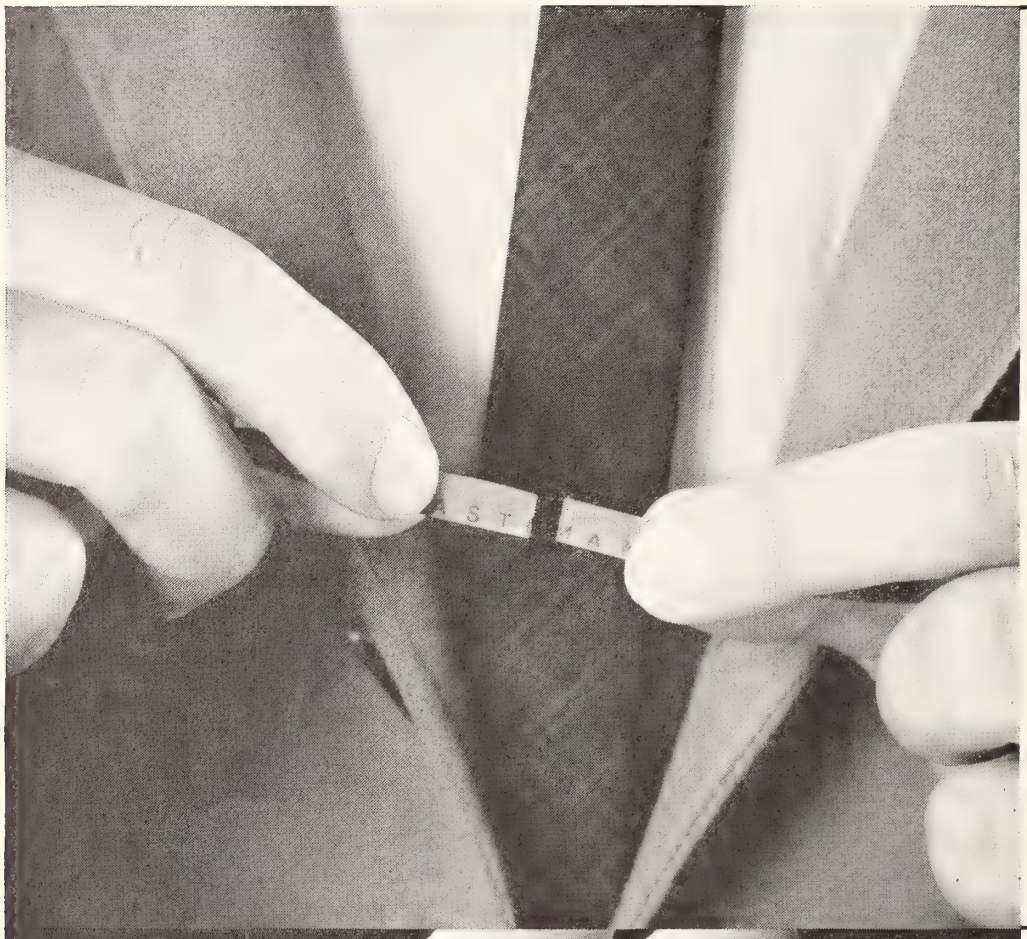
In Maryland Most People Watch

WMAR-TV CBS

TELEVISION PARK, BALTIMORE 12, MD.

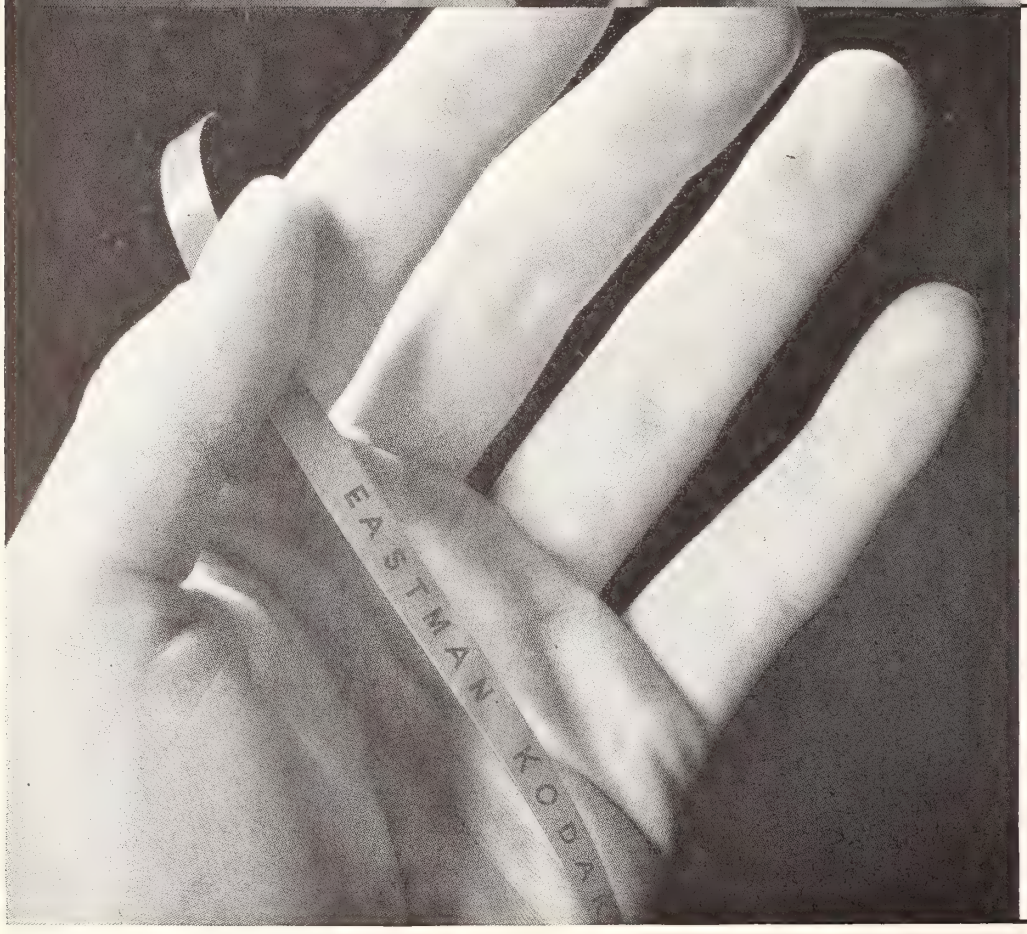
Represented Nationally by THE KATZ AGENCY, INC.

Now...new EASTMAN Sound Recording Tapes!



Stop!

Accidents will happen! New DUROL Base provides extremely high tensile and yield strength, yet should equipment failure take place, the tape will break clean without stretch. As a result, splices are made easily, quickly—with minimum program loss.



Look!

New "Lifetime Coding!" ...Your assurance of highest quality! A permanently printed legend continuously repeated on the back of all new EASTMAN Magnetic Sound Recording Tapes (1) identifies Eastman Kodak Company as the manufacturer; (2) provides a convenient means of indexing tapes.

Three important new developments give you sound recording at its best!

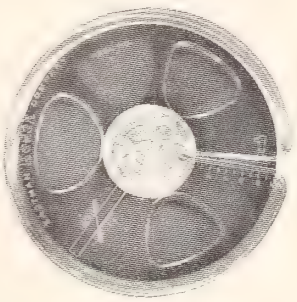


Listen!

The new "R-type" binder, a super-smooth, tougher homogeneous oxide layer suppresses tape noise and distortion . . . prevents oxide build-up on the head; at the same time, chemical stability extends longevity. Even more important are the superb magnetic characteristics of the new "R-type" binder dispersions. These make possible two superlative tapes of widely different performance characteristics...an extra-low print-through and a high-output low-noise tape.

Remember: It's Eastman for superb sound recording tapes.





For fast loading—extra convenience...the unique ultra-handy Thread-Easy Reel with indexing scale and built-in splicing jig.

Ask for them at leading electronic supply houses: Type A303, a vastly superior low-print tape with output comparable to a fine general-purpose tape . . . Type A304, a high-output tape with remarkably low print-through.

©Eastman Kodak Company, MCMLXI

For information, see your electronic supplier or write
Magnetic Product Sales

EASTMAN KODAK COMPANY, Rochester 4, N.Y.

MONDAY MEMO

from WILLIAM E. HOLDEN, Fuller & Smith & Ross Inc., New York

Pretesting: when it should be done

The most important function of today's advertising agency—what it *must* do in order to profit and progress in the vast, hotly competitive and often fuzzy marketing picture—is for the agency to improve the effectiveness of the client's dollar.

A tired old bromide? Or is it? Consider this against a basic agency-client fact of life that in any medium (whether TV, radio or print), it costs more to do the same job and to reach the same people today than it did 10 years ago. It behooves the agency to look further and deeper into the speediest possible ways and means of pinpointing a client's needs and consumer wants.

We rely on basic research to determine who the customer is, where he is, what he wants and to what appeals he will respond. We have access to all kinds of measuring devices, rating systems and market surveys. These help clarify a multitude of needs, wants and preferences.

And yet a confusing picture often emerges. A reason is the unprecedented traffic jam between the flow of new products and the buying consumer, the jam created as products proliferate and their distribution becomes hazy.

More New Products ▪ There are now more new products, more improved "old" products, more direct selling, more chains, cooperatives and new kinds of discount operations than ever before.

American industry is better than ever at "finding needs," and fantastically better at filling them, too. In this new situation, the thundering junction of products and sellers and buyers, the advantage lies with the agency that's the innovator and the diversifier.

I do not mean to mourn for the "good old days" of advertising when the agency head was of necessity often a jack-of-all-trades (and frequently master of some). The services that can be rendered clients today are more widespread, more diversified and more challenging—a situation that is good and that is healthy.

But the crying need is for the agency to concentrate more on isolating, determining and delivering the single selling difference of a product. This is where the effectiveness of the client's dollar enters, and also where there's a necessity for speedier research techniques.

Efforts to improve the efficiency of marketing and research methods have been focused on consumer interviewing and analytical approaches, and on the use of computers in simulation studies. But little has been done to reduce the "time gap" between management's need for answers and the ability of marketing and research to provide the answers.

Marketing elements in today's business operate at a wide range of speeds. Often research and development produce a finished item in a short period, only to find market pretests requiring months of planning.

Again, advertising and promotion efforts at times involve deadlines for finished creative approaches that can't wait for the results of slow-moving consumer "concept" studies or market pretests, and sales personnel often find it impossible to "sell in" a product according to established timetables. These "clocks running at different speeds" often upset complex test market plans, or even entire market introductions, and in addition to causing delays give competitors time to observe strategies and tactics.

Emphasis On Speed ▪ We need faster reporting methods, faster data processing and informational retrieval, new and more imaginative ways of getting reliable research results to the right people at the right time.

At FSR, for example, we have invested considerable effort and money in developing research techniques that help reduce the time gaps. We do much of our broadcast pretesting on our own premises, using closed-circuit facilities. With this means, findings can be tailored to the requirements and interests of our creative people but in time to do some good. So often, research has been accessory *after* the fact when it should have been accessory *before* the fact.

With the magic of electronics, we frequently conduct what we call "Focused Group Interviews" which pretest creative "concepts" among consumer groups representing audiences of interest.

Groups of from seven to 10 respondents, selected and screened from a larger group on the basis of responsiveness, are interviewed on two-way closed-circuit TV. Clients, creative people and other interested parties can observe and take part in the discussion while observing the panel from another room.

We find this to be one of our most valuable tools to appraise rapidly firsthand what consumers like or dislike about packaged foods, drugs or detergents before the products are marketed.

The pretesting of a product to determine the format and theme of a TV commercial without doubt can save the client considerable money and certainly improve dollar effectiveness.

The instant and spontaneous reaction thus obtained can provide the agency with a microscopic view. In the way that fine precision machinery is calibrated to hair-breadth degrees, research techniques are being "calibrated" in progressively finer degrees to mirror more precisely the wants and opinions of the consumers—the men and women who can make or break a product.

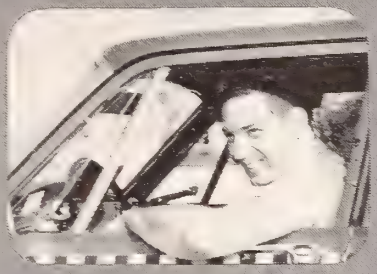
Specifically, in the case of Lestoil, one of our clients, focused group interviewing proved a definite aid in developing certain creative approaches and marketing concepts. It also contributed substantially to the preparation and direction of Lestoil's TV commercials by showing us clearly and quickly what was important about the product to the consumer.

With the accent on time-saving research methods, the effectiveness of the client's dollar can't fail to be improved if an agency is willing and able to make the necessary investment in time, money and ingenuity.

William Holden is senior vice president and manager of Fuller & Smith & Ross Inc., New York. Before he joined FSR in 1961, Mr. Holden was with Doherty, Clifford, Steers & Shenfield for 14 years as account supervisor, agency director and officer. He is a graduate of Boston University. Mr. Holden has had considerable experience in all phases of communications, including sales management and investment analysis work. He resides with his wife and family in Chappaqua, N. Y.





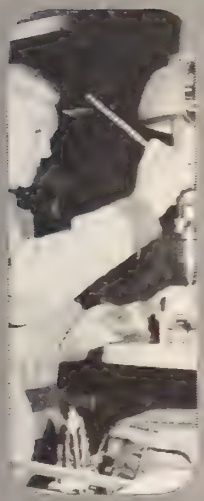




new show

NEW NAME







WKMH IS NOW

WKNR

THE STATION THAT *KNOWS* DETROIT

A dramatic change to emphasize new programming, new research, new influence in Dynamic Detroit.

In the weeks to come we'll be revealing to you the WKNR Index of Detroit, an exciting collection of new facts about the lives, habits and availability of the people who make up the nation's fifth major market.

The new data have provided the basis for every minute of WKNR's new sound. It will also be the basis for new buying patterns to extend your reach in Detroit.

Mrs. Fred Knorr, President Walter Patterson, Executive Vice President & General Manager

KNORR BROADCASTING CORPORATION

REPRESENTED NATIONALLY BY THE PAUL H. RAYMER COMPANY

MIDGETS, MERMAIDS AND ELEPHANTS P.T. BARNUM

An American legend in his own lifetime, Phineas Taylor Barnum styled himself "The Prince of Humbugs". His advertising copy surpassed anything in the subsequent history of publicity in intensity and selling power. Here was a salesman of gigantic stature, who sold the world such exotic oddities as Tom Thumb, the Fiji Mermaid and Jumbo. Today, their very names are imbedded in the language we speak. Barnum was a showman but above all, Old P.T. was a salesman! Showmanship and effective selling keynote the Balaban policy. Original programming and dominant personalities make KBOX a powerful voice to sell your products and services with maximum effect under the Big Top in Big D. KBOX is a showman—but above all, KBOX is a salesman!

KBOX DALLAS

WIL
St. Louis
KBOX
Dallas

THE BALABAN STATIONS

In tempo with the times

John F. Box, Jr., Managing Director

Sold Nationally by Robert E. Eastman



BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
November 11, 1963, Vol. 65, No. 20

MADISON AVE. MAD OVER RATINGS?

Nielsens stir more excitement this year than ever before

Narrowing margins between networks make competition fiercer

Big money advertisers wait in the wings for best program buys

The ratings mania that has gripped the television advertising business this fall continued to foment last week, building toward a new peak that will come tomorrow (Tuesday) with delivery of the new season's second Nielsen national report.

The excitement, which by most evaluations has reached unprecedented intensity this year, was generally attributed to several agitating factors, some of which were still at work last week but some of which appeared to have been largely deactivated, at least temporarily.

The factors most frequently credited —or blamed—were these:

▪ Reports that several major advertisers were preparing to make multi-million-dollar commitments for 1964-65, using this year's early season ratings as a guide. Most attention focused on General Foods, which for years has concentrated most of its network money on CBS-TV and most of that on Monday nights. But the word from General Foods representatives and others close to the negotiations indicated late last week that, although the CBS business may have been shaky earlier in the season, GF probably would retain most if not all of its CBS commitments next year—but might also expand, with all three networks apparently still in contention for the extra business if not a share of CBS's. Other advertisers appeared to be waiting, for the most part, for GF to act first.

▪ The wide variations in network positions in Nielsen's weekly 30-market ratings and its one national report to date. All three networks have had their ups and downs. Factors most frequently singled out as contributors are the almost one-two-three order in which the networks rotated their new-season premiere periods this year, and the NBC schedule's earmarking of four hours or almost 20% of its prime-time programming for motion pictures, whose appeal historically can range from very high to very low, depending on what movie is being shown.

▪ The so-called "gamble" by ABC in reprograming big chunks of its schedule this year and at the same time introducing several innovations as part of what was widely believed to be an effort that could either put ABC back into serious contention or, at the other extreme, leave it seriously lagging.

▪ The government's overriding preoccupation with ratings during much of the past year, particularly including the protracted congressional investigations challenging the validity of ratings. These hearings and the headlines accompanying them made the public widely aware of ratings and, in the opinion of observers, have led newspapers to report this fall's measurements in far greater depth and detail than ever before. One observer suggested that the hearings had reflected "a Fanny Hill syndrome," in that "they made an essentially dull occupation seem spectacular."

▪ A seemingly overpowering compulsion of at least two of the three networks—probably due to a combination of highly developed competitive instincts and the attraction of big chunks of advertiser money reportedly about to be committed for 1964-65 — to present

Ratings: How to get 'em while they're hot

The two telephones pictured at right turned into hot lines the night of Oct. 28 when the first national Nielsen ratings for the new television season were put into the mails.

The phones are the only two pay stations in the Evanston, Ill., post office where the A. C. Nielsen Co. regularly mails its ratings reports that are destined for delivery in Chicago. (Evanston, a Chicago suburb, is about two miles from the Nielsen plant.) By careful timing, Nielsen drops its Chicago mailing in the Evanston post office at the same time it drops its air mail reports for other points at a post office at Chicago's O'Hare airport.



In anticipation of the posting of the first Nielsen nationals (which were presented in detail in BROADCASTING Nov. 4), all three television networks rented private boxes in the Evanston post office. The Nielsen delivery was made at about 8 p.m. Within minutes copies of the new reports were in the network boxes.

ABC's New York headquarters got the word first. Two ABC representatives were at the Evanston station. They split the ABC copy and began dictating its parts to New York over the two pay phones.

NBC got the word next. Its Chicago man lives near the Evanston post office and placed his New York call from his home.

CBS, which had been comfortably leading in the earlier 30-city Nielsens, was more leisurely. Its man returned to his Chicago office before telephoning New York.

CBS reportedly follows the same routine regularly. NBC does so occasionally. ABC, as far as could be learned, set up its system of expedited reporting for the first time this season on Oct. 28.

their own positions in the best possible light, and their competitors' in the worst. This competitive drive, evident also among some agency executives, contributed to the widest leakage of copyrighted and ostensibly confidential ratings that consumer and business papers have ever enjoyed. It appeared unlikely that leakage would be anywhere near so rampant again, however, at least in the immediate future, because the A. C. Nielsen Co. was preparing to put up new and firmer warnings against unauthorized subscriber-disclosure, effective with the 30-market reports that were due last Friday.

Although observers felt that all these factors figured prominently in this season's rising excitement over the ratings, the one that seemed to add the ultimate flourish was the report that General Foods in particular, and probably other leading network users, were on the verge of major 1964-65 commitments. If so, it was felt, every extra rating point in the current, early-season reports could hold out the prospect of millions of dollars in business.

Program Changes ▪ The General Foods situation was spotlighted more than usual because one of its CBS programs *The Jack Benny Program,* is moving to NBC next year and another, the *Danny Thomas Show,* appears set for abandonment by its star after this season (BROADCASTING, Nov. 4).

But GF representatives and other insiders and close observers late last week appeared to scotch speculation that there might be wholesale moves by General Foods away from CBS next year. An executive in a position to speak for GF scoffed at reports that a move was contemplated, at least at this time. He also denied that GF would sponsor the Benny program on NBC.

Other sources close to or in on the negotiations indicated that the fate of GF's commitments was much more up in the air a few weeks ago than now. It was reported that GF had earlier asked all three networks to submit proposals; that NBC proposed to shift *Dr. Kildare* and make room for a GF block, that CBS proposed retention of the block and addition of another hour later in the week, and that ABC proposed to spread the GF programing over several nights.

The GF lineup on CBS currently consists of parts or all of *I've Got a Secret, The Lucy Show,* the *Danny Thomas Show* and the *Andy Griffith Show* consecutively on Monday nights, Jack Benny on Tuesdays and the *Phil Silvers Show* on Saturdays.

Because of the big chunks of time involved, insiders thought most other major network advertisers would wait until GF had made a final decision before undertaking major decisions of their own. Once General Foods is set, however, it was believed that other top advertisers like Procter & Gamble, Colgate-Palmolive, Lever and the tobacco companies would start sifting availabilities and begin 1964-65 plans.

Even some competitors speculated that General Foods probably would stay put, at least on its big Monday-night sequence. But until the contracts are signed, and so long as there seemed to be a prospect that GF might take on another hour — as some sources appeared to think—then none of the networks was abandoning hope of getting more business out of whatever the final decision may be.

The importance in which ratings are held has been manifest in many ways throughout the season. One involved "the Evanston post office episode," (see story page 35).

In another, NBC, having detected signs of a trend which it thinks will push it within overhauling distance of front-running CBS, took the unprecedented step of releasing its projections of what the second national Nielsen will show tomorrow, not only in network averages but program by program (story and list below).

NBC confident of big gains tomorrow

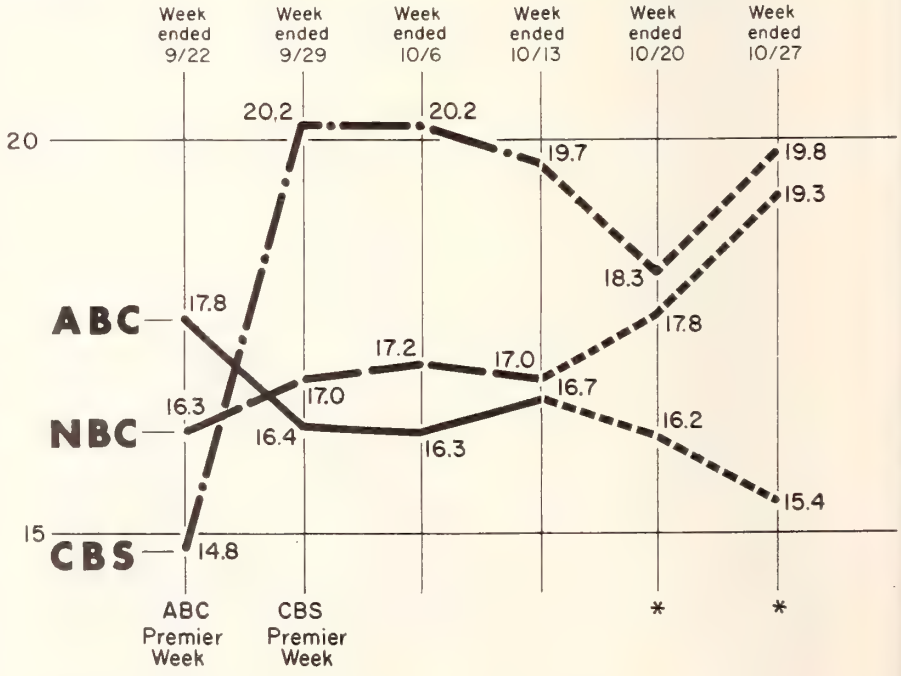
PREDICTS NIELSENS WILL SHOW IT LESS THAN POINT BEHIND CBS

NBC laid it on the line last week, predicting that it will pull within four-tenths of a rating point of front-running CBS-TV in the Nielsen national ratings that will be out tomorrow (Tuesday).

It backed its prediction with the unprecedented disclosure of program-by-program as well as network-by-network projection of what, according to the NBC research department, tomorrow's Nielsen will show.

Using a formula derived from the relationship between the first October Nielsen report for 30 markets and the first Nielsen national, the NBC research department estimated on the basis of the second October 30-market ratings that the second Nielsen national tomorrow, for the two weeks ended Oct. 27, will show NBC-TV with an average rating of 18.6 against 19.0 for CBS and 16.0 for ABC. This would compare with the first Nielsen national's average of 17.1 for NBC, 20.0 for CBS and 16.5 for ABC for the two weeks ended Oct. 13.

The projection also assigned estimated ratings to all prime-time shows on all three networks (see list) and predicted that in the top 10 NBC would have four programs amounting to seven half-hours, CBS six programs totaling seven half-



**NBC estimates based on MNA report of the week.*

Here's how the three TV networks have been faring week by week in the national Nielsen ratings, plus NBC's projections of what the national report due out tomorrow will show. The chart is based on one provided by NBC research department. For formula see text of the story.

hours and ABC one program of one half-hour. The programs total 11 because of a predicted three-way tie for ninth place (see list).

Declines in Share ▪ In a corollary study the NBC researchers said they found that over half of CBS's nighttime programs (17 of 32) and more than 42% of ABC's (11 of 26) had declined two points or more in share of audience between the first and second 30-market reports for October, as against less than 20% (5 of 26) on NBC.

In the same period, the study continued, 14 NBC shows gained two points or more, as against seven on CBS and six on ABC. NBC had seven, CBS eight and ABC nine whose shares in the second October report were within two points of their shares in the first October report.

The changing shares, according to the NBC research report, "illustrates the movement of the TV audience in the early season." It continued:

"Out of 84 programs on the air, 33 have gone down (2 or more share points), only 24 stayed even and 27 are going up. As far as half-hour segments are concerned, 56 are down, 39 even and 51 up. Any preoccupation with the first October Nielsen national report therefore will be misleading and premature."

Programs listed as having declined two or more share points between the first and second 30-market reports for October were these:

CBS—*The Nurses, Lucy Show, My Favorite Martian, Twilight Zone, Perry Mason, Garry Moore Show, I've Got a Secret, Danny Thomas, Andy Griffith, Red Skelton Show, Gunsmoke, Password, Glynis, Route 66, Great Adventure, Phil Silvers* and *Rawhide.*

NBC—*Jack Paar Show, Disney, The Lieutenant, Mr. Novak* and *Bell Telephone Hour.*

ABC—*Patty Duke Show, Fugitive, Ozzie and Harriet, Breaking Point, Ben Casey, Greatest Show on Earth, Lawrence Welk, Channing, Wagon Train, Arrest and Trial* and *ABC News.*

On the Upgrade ▪ Programs listed as having gained two or more share points in the same span were:

CBS—*Beverly Hillbillies, What's My Line?, Candid Camera, Dick Van Dyke Show, Jackie Gleason Show, Danny Kaye Show* and *East Side West Side.*

NBC—*Bonanza, Kraft Suspense Theatre,* Saturday Movies, *Dr. Kildare, Hazel, Eleventh Hour, The Virginian,* Monday Movies, *Hollywood and the Stars, Andy Williams Show, Chrysler Theater, Richard Boone Show, Harry's Girls* and *Temple Houston.*

ABC—*Flintstones, Combat, Outer Limits, 77 Sunset Strip, Jimmy Dean Show* and *Fight of the Week.*

Estimates by NBC of how programs will compare

MONDAY

ABC		CBS		NBC	
Outer Limits	22.0	To Tell the Truth	20.0	Monday Movies	20.7
Alabama Crisis	6.4	I've Got a Secret	22.0	Hollywood & Stars	15.2
Wagon Train	17.4	Lucy Show	23.7	Sing Along With Mitch	12.6
Breaking Point	15.0	Danny Thomas	22.5		
		Andy Griffith	25.5		
		East Side-West Side	14.0		

TUESDAY

Combat	21.1	Red Skelton	24.0	Mr. Novak	16.1
McHale's Navy	21.4	Petticoat Junction	27.5	Redigo	13.3
Greatest Show	17.5	Jack Benny	22.1	Richard Boone	18.5
Fugitive	18.4	Garry Moore	17.0	Bell Telephone Hour	8.5
				Andy Williams	13.9

WEDNESDAY

Ozzie	19.1	CBS Reports		Virginian	23.8
Patty Duke	21.0	Town Meeting	7.2	Espionage	8.7
Price is Right	17.7	Glynis	13.0	11th Hour	17.9
Ben Casey	21.4	Beverly Hillbillies	38.5		
Channing	9.3	Dick Van Dyke	30.4		
Western Man	8.7	Danny Kaye	17.5		

THURSDAY

Flintstones	21.5	Password	15.9	Temple Houston	13.1
Donna Reed	24.0	Rawhide	18.0	Dr. Kildare	25.5
My 3 Sons	21.5	Perry Mason	22.0	Hazel	24.2
Jimmy Dean	13.5	Nurses	19.0	Kraft Suspense Theater	19.0
Edie Caesar	7.5				

FRIDAY

77 Sunset Strip	15.8	Great Adventure	11.6	International Showtime	17.9
Burke's Law	17.9	Route 66	11.5	Bob Hope Theater	19.0
Farmer's Daughter	16.8	Twilight Zone	16.0	Bob Hope Special	27.5
Fight of Week		Alfred Hitchcock	21.0	Harry's Girls	14.5
Make that Spare	8.3			Jack Paar	15.0
World's Girls	12.7				

SATURDAY

Hootenanny	13.6	Jackie Gleason	22.5	Lieutenant	14.8
Lawrence Welk	18.8	Phil Silvers	15.0	Joey Bishop	19.3
Jerry Lewis	12.3	Defenders	16.6	Sat. Night Movie	20.5
		Gunsmoke	19.5		

SUNDAY

McPheeters	15.5	Favorite Martian	23.5	Walt Disney	20.0
Arrest & Trial	13.8	Ed Sullivan	23.5	Grindl	22.0
Laughs For Sale	8.5	Judy Garland	13.3	Bonanza	35.0
		Candid Camera	24.0	Du Pont	15.8
		What's My Line?	21.0		

This night-by-night layout shows how the NBC research department estimates that network prime-time programs will fare in relation to their competition in the new Nielsen national report. The figures are the average ratings for each program as projected by the NBC researchers on the basis of past performance in the two 30-market reports for October and the first national report of the new season, issued a fortnight ago (BROADCASTING, Nov. 4). From these figures were drawn the predictions of top 10 programs and night-by-night wins as shown in other tables on page 38.

The study stressed that "program popularity, particularly at the beginning of the season, is constantly shifting" (also see chart), and that the 30-market reports, showing the networks' competitive positions in areas where they program head to head, provide "trends" while the national reports provide "circulation figures." The 30-market reports, the study asserted, "forecast the future nationals."

In preparing its forecast of what this week's national will show, the NBC researchers explained, they determined for each program the ratio between its first October 30-market rating and they

applied this to the second October 30-market rating, making "slight" adjustments as necessary for lineup, delayed broadcasts etc.

The basic formula was this: first October national rating over the first October 30-city rating multiplied by the second October 30-city rating, equals the projected second October national radio rating.

CBS and ABC authorities declined to release their own projections of what this week's Nielsens will show.

The Nielsen report is scheduled to go into the mails tonight (Monday) in Chicago. If experience with the first national report of this season repeats, the networks will be busily analyzing its contents by midnight.

TOP TEN

Beverly Hillbillies	38.5
Bonanza	35.0
Dick Van Dyke	30.4
Bob Hope	27.5
Petticoat Junction	27.5
Andy Griffith	25.5
Dr. Kildare	25.5
Hazel	24.2
Donna Reed	24.0
Red Skelton	24.0
Candid Camera	24.0

These 11 programs will form the top 10, thanks to a three-way tie for ninth, if the NBC research department projection of this week's new national Nielsen report proves correct. It amounts to six programs for CBS, four programs for NBC, and one half-hour program for ABC.

WINS BY NIGHT OF THE WEEK

	NBC	CBS	ABC
Monday	17.6	19.2	15.8
Tuesday	15.0	21.9	19.3
Wednesday	17.8	18.8	16.9
Thursday	19.9	19.1	16.9
Friday	18.1	14.9	15.0
Saturday	18.7	18.9	14.5
Sunday	23.4	20.3	13.5

The NBC research department's forecast in terms of average ratings, night by night and network by network, is shown above. What it comes down to is a prediction that CBS will win Monday, Tuesday, Wednesday and Saturday nights, and NBC Thursday, Friday and Sunday nights.

NEW SEASON ABOUT PAR

That's the opinion of public, according to TvQ polling of 1,000 scientifically selected families

Audiences score the overall appeal of the new television season at about par, but rate the season's new shows slightly subpar.

This conclusion, emerged last week from a special five-year analysis prepared by the TV division of Home Testing Institute, market research firm based at Manhasset, L. I. TvQ, now in its sixth year, undertakes to measure the "basic appeal" of TV shows by polling different but matched and nationally distributed panels of 1,000 families 12 times a year.

The study showed that the average TvQ score for all nighttime programs this season is within one point, up or down, of the averages recorded at approximately the same time in each prior season from 1959 through 1962. But the average for the new shows is down three points or about 11% from last year's new-show average and, in the five-year span, has been exceeded by one to four points in every year since 1959 (see tables).

The TvQ is the proportion of people who, having said they are familiar with a program, also rate it as "one of my favorites." On this basis, considering all 91 programs logged in the networks' nighttime schedule, four program categories are equalling or exceeding their last year's scores, while five have suffered losses in appeal. Among the 35 new programs covered, five categories have gained or held even and two have lost.

Average Off ▪ The average TvQ for all evening programs this year was put at 28, compared to 29 a year ago, while the average for new shows was 25, as against 28 a year ago.

Westerns scored highest in both the new and the full-schedule evaluations. The average for all westerns, old and new, was 37—the highest at this time of year since 1958 for new westerns alone the average was 31, equalled in two prior years but exceeded only by last year's 32 average.

AVERAGE TVQ SCORES, ALL EVENING PROGRAMS
BY PRGRAM TYPE—1959-1963

Program type	Oct. 11 1963	Nov. 1962	Nov. 1961	Nov. 1960	Nov. 1959
TOTAL—all types[1]					
No. of programs	91	102	110	115	130
Average TvQ	28	29	29	27	28
Adventure					
No. of programs	3	3	6	9	8
Average TvQ	29	36	27	24	26
Comedy					
No. of programs	22	29	34	28	19
Average TvQ	31	30	30	31	29
Drama					
No. of programs	15	17	10	8	10
Average TvQ	28	29	29	24	25
Musical[2]					
No. of programs	6	6	5	5	9
Average TvQ	24	26	30	31	26
News & Documentary					
No. of programs	5	8	6	3	5
Average TvQ	24	29	28	38	38
Quiz & Panel					
No. of programs	6	7	5	8	10
Average TvQ	25	23	25	25	26
Suspense & Mystery					
No. of programs	9	6	17	19	19
Average TvQ	27	27	30	30	27
Variety[3]					
No. of programs	10	7	5	4	6
Average TvQ	24	26	21	26	23
Western[4]					
No. of programs	8	13	15	21	27
Average TvQ	37	34	30	31	32

[1]Miscellaneous programs like sports, movies, etc., included in total although not shown as separate categories.
[2]Includes musical variety.
[3]Includes comedy variety.
[4]Includes "modern" westerns.

In the full-schedule evaluation, comedy (31 score) and adventure (29) also exceeded the all-program average of 28, while drama hit 28 on the nose. Falling below average in the full-schedule study were suspense-mystery (27), quiz and panel (25), musical (24), news and documentary (24) and variety (also 24).

In the new-show study, suspense-mystery (30), drama (29), and adventure (28) joined westerns in exceeding the new-program average of 25, while comedy scored 25. Falling below the average for all new shows were variety (19) and musical and musical variety (14).

By age groups, the new shows—as a whole—seemed to be holding their appeal at about the 1962 levels.

Dramatic programs showed gains in all age groups, suspense-mystery gained in all but one and fell back in none, and westerns gained slightly in all but the youngest.

Adventure dropped off except among the oldest group, where it held even. New musical variety and comedy programs as categories, showed declines in all age groups.

Double Measurement ▪ The TV service has gained considerable acceptance as a measurement of what its executives call the "hard core" audience. Actually there are two measurements in addition to the TvQ score: (1) "familiarity" or "have seen," and (2) "favorites," or the proportion of the total sample who rate a show as "one of my favorites" (as opposed to "poor," "fair," "good" or "very good").

TvQ officials see their service as a complement to ratings, not a competitor. Aside from forecasting future audiences, they say, it can be used to isolate basic appeal from other factors —time period, weak lead-in, etc.—in-



For any Carolinas kick-off, *your sales drive should start from Charlotte. Center of thickly urbanized 75-mile radius market with largest population in the Southeast. For a better return on your spot buying, let WSOC-TV carry the ball for you. Nearly 3 million viewers are served by this great area station. Ask us to tell you more about this market and the support we will give you.*

Charlotte's WSOC-TV

NBC and ABC. Represented by H-R. WSOC-TV is associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton; WIOD. Miami.

volved in low ratings, and as a product sales tool can help advertisers select the "right" programs for the audiences they want to reach.

As an example of its usefulness to advertisers, they cite a June-July TvQ study last year that showed, they say, that *Ben Casey* and *Andy Griffith* scored equally among total users of aluminum foil. But if heavy users of aluminum foil were the advertiser's primary target, they report, the study gave the edge to *Casey,* showing a higher percentage of heavy users favored the medical program.

Started by Home Testing Institute in June 1958, TvQ now has a client list that includes all three TV networks, 14 advertising agencies, four leading production companies and two of the country's biggest advertisers — Procter & Gamble and General Motors.

International ▪ It recently went international, signing an agreement in August with TAM, the British rating service. TAM will use the TvQ name and methodology in England, and expansion into some of the western European countries is reported to be a good possibility.

In addition, TvQ is considering going local. Its officials report that a number of station groups are currently considering launching TvQ studies in selected markets.

As a service of Home Testing Institute, TvQ is headed by Henry Brenner, who was an agency (Benton & Bowles), independent and advertiser (Standard Brands, where he was research director) researcher before he founded HTI in 1953.

Mr. Brenner is president of HTI-TvQ; Herbert Altman is director of client services and Robert Schultz is senior account executive.

Highest and lowest among the new programs

Highest ranking network television shows in TvQ's second October report are shown here, plus the six highest and lowest scoring new shows. Scores are for the 10-day period that started Oct. 11. They compare with an average of 28 for all nighttime network programs, 25 for all new nighttime shows (see page 38) all material is copyright by the Home Testing Institute Inc., 1963.

Rank	Program	Total Audience TvQ*	Age Groups 6-11 TvQ*	12-17 TvQ*	18-34 TvQ*	35-49 TvQ*	50+ TvQ*
1	Beverly Hillbillies (CBS)	52	83	67	46	41	45
2	Bonanza (NBC)	50	58	60	46	45	49
3	Saturday Night Movies (NBC)	45	50	54	47	40	38
4	Red Skelton (CBS)	44	76	54	37	39	35
5	Disney World of Color (NBC)	43	76	49	33	35	36
6	Andy Griffith (CBS)	41	53	42	37	39	42
6	Outer Limits (ABC)	41	72	60	35	21	20
8	Combat (ABC)	40	58	52	40	33	25
9	Dick Van Dyke (CBS)	38	57	54	39	33	24
9	Gunsmoke (CBS)	38	45	36	31	35	46

*Percentage of those familiar with program and say it is one of their favorites.

TOP SIX NEW SHOWS

Program	TvQ score
1. Outer Limits (ABC)	41
2. Petticoat Junction (CBS)	36
3. The Lieutenant (NBC)	35
4. Mr. Novak (NBC)	34
5. Burke's Law (ABC)	33
6. Patty Duke Show (ABC)	33

BOTTOM SIX NEW SHOWS

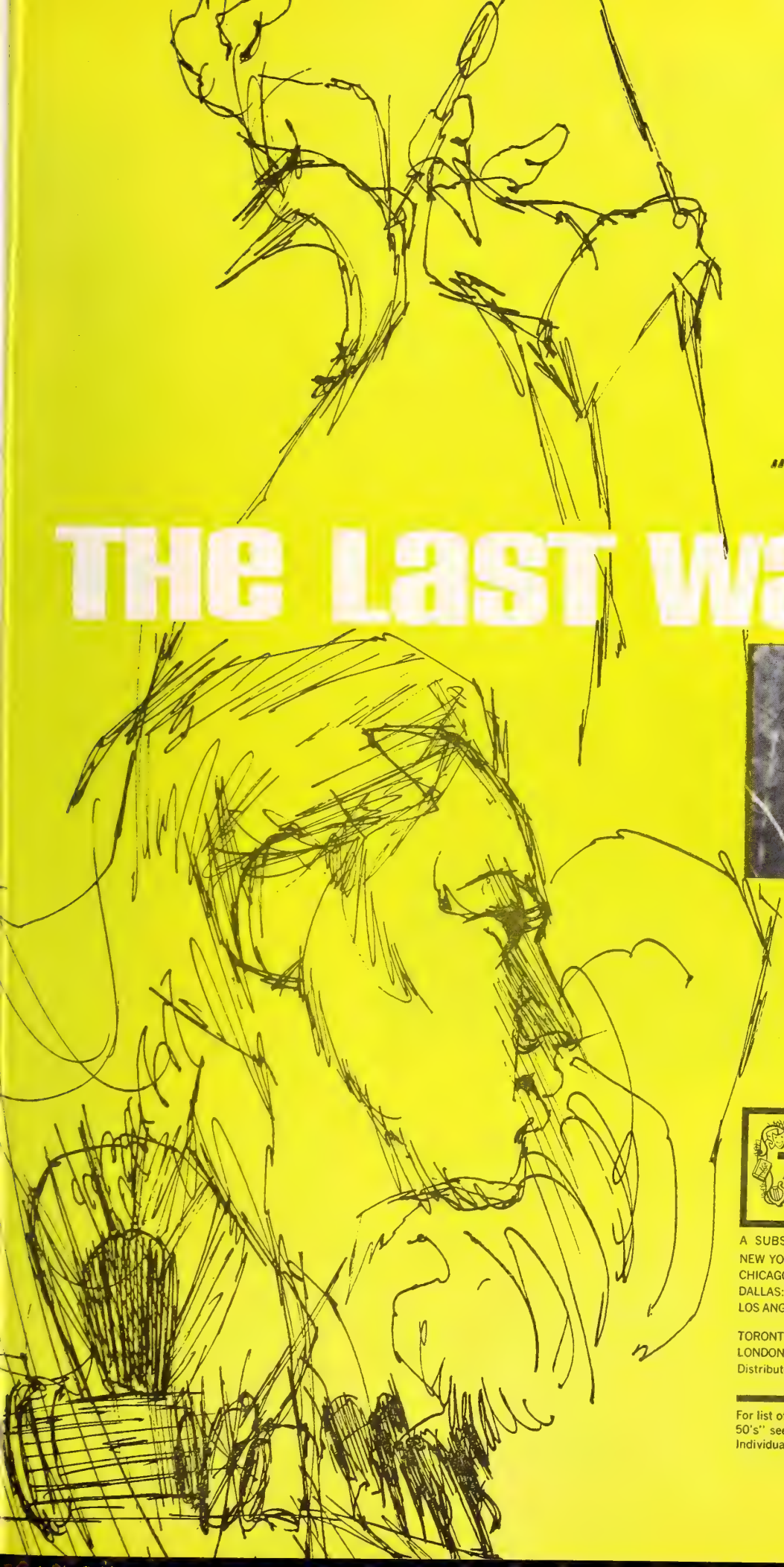
Program	TvQ score
1. Judy Garland Show (CBS)	8
2. Sid Caesar Show (ABC)	9
3. Edie Adams Show (ABC)	10
4. Phil Silvers Show (CBS)	14
5. Harry's Girls (NBC)	16
5. Channing (ABC)	16

NEW NIGHTTIME PROGRAMS

Average TvQ Scores—By Program Types—Totals and by Age Groups 1959-63

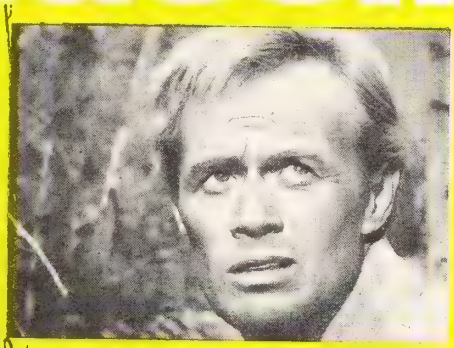
Program type	Oct. II 1963	Nov. 1962	Nov. 1961	Nov. 1960	Nov. 1959
TOTAL NEW PROGRAMS					
No. of new programs	35[1]	33	40[2]	36	41[3]
Average TvQ	25	28	29	26	25
Age 6-11	45	51	52	54	49
12-17	35	37	36	37	39
18-34	24	25	27	23	16
35-49	19	22	23	20	19
50+	21	22	24	19	18
ADVENTURE					
No. of programs	1	2	3	6	6
Average TvQ	28	38	18	23	28
Age 6-11	51	54	39	43	49
12-17	40	57	33	37	44
18-34	21	36	17	22	23
35-49	18	31	14	17	21
50+	19	19	14	15	21
COMEDY					
No. of programs	9	12	14	14	7
Average TvQ	25	32	28	28	23
Age 6-11	58	63	63	63	62
12-17	39	43	37	40	41
18-34	16	23	20	21	17
35-49	14	22	17	20	14
50+	16	20	16	17	13
DRAMA					
No. of programs	8	9	7	2	1
Average TvQ	29	24	33	19	19
Age 6-11	39	30	33	22	18
12-17	37	28	37	14	24
18-34	33	24	37	16	19
35-49	23	22	32	19	18
50+	22	21	29	23	19
MUSICAL & MUSICAL VARIETY					
No. of programs	3	3	0	0	2
Average TvQ	14	25	....	....	19
Age 6-11	20	51	....	....	17
12-17	18	22	....	....	24
18-34	13	17	....	....	19
35-49	12	17	....	....	18
50+	15	29	....	....	21
QUIZ & PANEL					
No. of programs	0	1	0	1	2
Average TvQ	....	11	....	36	17
Age 6-11	....	14	....	40	49
12-17	....	20	....	30	18
18-34	....	9	....	33	13
35-49	....	9	....	37	13
50+	....	10	....	41	17
SUSPENSE-MYSTERY					
No. of programs	5	1	5	9	11
Average TvQ	30	25	29	25	23
Age 6-11	46	32	31	41	37
12-17	38	26	38	36	35
18-34	31	31	29	26	23
35-49	24	20	27	20	18
50+	25	20	24	19	17
VARIETY					
No. of programs	3	1	3	0	1
Average TvQ	19	26	24	....	10
Age 6-11	40	50	37	....	33
12-17	28	35	23	....	14
18-34	18	23	24	....	7
35-49	12	23	20	....	6
50+	16	19	24	....	11
WESTERN					
No. of programs	2	4	1	4	10
Average TvQ	31	32	31	26	31
Age 6-11	37	47	49	46	54
12-17	35	45	38	37	44
18-34	34	33	28	24	26
35-49	25	24	25	17	24
50+	28	24	27	22	21

[1]Total includes 4 unclassified shows.
[2]Total includes 7 unclassified shows.
[3]Total includes 1 unclassified show.



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Assault and battery on Capitol Hill

BROADCASTERS AND CONGRESSMEN GANG UP ON FCC TIME LIMIT PLAN

Broadcasters and members of Congress combined forces at a House Communications Subcommittee hearing last week and launched a joint assault on the FCC's proposal to set standards for the length and frequency of radio-TV commercials.

But the FCC — the Congress and broadcasting notwithstanding — stood firm. Chairman E. William Henry declared that the commission's "primary motivation" is to clarify its long-standing but admittedly undefined policy against overcommercialization.

Under attack almost from the moment he and his fellow commissioners sat down at the congressional hearing Wednesday (Nov. 6), Chairman Henry nonetheless defended the commission's claim that it has all the power it needs to make such a rule under the "public interest" provision of its licensing authority.

And that, contended the congressmen and the broadcasters almost in one voice, is where the commission is out of line—way out.

Representative Oren Harris (D-Ark.), chairman of the full Commerce Committee and watchdog of all regulatory agencies for almost a decade, warned the commission that it was trying to carve out greater authority for itself than the Congress ever intended it to have.

That "dangerous trend" whereby federal agencies contend "that if the broad lateral, general authority is provided [by Congress], regardless of the conditions and circumstances at the time, whether it was thought of or intended or not," could, he said, provoke the Congress to severely limit agency powers. Representative Harris made it clear that his fire was not aimed at the FCC alone; he said his concern extended to all the regulatory agencies.

Representative Walter Rogers (D-Tex.), subcommittee chairman and author of legislation to prohibit the FCC from making rules on commercials, said that if anybody had such power it was the Congress—not the FCC. He and his subcommittee, except for the lone dissent of Representative John E. Moss (D-Calif.), charged the commission to show (1) that it had the authority to make rules on commercials and (2) that overcommercialization was problem enough to require government action.

Broadcasters streamed in from all over the country to present their views, and impressed the subcommittee with the "quality and reasoning of their statements," as Representative Rogers put it. Many of them referred to the extensive comments they had previously presented to the commission on its proposed rulemaking (BROADCASTING, May 20, et seq).



Rep. Rogers (D-Tex.) Rep. Younger (R-Calif.)
A partisan attack on FCC's commercial plan.

Seventeen broadcasters had testified in person through Thursday (Nov. 7), and almost a dozen more were scheduled Friday. Four congressmen, not members of the subcommittee, went to bat for the broadcasters and made personal statements at the hearing favoring the rulemaking ban.

Many of the witnesses had coordinated their statements with the National Association of Broadcasters, chief organizer behind the scenes, to show that the FCC proposal failed to take into account differences each broadcaster faced in his own market.

NAB President LeRoy Collins said in a statement prepared for delivery at the Friday session, that "to fix commercial time limitations in broadcasting . . . is not the proper business of the FCC." FCC adopton of its own proposal "would portend a complete change in the present structure of broadcasting and a conversion to something out of harmony with competitive enterprise which has been the taproot of American economic progress."

For those broadcasters who could not make the government's plan work, he said, the next step would be an FCC examination "of the licensee's books to determine whether his management judgments equate with the government's concepts of efficiency. . . .

"And then who would really be in control? How free would broadcasting be?"

Representative Glenn Cunningham (R-Neb.), a congressman from Omaha who has been blasting Chairman Henry since the local television program hearing in his city last January (BROADCASTING, Oct. 28), poured it on again last week. Labeling the chairman "a mischievious young man," Representative Cunningham said it was "time somebody's wings were clipped," and he left no doubt whose he meant.

The FCC split 4-3 this spring when it officially announced a proposed rulemaking on the length and frequency of commercials (BROADCASTING, May 20). Changes in the membership of the commission since then and second thoughts by some of the members who voted leave some question that another ballot would produce a majority favoring adoption of a rule. The May vote:

- For: Commissioners Henry, Kenneth A. Cox, Robert E. Lee and former Chairman Newton N. Minow, no longer with the FCC.
- Against: Commissioners Rosel H. Hyde, Robert T. Bartley and Frederick W. Ford.

Commissioner Lee Loevinger, appointed since that vote, has not publicly taken a position on the merits of the proposal.

Henry Unrattled ▪ Through it all, Chairman Henry stuck by his guns and said the entire commission supported his contention that the FCC has the authority to make rules on commercials if it chooses. Even those commissioners who disagreed on the wisdom of a rulemaking said the commission was on sound legal footing, he said.

Speaking for the commission, Chairman Henry urged the subcommittee to hold off its consideration of the commercial question until the commission makes up its mind. The FCC has been taking written comments on the subject since May and plans to hear oral

arguments next month, he said (BROADCASTING, Nov. 4). When all the facts are in the commission may reject a rulemaking, he said, but if it went ahead with one, that would be the proper time for Congress or the courts to review its action.

Representative Rogers would have none of that. He said privately that he plans to call an executive session of the subcommittee as soon as possible and move toward reporting the bill to the full committee. "In all fairness to the commission . . . I think it's Congress's duty to act in this matter," he said.

Waiting for an appeal to go through the courts could see some stations go bankrupt, he said. And stations might have a difficult time persuading the courts to overrule the FCC unless they could show the agency acted capriciously, the congressman said.

Chairman Henry said the commission would not make a ruling that would be economically harmful to broadcasters. "I believe we can come up with a clarification, possibly a rule, that 95% of our licensees could come up to right away."

The licensees who came to Washington last week couldn't have disagreed with the chairman more. They said government regulation would amount to rate setting and would be impracticable and unworkable.

The chairman argued that the commission has said all along that it did not believe one standard could apply to all stations, as some broadcasters said the commission intended. The commission is quite aware that exceptions and waivers may be necessary, he said.

Broadcasters countered that so many exceptions would be needed that a ruling would be impossibly complicated to administer—and excessively costly, too—a point that made some of the economy-minded congressmen shudder. Representative J. Arthur Younger (R-Calif.) said the agency had enough trouble trying to keep up with its present work load.

To the argument that adoption of the NAB commercial codes would be a mistake, Chairman Henry said the commission has referred to the codes only as "a realistic point of departure for our study." But it is quite obvious that even the commercial standards in these codes, worked out over many years by broadcasters themselves, are insufficient, for they are regularly exceeded by many subscribers, the FCC chairman said.

"I don't see how we can continue to tell the industry and the public that overcommercialization is bad, but that we don't know what it is," Chairman Henry continued. Those opposing a rulemaking "do not quarrel with the commission's general policy on overcommercialization as a matter of principle." Their objection, he said, "is solely to the commission's proposal that its policy be made more specific and embodied in a rule."

Representative James T. Broyhill (R-N.C.), sponsor of a bill identical to Representative Rogers's, asked what the FCC's present standards on commercials are for license renewal.

"I don't know," Chairman Henry replied. They have never been set down, but an unwritten standard has been passed down through the years and it has been continually relaxed, just as the NAB codes have relaxed, Chairman Henry said.

He reported that the FCC's own analysis of station logs showed that 40% of 134 stations recently before the commission for renewal violated the NAB radio code limit of 18 minutes of commercial time in one or more hours. Of these, 64% were full time stations, 16% were daytimers. There were also examples of "highly profitable metropolitan stations which have broadcast 21 to 26 minutes of commercials in prime listening hours," the chairman said.



FCC's Max Paglin Chairman Henry

Commission sticks to its planned action.

The concern shown by the congressmen and Governor Collins about the FCC seeking to change the face of American broadcasting was amplified by Richard D. Smiley, owner of KXXL Bozeman, Mont., and president of the Montana Broadcasters Association.

Mr. Smiley charged that the commission is "by design" taking over legislative duties from Congress and said some FCC officials "seem to be enamored by the idea of controlling the mass broadcast medium. When I say control, I mean absolute control."

Representative Harris addressed this subject in a quiet, emotion-filled voice. "There have been efforts made by the commission, different commissioners, I know for the last 20 years, to change things, to devise new ways to use a certain authority they have interpreted as given [to them]. . . . The Congress is not provoked to take action except under strained circumstances. But I recall that these circumstances developed and we came up with the McFarland acts . . ." which were "bitterly opposed" by commissioners because "it interferred and put some limitation on some of the actions taken by the commission."

The acts "went too far," Representative Harris continued. "But that was because the Congress was provoked to take some action in view of what was being imposed on the industry itself." Similarly, he recalled, the commission tried to assume legislative authority by okaying a pay TV experiment in the 108 largest markets, but Congress resisted.

He warned the commission, six of whose members were present at the congressional hearing (Commissioner Rosel H. Hyde was delivering a speech in Florida), that "in my judgment I think the commission should be exceedingly careful . . ." and should seek changes through "the regular, established way. If the Congress and the general public feel that it is good policy and ought to be done . . . there are ways to get to it."

The congressman also advised the commission not to give too much weight to complaints (Chairman Henry said the FCC had received about 2,500 complaints on commercials in the past year). He also said harsh rules could hurt the innocent and "I don't know if it is best to get at violators by penalizing everyone at once."

Commissioner Lee Loevinger said enactment of the Rogers bill would also prevent the FCC from later requiring educational stations not to carry commercials.

Chairman Henry denied charges that



FCC commissioners and staff members listened to criticism of the FCC's proposed rulemaking on commercial length and frequency last week. Shown at the hearing (l-r): Joel Rosenbloom, special assistant to the chairman; Commissioners Frederick W. Ford, Lee Loevinger, Robert T. Bartley, Kenneth A. Cox and spectators. Commissioner Robert E. Lee was elsewhere in the audience; Commissioner Rosel H. Hyde was speaking in Florida.

an FCC rulemaking would open the door to regulation of programing, but broadcasters said such action would do that and more—it would also open the way toward federal rate setting. Broadcasting, they chorused, is not a common carrier.

Governor Collins stressed broadcaster concern that control of commercials "could well mean control of the broadcaster himself, and hence of what he broadcasts."

NAB Codes Defended ▪ Broadcasters "recognize that there is a need for advertising improvements," the NAB president continued. But the way toward betterment is through competition and self-regulation, he said.

Taking issue with Chairman Henry's contention that the codes have been progressively relaxed, Governor Collins said that they "have been materially strengthened in all respects." He cited the establishment of code offices in Hollywood (1959) and New York (1960) and said the codes "go far beyond any provision that the Congress could constitutionally enact into law, and certainly beyond any rule that the FCC or the Federal Trade Commission could practically or lawfully administer."

Neither the codes nor their enforcement are perfect, Governor Collins said, but they "are the strongest voluntary self-regulatory effort being made in the whole of American private business." They are under constant review, he said.

The congressmen showed particular interest in the presentations of individual broadcasters, especially those from smaller communities. Kenneth E. Duke, KDDD-AM-FM Dumas, Tex., spoke for the smaller market broadcaster whose "future is in the broadcasting business, good or bad." The FCC proposal would not only limit his income but his right "to choose how I can operate my station, so long as I operate in the public interest. . . . The proposed rule will choke off my future potential earning power," he said.

Leo Hackney, president and general manager KGVL Greenville, Tex., noted his market's dependence on the cotton crop and said his station runs almost as much advertising in October as in January and February combined, and almost as much on Thursday and Friday as the rest of the week combined. Similar problems apply to many broadcasters, he and other witnesses pointed out.

Network support for Representative Roger's bill was supplied by ABC, CBS and NBC in comments which largely repeated their earlier FCC filings (BROADCASTING, Oct. 7).

ABC argued that FCC limitations would be both a breach of the right of free speech and "too hard and fast" to be "sound public policy." The network appealed to the subcommittee to forbid FCC interference with commercial time by amending the no-censorship provision of the Communications Act instead of that portion which deals with the general powers of the FCC, as the Rogers bill would do.

Peter B. Kenney, NBC Washington vice president, supported the proposed House legislation as a needed slap on the FCC's hand. Mr. Kenney also noted that "less than 1%" of the network's mail complains about commercials. "Each individual licensee," he said, must make its own determination on number and frequency of commercials. The FCC's proposed rulemaking, Mr. Kenney charged, would "supersede" the NAB codes and "make self-regulation academic in the field of time standards for broadcast commercials."

Mr. Kenney denied Chairman Hen-



Peter B. Kenney
NBC's opinion



Kenneth E. Duke
Small market viewpoint



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Choose the troupe that set an all-time record for mail response on The Ed Sullivan Show . . . Podrecca's Piccoli Theatre. After an entire show was devoted to these magnificent marionettes from Italy, Sullivan wrote: "The appearance of your puppets . . . on our program still holds the all-time record of 130,000 pieces of mail from delighted viewers . . . I think you should stress this to all possible sponsors. . . ." A refreshingly new show, available for the first time in a superb one-hour color film with Dick Clark as host. See for yourself. Write or phone now for an audition print.

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ry's contention that the commercial situation is "deteriorating." He pointed instead to the considerable changes in broadcasting which have evolved over the years. One of the most significant, he said, is the greatly decreased number of fully sponsored programs in radio and TV. He also cited the parallel increase in spot advertising.

The subcommittee also was interested in the question of commercial loudness, and Mr. Kenney noted that the FCC is studying the issue. "Sponsors feel that if a fella's going to be soothed to sleep by his program," Representative Rogers interjected, "he ought to at least wake up for the commercial."

Payson Hall, president of Meredith Broadcasting Co., pointed out Congress's repeated reluctance to give the FCC power to limit commercials, going back to 1928. The commission's excursion into regulation, as its proposal on advertising would be, "is in fact legislating," Mr. Hall said. This "trend of thought at the commission is all the more disturbing" because of the Omaha inquiry led by Chairman Henry.

That inquiry, "like the attempt to regulate commercials, is an attack on profits, a penalty placed on success and an attempt by government to influence competition," he said. Meredith Broadcasting is licensee of, among other stations, WOW-AM-FM-TV Omaha.

Representative Cunningham said something should be done about Chairman Henry, "that mischievious young man. . . . We should take him by the hand and keep him out of mischief," he said.

If Congress doesn't stop the FCC, enactment of its commercial proposal "would open a Pandora's box" of trouble, warned W. M. Jones, WCHJ Brookhaven, Miss., and president of the Mississippi Broadcasters Association.

John Coyle, president, KVIL-AM-FM Highland Park (Dallas), pointed out the importance of broadcasters, acquainted as they are with the day-to-day needs of their communities, deciding such questions as commercial length and frequency on their own stations. "You can't really know what's going on locally unless you live there," he said. He also referred to response to a KVIL editorial on the issue (see above).

Marshall H. Pengra, part owner and general manager, KLTV(TV) Tyler, Tex., said the essence of his objection to the proposed rulemaking could be expressed in the line from a familiar commercial message: "Mother, please, I'd rather do it myself."

Georgia was represented by the president and a past president of the Georgia Association of Broadcasters. Raymond E. Carow, GAB president and general manager of WALB-TV Albany and WJHG-TV Panama City, Fla., iterated the contention that broadcast regulation

So good to be with... 1-1-3



Good things go together—good company, good music, dependable news—on radio **1-1-3.**

Detroit's good music station...

W-CAR
radio 1-1-3
5 7 11 13 16

One of a series in Detroit newspapers and Adcrafter.

Representation: AM Radio Sales

KVIL gets support



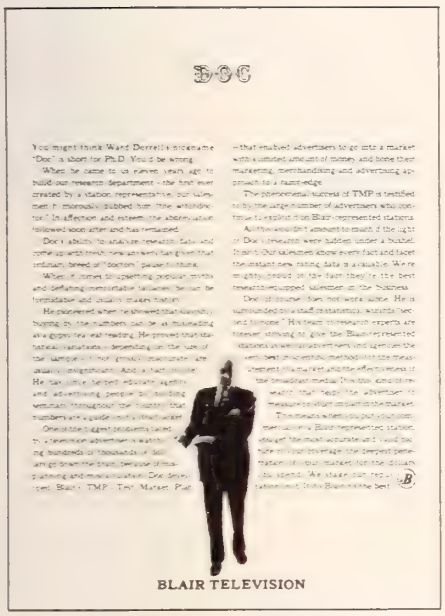
Mr. Coyle

The mayor of Dallas, city councilmen and other responsible citizens have responded favorably to a KVIL Dallas editorial that asked whether "a federal agency or the management of KVIL" should decide KVIL editorial, commercial and programing policies, John Coyle, president, reported last week.

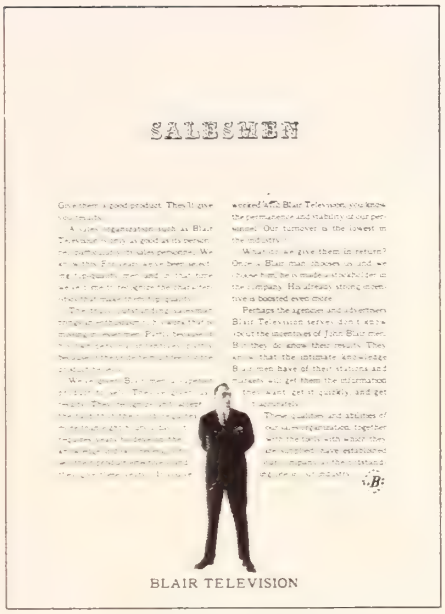
Mr. Coyle, in Washington to testify at a congressional hearing on regulation of commercial time limits (story this page), said more than 60 persons had written the station urging him to testify against federal regulation; two favored it.

The KVIL editorial noted that Mr. Coyle would be testifying on the matter and that he wanted to know how its listeners felt about the matter.

BLAIR



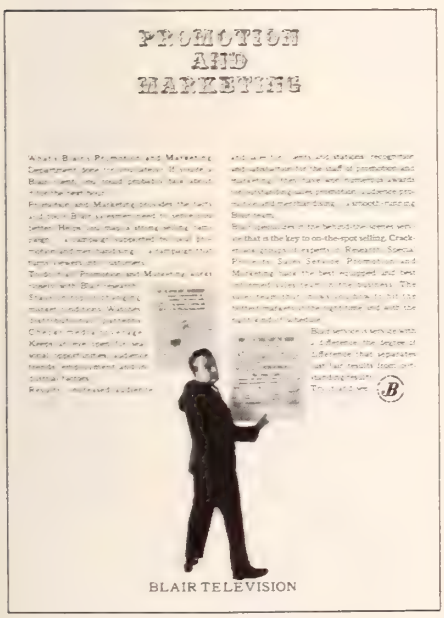
Unbeatable Research Department



Unbeatable Salesmen



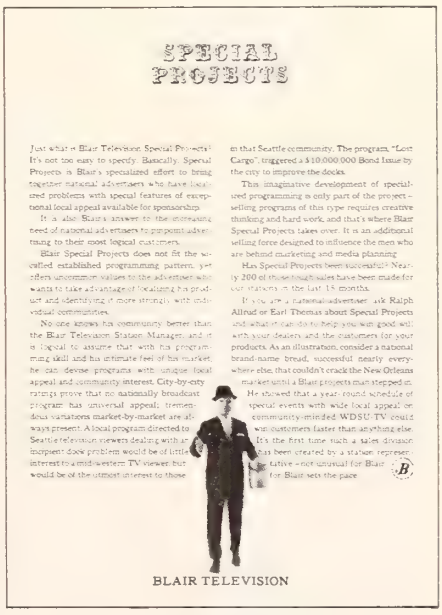
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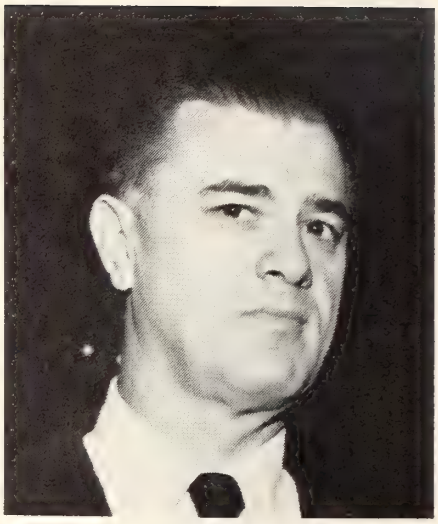
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Marshall Pengra Wayne Kearl Jim Terrell
Part of the eight-man Texas task force.



Jack Harris
Major market viewpoint

should be "by the market place and not by the federal government."

H. Randolph Holder, president and general manager of WGAU-AM-FM Athens, Ga., and a past president of GAB, restated the theme that the ad limits would probably put many small stations out of business.

E. L. Byrd, president of the Michigan Association of Broadcasters and general manager of WILS Lansing, said the extremely varied conditions under which stations operate would mean that "each case would have to be considered and evaluated separately."

John Hopkins, president and general manager of KCOP(TV) Los Angeles, supplied an affidavit that KCOP "has not received over four letters in the past year" on overcommercialization. Mr. Hopkins summarized his argument by stating that the FCC judges overcommercialization through its analysis of renewal applications and said no further control is needed.

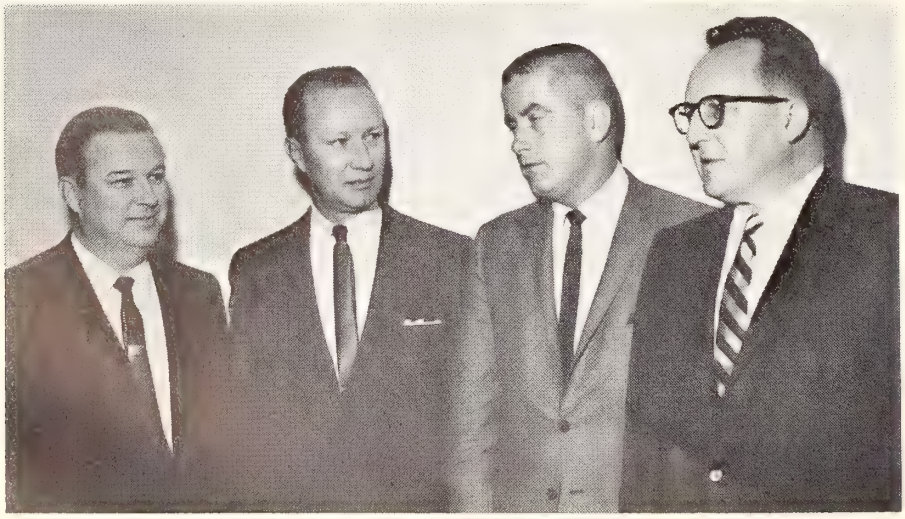
Wayne Kearl, general manager of KENS-TV San Antonio, Tex., noted that broadcaster self-regulation is a continuing dialogue which is always taking changes into account. "It would be a serious mistake," Mr. Kearl said, "to change this continuing process into a frozen design, as the FCC in effect proposes."

Joseph P. Dougherty of WPRO-AM-FM-TV Providence, R. I., and president of the Rhode Island Broadcasters Association, showed that radio stations in Providence already suffer enough problems without commercial regulation by the FCC. The agency's own figures reveal that in 1950 the area had nine stations averaging a profit of $45,000 each. In 1960 the number of stations had climbed to 13, but profits had changed to loss—an average loss of $17,000 per station, Mr. Dougherty said.

Jack Harris, general manager, KPRC-AM-TV Houston and president of the Association of Maximum Service Telecasters, said the FCC's proposal would "impose restrictions on broadcasters" that "would not only be unfair, but could eventually strangle the broadcast industry." By the time the FCC could "react to changing conditions," he warned, "there might only be time to attend the burial of some of the patients."

Mr. Harris ridiculed the FCC's reference to 2,500 complaints on commercials. "Stated another way, it is one complaint for each 270,000 broadcast receivers in the hands of the public," an "infinitesimal sample." He recalled Commissioner Robert T. Bartley's opposition to the commission proposal—"an irritating act of futility." The Texan also suggested that the subcommittee examine the language of the Rogers bill to close "possible loopholes" for means left to the FCC to carry out its purpose through routes other than rule-making.

Other broadcasters who appeared included Morton H. Henkin, KSOO-AM-TV Sioux Falls, S.D., and president of the



John Hopkins Raymond Carow Joseph Dougherty Morton Henkin
More broadcast opposition to FCC plans.

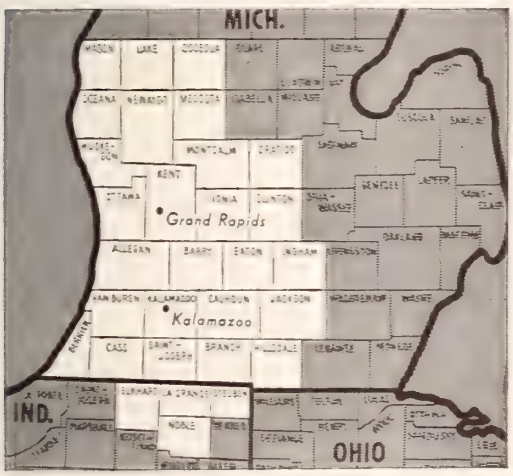


Payson Hall
Group owner opinion



YOU MAY NEVER YAWN FOR 35 DAYS*—

WKZO-TV MARKET
COVERAGE AREA • NCS '61



Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audiences.

BUT... WKZO-TV Keeps 'Em Awake in Greater Western Michigan!

More people sit up nights with WKZO-TV than with any other Michigan station outside Detroit. See NSI (March '63). It credits WKZO-TV with delivering 39% more homes than Station "B," 7:30-11 p.m., Sunday through Saturday, and with 48% more from 11 p.m. to 1 a.m.

We have the *day* people, too. ARB (March '63) shows 75% more bright-eyed ones watching WKZO-TV than Station "B" from 9 a.m. to noon weekdays.

Let Avery-Knodel give you the whole dreamy story of this wide-awake outlet! *And if you want all the rest of upstate Michigan worth having, add WWTV, WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.*

* *A 15-year-old girl yawned continuously for five weeks in 1888.*

AM-TV-FM

The Fetzer Stations

RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJFM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC

TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV/WWUP-TV CADILLAC-TRAVERSE CITY
SAULT STE. MARIE
KOLN-TV/KGIN-TV LINCOLN, NEBRASKA
GRAND ISLAND, NEB.

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

ANOTHER VALUABLE
ADVERTISING
OPPORTUNITY
ON **WNBC·TV**
NEW YORK

Revised
"BIRTHDAY
HOUSE"
Plan

Delivers a top morning audience at attractive new rates for both one-time and multiple spots, as well as economical part sponsorship.

HERE'S HOW IT WORKS

YOU BUY any number of :60 commercials, for as little as $210 (5 x/wk) or $250 for a single spot . . . or invest in quarter hour sponsorship for $487 (end rate).

YOU GET a most sizable audience of both children and adults in this 9-9:55 AM, Mon-Fri period.

PLUS the persuasive selling power of a live, lively local show that was extended from 30 to 55 minutes literally "by popular demand."

IT GIVES YOU MORE FOR YOUR TELEVISION DOLLAR

Ask your WNBC-TV or NBC Spot Sales Representative for complete details.

WNBC·TV 4 NEW YORK

South Dakota Broadcasters Association; and William S. Morgan, KNOR Norman, Okla., and president of the Oklahoma Broadcasters Association.

Congressmen who made separate statements included Representative Kenneth A. Roberts (D-Ala.), who said the commission "is reaching . . . to make the broadcaster more amenable to its dictates"; Representative Graham Purcell (D-Tex.), a sponsor of a bill identical to the Rogers bill; Representative W. Henry Harrison (R-Wyo.), who delivered a statement for the Wyoming Broadcasters Association that stressed the danger of the FCC proposal to broadcasters, serving widespread areas that rely almost entirely on broadcasting for news and other vital information, and Representative John O. Marsh Jr. (D-Va.).



E. L. Byrd
State association spokesman

4A'S COVER AD SPECTRUM

'Top students, qualified Negroes, outcasts' considered best sources of young creative talent

Concern over costs and advertising effectiveness, the search for creative talent and the emergence of the expanding Negro market dominated discussions at the three-day annual eastern conference of the American Association of Advertising Agencies in New York last Wednesday through Friday (Nov. 7-9).

Thirty-seven speakers and panelists participated in 10 events during the conference. During a special keynote session for all member agency personnel, a panel of scholars, consultants to industry and spokesmen for consumer interests discussed ways in which psychology, economics and sociology could play roles in advertising.

The Negro Area ▪ One of the most significant aspects of the conference was the attention devoted to the Negro market. An entire session was devoted to this subject last Friday and during an earlier panel, one speaker, David B. McCall, vice chairman and creative director, C. J. LaRoche, said the Negro group represents one of three major areas in which "advertising may find its most able and brave leaders for tomorrow."

Stressing that there is a need for young creative talent, Mr. McCall suggested that the void can be filled by qualified Negroes, by top-flight students in colleges and graduate schools, and by the "outcasts of civilized school life—the dropouts, the dreamers, the rational kooks."

"I often think what a matchless copywriter James Baldwin would have made," Mr. McCall observed. "Brilliant. Lucid. Impassioned. Unfair. Committed. Arrogant. Baldwin is almost the sum total of the good copywriters I have observed. He would have been hell to get along with, but my, oh my, what campaigns he would have turned out."

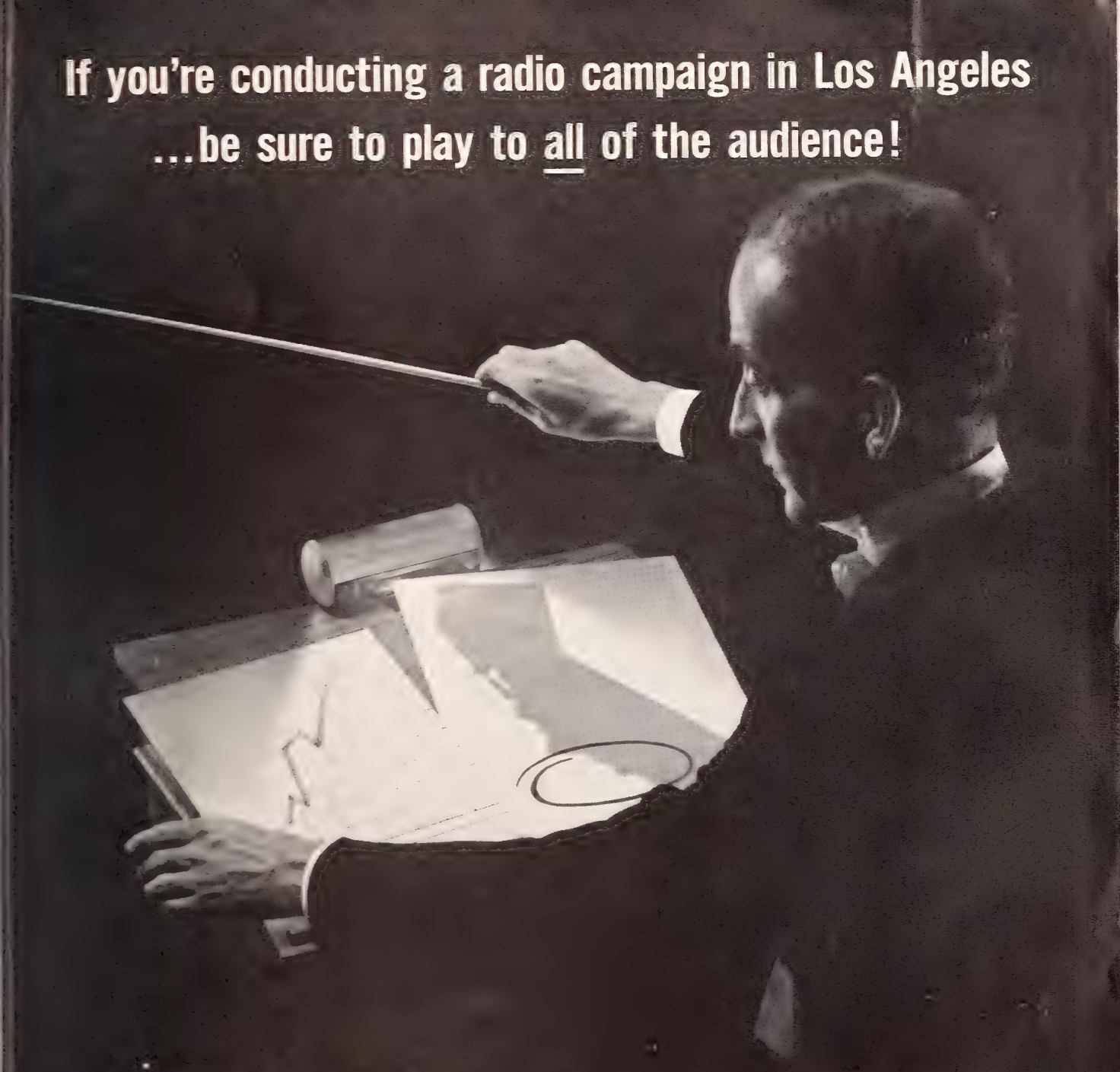
Mr. McCall also urged that agencies seek out the brilliant students from law schools, the classics scholar and winner of scholarships in painting. He stressed, too, that agencies should not overlook the "outcast" group, consisting of school dropouts and "dreamers." He pointed out that many from this group already have made their mark in advertising, and mentioned the following as not having completed college—consultant James Webb Young, Rosser Reeves of Ted Bates, Emerson Foote, of McCann Erickson, Norman Strouse, of J. Walter Thompson, and Raymond Rubicam, one of the founders of Young & Rubicam.

The Negro market was explored by Michael J. Donovan, vice president and media manager of BBDO, at a session scheduled for last Friday. He paid particular attention to media considerations and concluded that, at present, only Negro radio can compete efficiently with the non-Negro media.

Mr. Donovan reported that the Negro obviously is represented in the audiences of all general media. With respect to television and radio, Mr. Donovan said they both are powerful media to reach the Negro, but indicated research is needed to ascertain more about the Negro programing taste.

Profit Or Pandemonium ▪ In a panel discussion of new product development titled "Profit or Pandemonium," Donald Armstrong, senior vice president, J. Walter Thompson, called for delegation of authority in new product decisions to

If you're conducting a radio campaign in Los Angeles ...be sure to play to all of the audience!



KFAC's huge audience is unique!

It's a mature, intellectual audience which clearly enjoys the finer things in life. It's an audience which is better educated, earns more, and occupies higher positions in the business and professional world.

There's one good place to talk to this audience. Just one. **KFAC.***

**And if you must buy cost-per-thousand... check the latest Pulse!*

Radio 1330/fm 92.3 **KFAC** THE MUSIC STATION FOR LOS ANGELES

5773 WILSHIRE BOULEVARD, LOS ANGELES 36, CALIFORNIA • WEbster 8-0161

Represented nationally by G. P. Hollingbery Co.

COMMERCIAL PREVIEW: Eastern's push for winter tans

Eastern Air Lines, New York, starts a new TV spot campaign today (Nov. 11) in prime and fringe time on more than 15 stations in five major markets. Its theme points up the "wonders" of Florida for a winter vacation, and of course, air travel.

For the campaign—which will involve an estimated $800,000 in the initial two-month thrust—Eastern will use two "names," humorist Sam Levenson and sports announcer Bud Palmer. Fletcher Richards, Calkins & Holden, New York, is EAL's agency.

Eastern will run (six one-minute and six 20-second commercials were taped) several spots weekly in prime and fringe time in New York, Boston, Philadelphia, Washington and Chicago. In New York alone, for example, the schedule will have spots running at the weekly frequency of about eight spots on WOR-TV, four or six on WABC-TV, several on WNBC-TV and WCBS-TV, five or six on WNEW-TV. Also included in the campaign are announcements on the *Tonight* and *Today* shows on NBC-TV.

Three one-minute commercials feature Mr. Levenson as a "spectator sportsman" who gets his exercise watching porpoises being fed at Miami's Seaquarium or Indians wrestling alligators. Mr. Levenson portrays the person who gets most pleasure out of just soaking up the Florida sun. Mr. Palmer taped three commercials, one each on golfing, water skiing and fishing. Themed in all the commercials: "Be the man with the Florida tan," and of course by flying to Florida with Eastern.

Location Taping ▪ Portions of the commercials were taped over a four-day period on location in Miami and interior scenes at Videotape Center in New York—Videotape handled the commercials, while Sy Frolick, the agency's director of radio and television, was producer. Tom Mullen, assistant advertising director at Eastern, represented the client on location.

Eastern's push is to expand its Florida "market" and also will feature Sam Levenson and Bud Palmer in its print and radio advertising. In addition to its "Flite Facts" (announcements every hour on the hour on 10 stations in the major Eastern Air Lines cities), Eastern has a lineup of about 60 stations carrying the radio spots.



Sun-loving Sam Levenson gets a reservation and enjoys exercise while in flight.

advertising agencies.

As "custodian of the consumer," he said, the agency is apt to be a better judge of psychological factors which affect the marketing success of a new product than is the client who originates the new product idea.

Mr. Armstrong suggested a decision-making role for the agency in the new product area before such products reach the test marketing stage. He noted that new product ideas which are presented to agencies for further development are often not carried through to the point of practical application by those who conceive them.

He said that a check on new product activities made at one point this year showed 80 such projects either in the planning or test marketing stage at JWT. Mr. Armstrong also pointed out that agencies seldom, if ever, receive compensation as such for their new product services.

In discussing key financial problems in the advertiser agency relationship, Philip H. Schaff Jr., chairman of the executive committee, Leo Burnett Co., noted there has been a general trend upward for agency operating expenses since 1950. In that year, operating expenses (exclusive of U.S. income taxes) were 91.6% of agency gross income; they rose to a peak in 1958 of slightly more than 95%. In 1962, they amounted to a little over 94%, according to Mr. Schaff. (The basis of his figures was the annual studies of advertising agencies' costs and profits conducted by the 4A's.)

Mr. Schaff also reported on a study made recently by Burnett on the cost to the agency of helping clients develop new products. This was the cost borne by Burnett from the time it received the assignment until the first ad or commercial ran in test markets.

In this study, he said, the lowest total cost for a single product was $40,000. The highest was slightly over $200,000.

"How long did it take the agency to get back its investment before it started earning money?" Mr. Schaff asked. "The shortest time among the products studied was 24 months from the start of the assignment to the break-even point. Most of them paid out by 36 months." One of them took over five years.

Dr. George Katona, program director, Institute for Social Research, University of Michigan, stressed that in the current mass consumption society with a multiplicity of brands and makes, repetition in advertising plays a role. But he warned that "persuasion without explanation" may backfire.

me in the back row?''

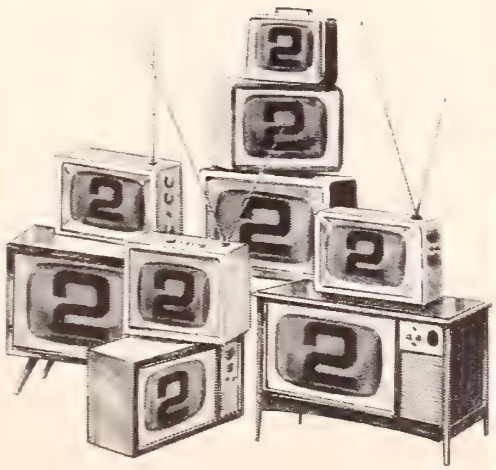
Listen. There's been a towering change in the Spokane picture. KREM-TV this season delivers every TV-living room in the rich Inland Empire market. To do it, we invested three quarters of a million dollars in new facilities; a soaring 940 foot tower, mounted on top of Power Peak, six miles south of Spokane. Now, the KREM-TV signal reaches it all. North of the Canadian line to Oregon in the South. East to the mountains of Montana, West to the Cascade range. Over a quarter of a million families. . . . many thousands of them receiving KREM-TV for the first time. The situation demands a fresh look this season at your Spokane television buys.

ABC came up with the programs.

We came up with the tower.

The Blair man will come up with the avails.

''loud and clear, you big beautiful new KREM-2 tower''



KREM TV

KREM-TV

SPOKANE, WASHINGTON

A CROWN STATION

KREM-TV Spokane – KING-TV Seattle – KGW-TV Portland

BLAIR TELEVISION

No opposition seen to Elman, Reilly—yet

FTC NOMINEES HAVE ROUTINE SESSION AT HEARING

The Senate Commerce Committee conducted a brief hearing on the qualifications of nominees for the Federal Trade Commission Tuesday (Nov. 5), but held off final action. Nominees often are confirmed at executive sessions held immediately after hearings, but none was held Tuesday. It was expected the committee would meet soon, probably this week.

Except for some pointed questions on wiretapping, John R. Reilly, 35-year-old Justice Department official and a Democrat, enjoyed a routine session.



Commissioner Elman
Back for another FTC term?



Mr. Reilly
A new face at the FTC?

Commissioner Philip Elman, a Republican named to the FTC by President Kennedy in 1961, was renominated last month for a full seven-year term and merely went through the formality of being present. Endorsed by both the Republican and Democratic senators from Maryland, his home state, Commissioner Elman was excused without questioning. He has made a reputation as a frequent dissenter on the FTC, and for a while this fall there was speculation President Kennedy would not reappoint him.

Senators Howard Cannon (D-Nev.) and Strom Thurmond (D-S.C.) asked Mr. Reilly about his understanding of wiretapping policies of the Justice Department. He heads the executive office for US. attorneys and is assistant to the deputy attorney general.

Senator Cannon said after the hearing that it was obvious that Mr. Reilly was not familiar with laws governing wiretapping and that he had instructed the committee staff to write the attorney general to determine Justice's policy.

Mr. Reilly had testified that he had no personal knowledge of wiretapping in the department, but said he understood wiretapping was legal as long as information thereby obtained was not divulged.

Senator Cannon cited an instance where taps on telephones in Las Vegas hotels had been traced to an office leased by the Justice Department. "If wiretapping is illegal for an individual," Senator Cannon said, "it certainly is illegal for the Justice Department."

Business briefly . . .

The Miller Brewing Co., Milwaukee, through Mathisson & Associates, that city, has purchased sponsorship in NBC-TV's *Espionage,* starting Jan. 15. The program is broadcast Wednesdays (9-10 p.m. EST).

Beech-Nut Baby Foods, through Benton & Bowles, New York, has purchased sponsorship of the special *ABC News Reports* program on the Fischer quintuplets—scheduled for Nov. 17 (10:30-11 p.m. EST).

John Hancock Mutual Life Insurance, Boston, through McCann-Erickson, New York, has purchased an alternate-week quarter hour in NBC-TV's *Huntley-Brinkley Report* beginning in January.

Schick Inc., Milford, Conn., through Norman, Craig & Kummel, New York, has purchased sponsorship in NBC-TV's *Today* through mid-December.

Four advertisers have purchased sponsorship on NBC-TV programs to be broadcast during the fourth quarter of 1963 and the first quarter of 1964. The sponsors and their shows are: **Canada Dry Corp.,** through J. M. Mathes, New York, *Sing Along With Mitch, The Richard Boone Show, Espionage, International Showtime, Temple Houston, The Lieutenant* and *NFL Highlights;* **The Pillsbury Co.,** through Campbell-Mithun, Minneapolis, *International Showtime, The Lieutenant* and *Temple Houston;* **Maybelline Co.,** through Post-Keyes-Gardner, Chicago, *The Lieutenant* and *Espionage* and the **Gillette Co.,** through Maxon, Detroit, *The Joey Bishop Show* and *The Eleventh Hour.*

ABC-TV rings up $8 million in sales

ABC-TV last week announced new and renewed prime-time sponsorship business representing over $8 million—most of the orders for programs during the first quarter of 1964.

The network's continuing clients include: the American Tobacco Co. in *The Jimmy Dean Show,* Brown & Williamson Tobacco in *Channing,* Kaiser Jeep Corp. in *The Greatest Show on Earth,* Procter & Gamble in *Burke's Law* and the Block Drug Co. in *The Price Is Right.* Block Drug also purchased new sponsorship in *Wagon Train, The Fugitive* and *Burke's Law.*

Norwich Pharmacal increased its already scheduled sponsorship in *The Jerry Lewis Show, Breaking Point, Wagon Train, The Fugitive* and *The Outer Limits* and signed for new sponsorship in *Channing* and *Arrest and Trial.* Other new sponsorships are: Schick Safety Razor in *Combat* and *The Outer Limits;* Beecham Products in *The Outer Limits* and *Wagon Train;* and Gillette in *Arrest and Trial, Outer Limits, Wagon Train* and *Burke's Law.*

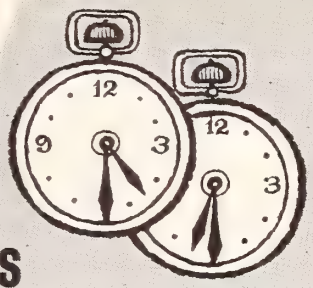
Rep appointments . . .

- WDRC Hartford, Conn.: Metro Radio Sales named national representative, effective Dec. 1.
- KLUB Salt Lake City: Savalli/Gates Inc. named national representative.

Champion Oil buys 'Line'

Champion Oil and Refining Co., Fort Worth, has signed to buy one-minute participations in Official Films Inc.'s *Battle Line* series in 15 markets in Oklahoma, Nebraska, Kansas, Minnesota, Iowa and North and South Dakota, it was announced last week by Charles

New



WBEN-TV's
2 full hours to sell the families of Western New York

The Western New York market has over 1.3 million families who spend almost 6.5 billion dollars at the retail level.

This is worth looking into if you've got a product to sell. While you're looking, look at this new line-up of family programming on WBEN-TV. Low cost participation and spot rates make it a bargain buy.

How good? Ask Harrington, Righter and Parsons, our national reps. They'll fill you in on our "focus-on-the-family" TV fare.

4:30-5 pm

family fun



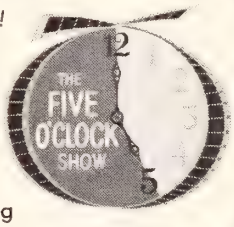
LEAVE IT TO BEAVER

first re-run of this popular network show

5-6:15 pm

family film fare!

The 5 O'CLOCK SHOW



top films including new Screen Gems package

6:15 to 6:30 pm

news-weather-sports



HEADLINES



are the most comprehensive round up of local news and events with local TV favorites Van Miller and Chuck Healy

WBEN-TV

affiliate of WBEN radio

the Buffalo Evening News Stations

CH. 4

CBS in Buffalo

King, vice president in charge of sales for Official. The agency is Tracy-Locke Co., Dallas.

The stations have not been designated since time has not been cleared in all markets. Mr. King indicated that Official expects to have full clearance within the next few weeks. Official recently completed another regional transaction on *Battle Line* with Pacific Gas and Electric Co. for full sponsorship in seven California markets.

Alexander Film Co. sale is revealed

The sale of Alexander Film Co., Colorado Springs commercial producer, to a four-man group headed by Alexander's president, Keith Munroe, was announced last week. Sale price of the 45-year-old firm was reported between $2 million and $3 million.

The buyers, in addition to Mr. Munroe, are Cortland S. Dietler, Denver oil man; F. M. Late, San Angelo, Tex., Chevrolet dealer, and J. A. Oleson, Sterling, Colo., oil man and rancher.

The sellers were not identified. J. Don Alexander Sr., who co-founded the company, died in 1955. His brother, Don M., and two sons, J. Don Jr. and John H. were affiliated with the firm.

Mr. Munroe, who will remain president of the new corporation, also announced the election of three new directors, certain new officers, and the formation of Alexander Film of Canada Ltd., a wholly owned subsidiary.

Elected directors were Messrs. Dietler, Late and Oleson. Mr. Dietler is chairman of the board and chief executive officer; Mr. Oleson, executive vice president; Mr. Late, vice president, and F. W. Marting, vice president and controller.

Mr. Munroe, who joined the firm in 1957, was named president six months later.

Alexander employs about 200 at its 26-acre Colorado Springs studio and has sales offices in New York, Chicago, Detroit, St. Louis and San Juan, P. R.

Pulse to syndicate QPD based on pilot study

The results of a Cleveland pilot study conducted by The Pulse Inc. with a new qualitative, personally placed diary have encouraged the audience measurement firm to syndicate the research method.

The "highly gratifying" Cleveland experiment found a return of 86% of the data sheets placed and 75% of all attempted placements. The QPD—an acronym for its description; qualitative, personally placed diary—also was collected personally in the Cleveland test, but The Pulse will in the future discard the personal collection as unnecessary. The data sheet is broken down to show, in addition to TV audience quantity, viewer's age, sex, family size, family income, age groups of children and viewer consumer trends.

A helping hand to TV

The hand that guides the toy doesn't necessarily buy it. That is why Kiddie City, with 16 toy centers in the Philadelphia area, is using radio and newspaper in addition to TV in a pre-Christmas drive. "Toy advertising on TV helps the child decide what toy he wants; but radio and newspaper will help sell the parent on Kiddie City as the place to buy that toy," President Leonard Wasserman said last week.

Accordingly, the $100,000 two-month campaign includes a schedule of 80 spots a week on WIP, WCAU and WIBG, all Philadelphia, backed by full-page ads in three local newspapers. "Supplementing" this effort, according to Michael Schwartz Associates Advertising, Philadelphia, account agency, is a weekly 15-minute program on WRCV-TV that city.

Chicago Dodge dealers join in all-media push

Dodge dealers of the greater Chicago area last week announced the formation of new metropolitan advertising committee to place a record local dealer budget of $150,000 for advertising in a special five-week campaign to support the national Dodge factory-placed advertising. About 40% will go for TV and radio. Two even larger flights are planned later.

The Chicago Dodge dealers have never before joined for such a large local promotion. But the venture was precipitated by the recent record breaking sales drive of the Detroit Dodge dealers who also used heavy broadcast schedules. The Chicago dealers additionally cited the current high sales momentum of Dodge, which last year broke all previous totals. Dodge's national agency, BBDO, is representing the Chicago dealers.

Agency appointments...

▪ Sea Breeze, Pittsburgh manufacturer of multi-purpose antiseptics and toiletries, has named Ketchum, MacLeod & Grove, Pittsburgh.

▪ Air France, without an agency since BBDO resigned the account in mid-August, has appointed Fuller & Smith & Ross to handle the American market. Air France's announcement that creative work would be done in Paris rather than in the U. S., reportedy prompted BBDO's resignation. Billings are estimated at $1 million-$1.5 million.

▪ Spring Air Mattress Co., Chicago, has named Arnold & Co., Boston, to handle all advertising. Spring Air will use radio and television extensively in a major promotion to begin in early 1964.

TvB to introduce film at membership meeting

"Heart Beat," the Television Bureau of Advertising's new half-hour color film presentation, will be shown for the first time at the bureau's membership meeting in Chicago Nov. 19-21. The film is a qualitative rather than statistical study of television commercials.

Motion, image, time, space and sound are examined in the presentation as aspects which lead to emotional involvement in a viewer's perception of a TV commercial. The film documents production techniques.

On Nov. 20, TvB also will hold its third annual sales managers meeting, also in Chicago. Among the speakers scheduled are Dr. Seymour Banks, Leo Burnett vice president, and Dr. Kenneth McFarland, consultant to General Motors.

Toro '64 model mowers will get TV spot push

The Toro Manufacturing Corp. has planned an extensive television spot campaign in the U. S. and Canada to promote its 1964 line of power lawn mowers.

The advertising program, through Campbell - Mithun, Minneapolis, is scheduled to begin with the first sign of spring grass. A spot campaign is being used to direct the advertising dollar where it will do the most for local dealers. The spots will be shown on more than 115 stations on week nights and weekends, with an eye to capturing the male audience.

The spots will demonstrate the various models and features of the Toro line of mowers, and will tie in with display models to be used by local dealers.

St. Louis agency merger

Two St. Louis advertising agencies —Ridgway, Hirsch & French and Hart & Johnson—have merged retaining the name of the former agency.

Jack Hart and Soulard Johnson, H&J president and vice president respectively, have been named vice president of RH&F, and their staff has moved into the Ridgway offices at 8012 Carondelet Avenue.

"WHAT IS NBC REALLY AFTER?"

Some observations by TV and radio editor Richard K. Doan, excerpted from the Sunday Herald Tribune of November 3, 1963

"Television's rage for ratings is possibly more feverish this fall than ever before. People in the business feel it, and can't particularly account for it. . . .

"The upshot . . . has been a general blurring of any programming standards other than the gauge of mass appeal as reflected in ratings of individual shows: the 'shares' of audience they pull against other shows on the air at the same time; and the competitive standings of the networks in terms of total homes reached . . .

"The picture is distorted . . .

"This (NBC) is the network that is currently making a solid effort to determine whether original anthology drama (dramatic series without continuing characterizations) can win enough audience to survive Madison Avenue's scalpels.

"Five weekly hours—'The Richard Boone Show,' 'Suspense Theatre,' 'Espionage,' 'Bob Hope Presents' and 'Show of the Week'—represent an immense gamble (by some sponsors as well as NBC) to restore TV's so-called 'golden age' of original dramas—if indeed it can be revived. Nobody yet knows, including NBC's decision-makers. But everybody knows that such dramas hardly ever pull Top 10 ratings.

"What is NBC really after, then? An NBC spokesman put it this way the other day: 'As the critics know, or should know, a network can't pursue quality and diversity in its schedule and expect blockbuster ratings week after week.

" 'NBC, believing that "it all begins at the typewriter," has enrolled the finest dramatic writers in the business this season for its original series. Among them are Robert Dozier, Rod Serling, Dale Wasserman, Ernest Kinoy, Carson McCullers, Michael Dyne, Eugene Burdick, Howard Rodman, Paul Brickhill and Budd Schulberg. And we have freed these writers from the limitations of creating for continuing series and their stars. Dramatic license in good taste, we feel, is giving these writers new horizons of creativity. Many stars and agents have told us they feel NBC's renaissance of original drama has "given the medium back to the adults'."

"Is NBC, aside from this, really a second-place network?

"Well, it is the network whose news and public affairs programming occupies more than one-quarter of its total time. (No rival can say the same.)

"It is the network that threw off all its money-making commercials for one night to air an unprecedented three-hour civil rights special.

"It was NBC that sparked last season's unusual excitements with the remarkable 'The Tunnel' and the color-filmed tour of the Kremlin.

"It is NBC that presents the distinguished 'Hall of Fame' dramas; that supports an opera company, five of whose productions will be seen this season; and that brings us the 'Telephone Hour' musicales which, for all their excellence, drag down the network's rating average.

"It is NBC that has singlehandedly pioneered color TV, to the annoyance of its competitors . . .

"The point is that we are in danger of being engulfed altogether by the myth that what the Nielsen rater likes best is all that really counts. Last year, for example, NBC could claim close to 150 major awards for its programming—more than any other broadcast organization received. No awards, in case it needs to be pointed out, are made for Top 10 ratings."

NBC Postscript: *Of course we are not displeased at the findings of the Nielsen MNA report for the week ending October 27. The nighttime average audience figures for all network programs, 7:30-11:00 pm, were: CBS 18.7, NBC 18.5, ABC 16.1. These are estimates provided by the A. C. Nielsen Co. subject to the qualifications issued by this rating service.*

New code director is Howard Bell

COLLINS NAMES TRUSTED AIDE TO JOB THAT SWEZEY IS LEAVING

Roy Collins dipped into the National Association of Broadcasters staff last week to pick a new director of the NAB code authority.

The NAB president chose Howard H. Bell, who has been vice president for planning and development and a frequent companion of Governor Collins on trips and in Washington conferences.

The selection of Mr. Bell as code director was approved by the association's executive committee. Mr. Bell will assume the new duties Dec. 1, but the appointment still is subject to the approval of the full NAB board which next meets in January.

Governor Collins appeared before the executive committee Thursday (Nov. 7) with his intention to advance Mr. Bell to the job being vacated by Robert D. Swezey, and the appointment was announced that afternoon. The meeting had been called by Chairman William Quarton, WMT-TV Cedar Rapids, Iowa, to explore the future direction of the codes and the relative responsibilities of the new director and the respective radio and TV code boards (BROADCASTING, Oct. 28).

In calling the meeting, Mr. Quarton took exception to the position enunciated by Governor Collins at meetings of the code boards five weeks ago (BROADCASTING, Oct. 7) and asked the NAB president not to appoint a new director until after last week's meeting.

Following the executive session, Mr. Quarton said that matters were "worked out to the satisfaction of all." He said there is a clear understanding that the new director will answer to the code boards. Governor





Future direction of the NAB radio and TV codes—and a new director to administer them—were the principal subjects of conversation in Washington last week as the NAB executive committee met with President LeRoy Collins. The committee approved, subject to confirmation by the full NAB board, the selection of Vice President Howard Bell (far r) as code authority director. At the executive committee meeting were (l to r) President Collins; William Quarton, WMT-AM-TV Cedar Rapids, Iowa, chairman; James D. Russell, KKTV(TV) Colorado Springs; Ben Strouse, WWDC Washington, and Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla. Richard Chapin, KFOR Lincoln, Neb., a committee member, was not present.

NAB AND RAB FINALLY GET TOGETHER

Will jointly make study to define ratings methodology

It's now official.

The National Association of Broadcasters and the Radio Advertising Bureau will conduct a joint study of methodology used in measurements of radio audiences. Final approval of the $200,000 endeavor was given last week by the NAB board, ending six months of negotiations between the two organizations.

Approval for a joint study already had been given by the RAB board, which will meet in Washington tomorrow (Nov. 12) for a report on the progress made to date in the study of radio audiences. RAB already has taken several steps toward the project before it was certain the NAB would participate.

In announcing the agreement last week, the NAB released terms as sent to its board members the previous week (BROADCASTING, Nov. 4). The terms were listed in the form of a letter to RAB President Edmund Bunker and signed by Howard Bell, NAB vice president for planning and development, on behalf of Donald McGannon, president of Westinghouse Broadcasting and chairman of NAB's Research Committee.

The terms were worked out by negotiating teams headed by Messrs. Bunker and McGannon. Both RAB and NAB are to put up $75,000 for the study with RAB to raise the remaining $50,000 from outside sources. The research will be done in phases relating to the ultimate objective and would be re-assessed at the end of each phase. Either party has an option to drop out

Collins, in his presentation to the code boards, had expressed the view that the code authority director has "vast powers to develop and initiate concepts far more dynamic than the cautious trails of the past."

Grounds for Dispute ▪ Mr. Quarton, in a letter to Governor Collins calling last week's meeting, said that "our code board members, backed by the NAB directors, are not going to give up their policy making authority to anyone. Whoever is appointed code director should know that."

None of the NAB staff attended the executive committee meeting at which the NAB president made his command appearance. Later, however, Mr. Bell and the NAB executive vice president, Vincent Wasilewski, met with Mr. Quarton. Other members of the committee include James Russell, KKTV(TV) Colorado Springs (TV board chairman); Ben Strouse, WWDC Washington (radio board chairman); Glenn Marshall Jr., WJXT(TV) Jacksonville, Fla. (TV vice chairman), and Richard Chapin, KFOR Lincoln, Neb. (radio vice chairman), who was not present for last week's meeting. Mr. Quarton is chairman of the combined boards.

Mr. Bell will be only the second code authority director. The position was created by the NAB board in 1961 and Mr. Swezey was signed to a two-year contract at $40,000-per-year. His resignation, announced last summer (BROADCASTING, Aug. 17), was to have been effective with the expiration of his contract Oct. 15, but he has stayed on at the request of the NAB president. Mr. Swezey and Governor Collins disagreed several times on specific code activities and their concepts of the duties of the director were at variance.

In announcing Mr. Bell's appointment, Governor Collins said that salary and other aspects of the new job will be worked out "with board collaboration and approval." A spokesman said that Mr. Bell would not be offered a contract and the salary would be less than that paid Mr. Swezey.

Praise From Collins ▪ Governor Collins praised Mr. Bell as "a man of high idealism and intelligence. He has the courage of his convictions . . . and has vast experience in working with both radio and television and I feel confident he will serve in this new position with conspicuous competence."

"I look forward to undertaking this challenging assignment and shall strive in every way to merit this trust," Mr. Bell said of his appointment. He joined the NAB in 1951 as assistant to the vice president for TV and became assistant to the president in 1954. He was made a vice president in May 1960.

A native of New York, Mr. Bell is a graduate of the University of Missouri School of Journalism and holds a law degree from Catholic University, Washington, D. C. Before joining the NAB, Mr. Bell worked at KFRU Columbia, Mo., and was sales promotion manager for WMAL-TV Washington.

When the NAB board established the post of code authority director, the duties were specified in the code regulations as: to maintain a continuing review of all radio and TV programing and advertising, particularly that of subscribers; to act on complaints; to define and interpret the codes; to maintain liaison with government and private organizations; to review and monitor; to reach conclusions and make recommendations to the code boards concerning violations of the codes; to recommend code amendments to the code boards.

The duties of the two code boards include recommending amendments to the parent radio and TV boards; to consider appeals from decisions of the director and others.

at the completion of each specific step without further obligation to contribute financially.

With Vigor ▪ "The object to be achieved would be to vigorously attack, in the most progressive way available to us, a solution to the problem of measuring individual radio listenership," according to the NAB letter to Mr. Bunker. "The overall effort would be approached by undertaking sequential projects, all of which would properly relate to the above objectives and advance the project in that direction."

The study will be directed and controlled by a steering committee consisting of not less than five members representing each sponsoring organization. The steering committee would in turn select a chairman, not included in the 10 members "but involved in the field of broadcasting" and with a research background.

Subcommittees of the steering group will be named to (1) handle the professional and technical aspects of audience measurement, methodology and statistical research and (2) formulate overall policy for the study.

Target for completion of the project has not been set. However, either party may withdraw if the study "is permitted to become static or fails to progress. . . ."

A spokesman said last week that actual field work probably will not begin before the first of the year. Three markets of various sizes are to be selected for extensive testing of methodology. RAB already has done some pretesting in New York City, which is expected to be used for the large market study.

Audits & Surveys Co. has done the preliminary work for RAB and is expected to play a role in the future studies. RAB expects to raise the additional $50,000 from advertising agencies and stations in the markets where the tests will be conducted, in return for the right to use the results.

The NAB-RAB project will be separate from the extensive grading of research companies planned by the NAB's Research Committee and the affiliated Ratings Council.

Part two of NAB fall meets to begin

Broadcasters from the South and Midwest will gather in Nashville, Tenn., Thursday and Friday (Nov. 14-15) as the National Association of Broadcasters starts on the second half of its annual fall conferences.

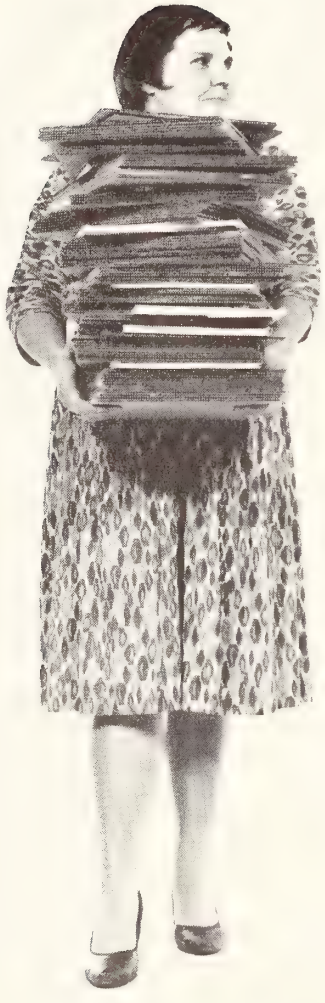
Just as at the previous four conferences, the threat of federal intrusion into the daily operation of radio and television stations will be the main topic of conversation both in formal panels and question and answer sessions. The Nashville conference will be held in the Dinkler-Andrew Jackson hotel.

The formal agenda calls for broad participation by individual broadcasters with most sessions set up as panel discussions designed to encourage questions from the floor. A major change in the program from the previous four conferences is the substitution of a new problem at the Thursday afternoon TV session.

For the first four conferences, delegates discussed an unidentified TV station in a four-station market which was having trouble with its network and a local advertiser. Objections were raised by the TV networks (CLOSED CIRCUIT, Oct. 28) and as a consequence the NAB substituted a new situation.

NAB President LeRoy Collins will open the Nashville session with an informal talk, as he will at the conferences to follow in Fort Worth (Nov. 18-19), Denver (Nov. 21-22) and San Francisco (Nov. 25-26). NAB board member who will participate in Nashville include Lester G. Spencer, president-general manager of WKBV Richmond, Ind.; John F. Box Jr., executive vice president, WIL St. Louis; Robert T. Mason, president, WMRN Marion, Ohio; Henry B. Clay, executive vice president, KTHV(TV) Little Rock, Ark., and Robert

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Wright, president of WTOK-TV Meridian, Miss.

Mr. Mason, chairman of the all-industry radio committee to negotiate music licensing contracts, is the only broadcaster who will participate in all eight conferences. Mr. Mason will report on the activities of his committee which last week began negotiations with the American Society of Composers, Authors & Publishers (ASCAP) for new radio music performance contracts (see page 77).

Rufus Jarman, radio-TV personality and author of *A Bed for the Night,* will address the Thursday luncheon. Mr. Jarman is currently a regular on the Arthur Godfrey CBS Radio program.

Certain to be discussed in Nashville is the appointment of Howard Bell as director of the NAB code authority, announced last week (see page 58). Mr. Bell currently is NAB vice president for planning and development and will moderate a Friday morning panel on controversy.



As chairman of the all-industry committee to negotiate music performance rights, Robert T. Mason, president of WMRN Marion, Ohio, is the only non-NAB staff member who is on the program for all eight NAB fall conferences.

BPA announces seminar program schedule

SAN FRANCISCO MEETING BEGINS NOV. 18

The Broadcasters' Promotion Association last week released its program to date for the eighth annual BPA Seminar, which starts next week (Nov. 18) in San Francisco.

An opening session Monday morning will be followed by a discussion of broadcast promotion featuring Sterling Quinlan, WBKB(TV) Chicago; A. Donovan Faust, WJRT(TV) Flint, Mich.; Richard Block, Kaiser Broadcasting, Oakland, Calif.; Charles Tower, Corinthian Broadcasting Corp., New York; John Sullivan, WNEW New York; and Joseph Drilling, KFWB Los Angeles. Keynote speaker at a luncheon Monday afternoon will be Jack Webb, head of Warner Bros. TV operations.

Monday afternoon activities will also include a discussion on presentations made to agencies on behalf of stations. Participating in this event will be Dean Linger, Corinthian Broadcasting Corp.; Lon King of Peters, Griffin, Woodward Inc. New York; Rod McDonald of Guild, Bascom and Bonfigli, San Francisco, and John Vrba, Fourth Network.

Also on Monday afternoon will be a discussion of merchandising campaigns including Dick Paul, WAVY-AM-TV Norfolk, Va.; Robert Werden, U. S. Borax, Los Angeles; Art Garland, General Electric Stations, Schenectady, N. Y., and Leo Gutman, Four Star Distribution, New York. This discussion will be followed by a panel on promotion of special and sports programs including Steve Libby, Infoplan, New York; Alex Kennedy, CBS-TV; John Mileham, KTVH(TV) Wichita, Kan., and Paul Sheldon, Gulf Oil Corp., Pittsburgh. Monday's program will be completed with a discussion on graphic arts featuring Paul Woodland, WGAL-TV Lancaster, Pa.; Edwin L. Jay, WAGA-TV Atlanta; R. O. Trautwein, Multilith-Addressograph, San Francisco, and Dean Smith, a designer from San Francisco.

Tuesday Plans ▪ Tuesday (Nov. 19) activities will feature three discussions on humor in broadcasting with Stan Cohen, WDSU-TV New Orleans; Alan Alch, Alan Alch Inc., Los Angeles; Paul Lindsay, WIND Chicago; John Asher, Golden West Broadcasters, Hollywood; Norman S. Ginsburg, CBS Radio Spot Sales, New York; Carl Hixon, Leo Burnett, Chicago; George Stantis, KFMB-TV San Diego; Don Garrett, Screen Gems; Steve Fox, KOA-TV Denver, and Charles Cash, WSB-TV Atlanta.

David Klemm, WXYZ Detroit, will present BPA "On-the-Air" promotion awards at a luncheon Tuesday—an event to be followed by a discussion on radio station publicity problems featuring J. W. Axtell, KRLD Dallas; Robert Blake, Westinghouse Broadcasting Co., New York; Dwight Newton, *San Francisco Examiner,* and Bruce Wallace, WTMJ-AM-TV Milwaukee. This discussion will be followed by a panel on TV movies including Donald Peacock, WBAL-TV Baltimore; Gerald Rowe, NBC, New York; Robert Nelson, KNXT(TV) Los Angeles, and Keith Nicholson, KOGO-TV San Diego. Other activities Tuesday will include a BPA member-

ship business meeting, a trade press cocktail party and an evening banquet.

Wednesday activities will start with a discussion of the role of the spot rep, with Robert Adams, WTOP-TV Washington; Avery Gibson, H-R Representatives, New York; Kenneth Mills, The Katz Agency, New York, and Ruth Jones, J. Walter Thompson, New York.

Also on Wednesday morning will be a panel discussion on the advancement possibilities for promotion men, a discussion featuring Fred Birnbaum, WCAU Philadelphia; Don B. Curran, KGO San Francisco; William Stipich, Schlitz Brewing Co., and Jules Dundes, KCBS San Francisco. The closing session of the seminar will take place before noon Wednesday and include a talk on the BPA *Bulletin* by Casey Cohlmia, WFAA-TV Dallas.

Full head of steam for Calif. pay TV

Its stock sale approved and its stock sold out, Subscription Television Inc. is moving ahead full speed to meet its committed deadline of 20,000 homes connected for closed circuit pay TV service in San Francisco and the same number in Los Angeles by July 1, 1964.

Initial service areas in both cities will soon be selected on the basis of population density and economics, plus practical engineering considerations. Contracts with both Pacific Telephone & Telegraph and General Telephone Co. will be submitted to California's public utilities commission for rate approval in the near future.

Plans for signing up subscribers (at a $10 installation cost and weekly service charges of $1, plus whatever is spent for programs) are virtually complete. Reuben H. Donnelley Corp., which will handle all sales and sales promotion, is developing plans, subject to STV approval, for an initial three-pronged attack designed (a) to educate the public about pay TV, (b) to sell the concept of this new in-home program service and (c) to sell STV installations. The second phase will be the continuing job of selling specific programs to be offered on the system's three channels.

To be announced this week is acquisition of a Hollywood studio building capable of providing full color "live" programing, and another building to house STV-assigned personnel of Donnelley and Lear Siegler Service Inc., which will install and maintain STV equipment in subscribers' homes. The company headquarters will remain in the Los Angeles area, although probably not for long in present quarters in Santa Monica.

The problem of obtaining sufficient programing for three-channel service day-in and day-out does not worry STV executives, who point out that unlike other experimental pay TV operations, STV's will be a full-fledged commercial enterprise from the outset, able to develop many programs for itself and to buy others (such as theatrical motion pictures) on a competitive basis, in addition to color coverage of all home baseball games of the San Francisco Giants and the Los Angeles Dodgers for the next five years.

EACH TO HIS OWN JOB

Cronkite cites government 'hobbles' on broadcasting

Walter Cronkite, CBS News correspondent, called for "competitive coexistence" between newspapers and broadcasting in an address last Thursday (Nov. 7) to Sigma Delta Chi, national professional journalism society.

Mr. Cronkite addressed a dinner meeting at the society's annual convention in Norfolk, Va.

Neither newspapers nor broadcasting can do the whole news job that needs to be done in contemporary America, Mr. Cronkite said. Both media are needed.

"Broadcasting is powerful," he said. "It can grab the headline readers, but it cannot do the depth job."

In its journalistic mission, broadcasting suffers from what Mr. Cronkite described as "the well-founded fear of trouble in Washington." He said it was "perfectly ridiculous that a major communications medium should be hobbled" by government controls.

Broadcasting, in Mr. Cronkite's personal opinion (he said he was not speaking for CBS), is "not half free and half slave but all slave."

Press and Local Interest ▪ In a keynote address to the Sigma Delta Chi convention on Thursday, Barry Bingham, editor and publisher of the Louisville *Courier-Journal* and *Times* (WHAS-AM-TV), advocated the formation of voluntary "press council" in individual communities to establish a "dialogue" between newspapers and the public. These councils would be especially useful in cities with newspaper monopolies, he said.

"I would ask such a council to make periodic reports to the public," Mr. Bingham said. "To reach a wide audience, I would put a council session on local television at least four times a year. I would urge that responsible newspaper executives appear on that program, not only to defend but to explain their positions."

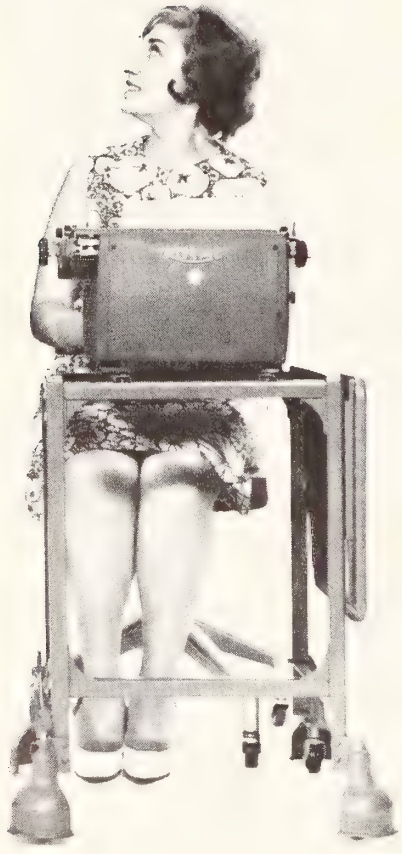
He suggested that a local press council consist of three to five prominent citizens who would command respect. Members would read the local papers thoroughly and analytically and would undertake to read at least three other

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newspapers from other cities for comparison. Anyone active in politics would be disqualified because he would be unable to appraise a newspaper's performance objectively. People of retirement age, whose intellectual interests are still lively, would seem best qualified, he said, although younger persons would not necessarily be excluded.

Mr. Bingham said the creation of public trust "is the only permanent protection against censorship, against governmental control, against any of the other outside influences we dread."

The annual convention, the biggest in Sigma Delta Chi's history, had an attendance of 650 professional and undergraduate members.

Theodore F. Koop, CBS Washington vice president was elected president of the society (see WEEK'S HEADLINERS, page 10).

AM-FM DUPLICATION

Supporters argue it actually helps in growth of medium

Owners of AM-FM stations continue to defend the desirability of having FM stations duplicate the programing of the AM outlet, using the argument of the National Association of FM Broadcasters, the arch opponent of duplication, for support of their own views.

This latest exchange on the duplication question came in reply comments to the FCC's proposed rulemaking to revise its AM allocations policy and provide for a future integrated AM-FM service. The latter provision contains a clause that would restrict FM duplication of AM programing to 50% if the stations are located in cities with a population of 100,000 or more. There was also projected as a long-range goal for separation of the common ownership of AM-FM stations in the same market.

When comments were originally filed last September and support for the rulemaking was small—comments argued the population principle proposed by the commission for AM allocations was too inflexible and that the facets involving FM would be unjust to the AM broadcasters who have suported the development of FM (BROADCASTING, Sept. 16, 23).

Storer Broadcasting Co. last week turned its argument on the comments of NAFMB. Storer attacked the FM association's comments on the ground that they refuted themselves. NAFMB claims that duplication of AM programing has deterred the development of FM and cited the situation in New York as an example. NAFMB said that because of duplication New York has only four independent FM stations. Storer turned the gauntlet by saying that although there are few independents, there is the highest percent of FM receiver ownership in New York. If anything, Storer claimed, this shows duplication has promoted FM growth.

Begging To Differ ▪ Storer also challenged NAFMB's comparison of Chicago FM with that of New York. Storer said NAFMB put the average revenue of the four independent New York FM stations at $48,084 in 1961, while 15 independent stations in Chicago earned an average of $50,805 (NAFMB's reply comments placed the figures at $51,905 and $77,870, respectively).

Storer said these figures, presumably the ones it quoted, don't justify NAFMB's conclusion that the greater number of Chicago independents has led to corresponding increases in revenue.

"It is submitted that the real problem facing the FM service is to retain audience support with programing that is a suitable vehicle for advertising," Storer concluded. Storer suggested that nonduplication is not the answer, but did not suggest an answer.

In its reply the NAFMB said that broadcaster claims (notably the National Association of Broadcasters) that FM provides an indispensable support to AM coverage merely show FM as a superior service, and separate programing is the way to demonstrate its superiority. The association said the sharp increase in receiver sales over the last three years can be attributed to partial separation of programing of some AM-FM stations. Stereo broadcasting is another reason, it said, and AM cannot provide this service.

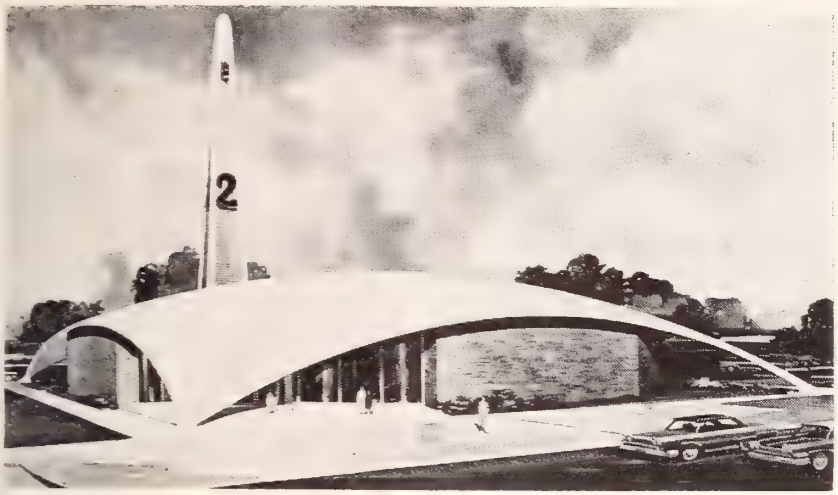
The NAFMB said that if separate programing becomes a reality the increased revenues would be taken from television, not from AM.

The Real Matter ▪ The Association on Broadcasting Standards, criticized the majority of comments on the rulemaking with concerning themselves too much with the FM problem and failing to grasp the real intent of this rulemaking—that is to work out a new allocations standards for AM.

ABS said the problem of adjacent channel and co-channel interference with AM broadcasting "is perhaps the most crucial one facing" the industry. However, ABS noted that its "review of the comments of other parties indicates little, if any, attention has been given to the realities of interference phenomena."

The ABS urged the FCC to hold an en banc hearing on the allocations matter. The association said that it is made necessary by the weight of the commission's proposed abandonment of its policy of acting on applications according to need, in favor of establishing definite population criteria.

ABS would also like to see formed a



KMID-TV moves into futuristic home Dec. 1

The modernistic structure shown above comes from an architect's drawing board, not just his dreams. Designed to house the offices and studios of KMID-TV Midland-Odessa, Tex., the $165,000 building is now nearing completion.

To form the roof, 10,000 tons of concrete were poured in a single day, and its four corners droop to touch the ground and support the building. The walls, which offer no support to the roof, form a perfect octagon, the shape of the building's interior, in which offices surround a large central studio. The structure contains 14,000 square feet of floor space, and an adjacent tower will beam KMID-TV programs to the station's transmitter some 10 miles away.

Designer of the building, scheduled to open Dec. 1, was Crain & Cannon of Odessa. Special structural engineering was handled by Terry & Rosenlund, Dallas, and construction was done by the King & King company of Odessa.

joint industry-government committee to study allocations problems. ABS said that it had arrived at four approaches to the study that it believes are useful:

- Sunrise and sunset propagation transitions are different.
- A simplified skywave propagation measurement program that will be directed towards demonstrating the above.
- Program will consider representative frequencies as well as various path lengths.
- Analyze the data as study progresses adding necessary revisions and further data.

ABS also joined the opposition to the proposed rules governing AM-FM operations. It is a well known fact, the association said, that "duplication of AM and FM programing has brought about substantial benefits to the public."

Kennedy has Ohio media men to lunch

President Kennedy had lunch last week with 20 Ohio publishers and editors, nine of them connected in ownership with radio-TV stations.

Those present who are affiliated with broadcast stations: Paul Block Jr., *Toledo Times and Blade* (Block family also is principal owner of the *Pittsburgh Post Gazette* which owns WWSW-AM-FM and 50% of WIIC[TV] that city). James E. Fain, *Dayton Daily News* and Glenn Thompson, *Dayton Journal-Herald* (the Dayton newspapers are part of the chain owned by James M. Cox Jr. (Cox Stations).

John G. Green, *Canton Repository* (a Brush-Moore newspaper, interlocking ownership with WHBC-AM-FM Canton and WONE-AM-TV and WIFE[FM] Dayton). Clay Littick, *Zanesville Times Recorder* (affiliated in ownership with WHIZ-AM-FM-TV Zanesville and WTAP-AM-TV Parkersburg, W. Va.), Ben Maindenburg, *Akron Beacon Journal* (owns 45% of WAKR-AM-FM-TV that city).

Louis B. Seltzer, *Cleveland Press & News* and Dick Thornburg, *Cincinnati Post & Times-Star* (both Scripps-Howard newspapers associated with Scripps-Howard Stations). Robert H. Wolfe, *Columbus Dispatch* (WBNS-AM-FM-TV that city).

CBS gaining 2 stations

Two currently unaffiliated stations will join CBS Radio Dec. 1, it was announced last week by the network. They are WJAN Ishpeming, Mich., operating with 5 kw on 970 kc daytime, and WDSR Lake City, Fla., on 1340 kc with 1 kw-D, 250 w-N.

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COMMISSION MOVES TO CUT RED TAPE

Staff given wider discretion in station transfers

The FCC last week launched its long-awaited campaign to reduce its backlog of pending cases.

Its primary target: 150 pending station transfers. And the method of attack is to give the staff wider authority, at least temporarily, to operate under its delegations of authority.

FCC Chairman E. William Henry is expected to discuss this development in letters to key members of Senate and House who have often complained about the commission's mounting backlogs. Details of the procedural change were not immediately available last week. Commission officials, however, said basic delegations of authority were not changed.

A major complaint by some commissioners has been that the staff has too often brought cases to the commission for decision that the staff had the authority, under delegations of authority, to handle.

Petty Problems ▪ However, in many instances, the formal delegations have been limited by detailed instructions, with the result that the staff has brought comparatively minor problems to the commission's attention.

It's understood that the commission in effect told the staff to ignore the limiting instructions and not let "minor" details hold up action on pending transfers.

One commissioner said the action, in a sense, amounts to a vote of confidence. "We told the staff to exercise their authority with the assurance that we would back them up."

He added that there will undoubtedly be cases that are "so close" the staff will want to get a decision from the commission. But in the vast majority of cases, he said, the staff should be able to act on its own.

The staff is expected to operate under its basic delegations, unfettered by special instructions, for up to 90 days. In the meantime the commission hopes to devise new instructions which will express the agency's aims without leading to new delays and backlogs.

One kind of case on which the staff will be able to act with greater dispatch involves the three-year rule. This rule, which prohibits the sale of stations held less than three years, provides for some exceptions. However, the staff normally brings all three-year cases to the commission for a decision on waiving the rule. The staff was instructed last week to act on all cases clearly coming under the exceptions.

Move On Radio ▪ In another development in the FCC's effort to reduce its backlog, the commissioners were reported planning to discuss this week a revised program reporting form for radio stations. There were even some indications the commission might be prepared to take definite action on a new form, on which some work has been done (BROADCASTING, Nov. 4).

Officials say this project is a much simpler one than that involving television. It was not certain, however, whether the commission would simply adopt a new form for radio, as a conclusion to the outstanding rulemaking proceeding on program reporting forms, or put the proposed document out for further comments.

The commissioners feel that a new reporting form for radio which would provide more meaningful information than that which applicants now can provide would help speed the renewal application processing.

There were no developments last week on other aspects of the commission's antibacklog campaign.

▪ Work on revising the TV program reporting form was at a standstill.

▪ No action was taken on proposals to liberalize guidelines followed by the staff in considering renewal applications.

▪ And the proposed procedural change that would require licensees to apply for renewal six months ahead of their renewal date instead of three (BROADCASTING, Nov. 4), was not even on last week's agenda.



GIVE 'EM WHAT FOR

Swafford charges industry created its fearful plight

If broadcasters had more vigor, confidence and maturity "we wouldn't right at this moment be standing around, wringing our hands, while the FCC proceeds to kick hell out of us," Thomas Swafford, president of KDEF-AM-FM Albuquerque, N. M., told the Oregon Broadcasters Association Nov. 1.

The industry, he said, is gripped in "fear—galloping, growing, withering fear. Fear of competitors, fear of creditors, fear of cancellations, fear of failure. . . . And most of all, fear of government."

A former CBS vice president and general manager of the network's WCAU Philadelphia for 11 years, Mr. Swafford said broadcasting is being governed by the "very whims of a very small group of very willful men." But, he said, the industry is responsible for permitting this condition to exist. "As a group, we are forever forced into the unhappy role of defending the weakest, shabbi-

est, most unscrupulous member in our midst. . . . And, constantly on the defensive, we're operating at half strength," he said.

"We as broadcasters, particularly in radio, present a picture of disunity and disorganization." State associations adopt resolutions often completely counter to a position taken by the National Association of Broadcasters, Mr. Swafford said. He pointed out that only half the radio stations belong to the NAB and less than 40% to the NAB radio code. "The rest are content to stand outside, making faces through the window," he told the Oregon broadcasters. "You don't build strength that way. Divided, we'll never fight off the continuing intrusions and incursions by the federal government."

Mr. Swafford said that he is disturbed by a lot of things about the NAB. "But, if I'm going to change any of the things I disagree with, I'll have to do it from within the organization," he said.

He termed FCC Chairman E. William Henry's recommendations in the Omaha report on local TV programing (BROADCASTING, Oct. 28) a "condescending, paternalistic, Hamiltonian philosophy."

The FCC should be more concerned over the growing number of stations "wallowing in red ink" than an alleged overcommerialization in broadcasting, Mr. Swafford said. Stations with heavy commercial schedules are the successful stations financially able to offer better programing to the public, he said. Chairman Henry's position on commercial practices is "not only built on a wobbly and woefully inadequate base, but on a completely fallacious conception of how broadcasting works in this country," he said.

Addressing the same Oregon convention, NAB Vice President Howard Bell said the time has come for the industry to get off the defensive and "accentuate the positive."

FTC is a little slow in answering its mail

A station that failed in three efforts to get official Federal Trade Commission word on its policy toward broadcasters' promotion of ratings has now made a fourth effort—also unavailing as of last Thursday.

The efforts came to light last week when WMCA New York released a copy of a letter—the most recent epistle in the series—sent by Stephen B. Labunski, WMCA vice president and general manager, to FTC Chairman Paul Rand Dixon. Mr. Labunski's letter recapitulated WMCA's series of requests, gave up on those, and posed a new one.

It all started, the letter said, after the FCC's June 13 public notice on the use of ratings called attention to a "public notice issued this day" by the FTC. Here's the chronology as given by Mr. Labunski:

On Sept. 16 WMCA wrote to the FTC asking for two copies of the public notice, giving the date and the subject matter. No answer. On Oct. 4 another request was sent. On Oct. 10 a letter arrived in which the FTC said it may have sent the wrong material the first time—material that was never received—but that new material was enclosed. The new material was something else. In a third letter, on Oct. 14, WMCA tried again, and a week later it got back, not the public notice it had asked for, but a news release on the subject.

"This press release," Mr. Labunski told Chairman Dixon, "reiterated the very admonition which has concerned us all along, to wit: 'If a broadcaster claims that a survey proves that he has a certain percentage of the listening audience in his territory, and investigation discloses that the claim is false and deceptive, the commission will take vigorous action to prohibit the claim.' "

Mr. Labunski's letter continued:

"Since we are unable to obtain a copy of the FTC's 'public notice' on the subject of ratings, let us pose a specific question which is of prime importance to us at the moment."

Mr. Labunski then listed "the latest overall ratings for New York radio," from Pulse and Hooper reports. He noted that both services put WMCA in first position, but that Pulse gave WMCA a 20% advantage over the No. 2 station and 42% over No. 3, while Hooper put WMCA 4% ahead of a different No. 2 and 62% ahead of a different No. 3. He continued:

"While we have always recognized that ratings are not the only criteria for programing or sales, we must still face the reality that most advertisers continue to seek some sort of objective—that is, statistical—standards in arriving at their decisions.

"Do you see any reason why WMCA cannot, in the light of the above ratings, claim to be the station with the largest radio audience in New York?"

The letter, with copies to all FCC members was sent to Chairman Dixon Oct. 31. As of last Thursday afternoon—no answer.



NAEB HAS ITS OWN TABLE

UHF allocations plan, produced by computer, is offered in place of 'hand made' FCC table

The National Association of Educational Broadcasters, using a computer, has designed a UHF table of assignments containing some 600 more allocations than the UHF plan recently proposed by the FCC.

NAEB President William G. Harley unveiled the table at a news conference last week as a rival to the proposed FCC table, on which industry comments were invited two weeks ago (BROADCASTING, Oct. 28).

The NAEB is urging the commission to adopt the computer-drawn plan as "a new basic table" of allocations. It also says the FCC should use computer methods in the solution of future allocations problems. The association feels its pioneer computer study has proved the computer superior to conventional methods of making allocations.

The NAEB table (which is reprinted in full beginning on page 102), contains some 2,600 assignments, 900 of which would be reserved to meet "minimum" ETV needs. None of the 2,365 new assignments would affect the 202 commercial and educational UHF stations now operating or holding construction permits. Also untouched are the 584 VHF assignments.

The FCC's proposed table provides for 1,975 UHF assignments. Of these, 600 would be reserved for education. The existing allocations table contains about 1,600 UHF assignments, including 230 set aside for ETV. These latter are in addition to the 100 VHF channels reserved for education.

All 'Taboos' Considered ▪ Unlike the experimental table the NAEB designed by computer last winter, the current proposal is said to embody all constraints and "taboos," including those resulting from international agreements with Canada and Mexico. The association's so-called feasibility study resulted in a saturated table of 3,298 assignments (BROADCASTING, Jan. 21).

The NAEB has informally asked the commission to issue the computer-drawn plan as an alternative to the one fashioned manually by the FCC staff. If this request is turned down, the association will submit the plan in the form of a comment in the rulemaking proceeding involving the UHF table.

Mr. Harley said the NAEB feels the FCC plan falls short of meeting the future needs of ETV. He also said the association believes the computer-drawn table does a better job than the commission's in solving allocations problems of commercial stations. "Although there is a considerable amount of time necessary to prepare basic input information and computer programs, the actual assignment procedure was conducted in a matter of hours," the NAEB said in an accompanying report.

Mr. Harley said the NAEB plan contains more channels than the FCC's because of the capacity of the computer to work faster and more efficiently than engineers using conventional techniques.

Recommendations ▪ The report recommends that the commission adopt NAEB's table and that it use computer techniques in conducting periodic reexamination and possible reallocation of unoccupied UHF channels. The association noted that the data used to program its study is available to the commission.

The data, stored on magnetic tape, includes information on 1,596 separate locations, covering virtually all of the inhabited areas of the country, indicating population, relative sizes of communities, shared uses by contiguous political subdivisions, and FCC engineering rules and regulations.

NAEB also recommends that the ETV reservations contained in the table be considered only as meeting the "minimum educational needs." The report said the unreserved channels should be held available for either commercial or educational applicants "without a prejudgment that a number of educational reservations fixed at this time can serve all future educational needs."

In this connection, the NAEB rejected an FCC contention that the 2,500 mc band, recently made available to educa-



New NBC grant to ETV

NBC Board Chairman Robert W. Sarnoff last week announced a $250,000 contribution from NBC to Community Television of Southern California. The money will go toward construction of an educational UHF in Los Angeles.

Mr. Sarnoff said: "NBC has always given strong support to the proper development of educational television, both as an urgently needed instrument of instruction and as a resource for intellectual and cultural stimulation."

It was reported last August that CBS had contributed a total of $250,000 to CTSC for assistance with educational television (BROADCASTING, Aug. 26).

tors for point-to-point service, would relieve some of the pressure for new ETV channels. NAEB said that although the band would be used, the demand for broadcast television to serve prime educational needs would continue to increase.

FCC Studying Plan ▪ FCC officials, who were fully informed of the work being done by the NAEB, said the commission decided to issue its own table without waiting for the computer-drawn plan because of "pressure" to put out an expanded table. The FCC table had been in preparation for 2½ years.

Commission engineers are now making a detailed comparison of the two tables. When this job is completed, officials said, the FCC will decide what action is warranted. This could include issuing the NAEB table as an alternative proposal or making revisions in the FCC plan.

The NAEB, in selecting reserved allocations, considered statewide television plans developed for ETV, NAEB surveys of educational need and other data indicating needs for educational needs. A number of communities were provided with at least two ETV channels; some were allocated as many as four.

The association said that in selecting 1,596 locations for UHF channels, it used as a basic list all locations with a population of at least 10,000. However communities with smaller populations were included if they had demonstrated an interest in ETV or if they were located in sparsely populated centers not likely to be covered by other facilities.

In addition, some communities of more than 10,000 were deleted if they were considered suburbs of large cities. In some cases, a number of communities were lumped together in market areas, such as Minneapolis-St. Paul.

General Plan ▪ In general, the computer was directed to provide 3 channels for communities of up to 50,000; 5 for communities of from 50,000 to 150,000; 7 for communities of from 150,000 to 500,000; 9 for communities of from 500,000 to 2 million; 11 for communities of from 2 million to 5 million; and 13 for communities of over 5 million. In each case, existing VHF and UHF licenses and construction permits were considered in determining the number of new assignments to be made.

The NAEB study was conducted by a staff headed by Vernon Bronson, in cooperation with the Jansky and Bailey Broadcast-Television Division of Atlantic Research Corp. The project was financed by a $40,000 grant under the National Defense Education Act, through the U.S. Office of Education. The same source made a $55,000 grant for the NAEB feasibility study last year.

NAEB delegates will find 'government' on agenda

The 39th annual convention of the National Association of Educational Broadcasters will be held in Milwaukee's Hotel Schroeder next week (Nov. 17-20). And, like commercial broadcasters, NAEB members plan to devote a lot of time to government matters.

Featured speakers closing day will be FCC Chairman E. William Henry (at the annual banquet) and Arthur Sylvester, assistant secretary of defense for public affairs. Other government officials on the program include John Bystrom, undersecretary of the Department of Health, Education and Welfare for ETV; Harold Kassens and Lawrence Frymire of the FCC, and Thomas Clemens and John Brugger of the U. S. Office of Education.

NAEB President William Harley will speak on the opening day of the convention and all phases of educational radio and TV will be covered in various panels and group meetings. An NAEB official said that advance registrations are three times higher than for the 1962 convention. Approximately 700 delegates are expected in Milwaukee.

Rogers wants delay on FCC license fees

BUT COMMISSION DOESN'T GIVE HIM YES OR NO

Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, has asked the FCC to suspend the effective date of its plan to assess licensing fees until "further action" on the issue by Congress.

The effective date of the license-fee rule is Jan. 1. Pending before Representative Rogers's subcommittee is a bill (HR 6697) he introduced that would prohibit the commission from levying fees unless specifically authorized by Congress.

Representative Rogers made his request in a letter to FCC Chairman E. William Henry. It's understood that the commission, at its meeting last week, decided against a flat yes or no answer.

Instead, Chairman Henry was delegated to inform Representative Rogers of the "difficulties" that would be encountered in delaying the effective date. Commission officials noted that a considerable amount of work has been done preparing for implementation of the license-fee rule—all of it geared to a Jan. 1 starting date.

Hearings Expected In 1964 ▪ In his letter to Chairman Henry, Representative Rogers said the subcommittee expects to schedule hearings on his bill



"at the earliest possible time, which conceivably could be in the early part of 1964."

He added that "it would be advisable for the effective date . . . to be suspended until public hearings can be held before the subcommittee. . . ."

He said that the licensing-fee matter is "highly controversial" and added that "there is serious doubt as to whether or not the Federal Communications Commission has the authority to exact the proposed charges. . . .

"Under the circumstances, I would respectfully request that the commission suspend the effective date of the order . . . and that no license fees be fixed or charged until further action by the Congress of the United States."

The license-fee order, which affects virtually all nonbroadcast licensees as well as broadcasters, was adopted by the commission on a 5-2 vote in May (BROADCASTING, May 13). It provides for a top fee of $100 which would be charged for television applications for new stations, major changes, renewals assignments of license and transfers of control. The charge for AM and FM applications in these categories will be $50. In all, the schedule is designed to provide a return to the U. S. Treasury of an estimated $3,843,000 yearly.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval.*

▪ KSO Des Moines, Iowa: Sold by Larry Bentson, Joseph L. Floyd and Edmund R. Ruben to Whitehall Stations Inc. for $435,000. Whitehall Stations is the license of WTAC Flint, Mich., and is principally owned by Gene Milner with the balance held by Philadelphia interests. Mr. Milner, a native of Des Moines, is former sports announcer with KRNT and KCBC Des Moines and WIP Philadelphia. Paul Evans, formerly general manager of WHCT(TV) Hartford, Conn., and before that sales manager of WIP, will be manager of KSO, succeeding Frank McGivern who will remain with the BFR group in an executive capacity. BFR stations in addition to KSO are KELO-AM-TV Sioux Falls, KDLO-TV Florence, KPLO-TV Reliance, all South Dakota; WLOL-AM-FM Minneapolis and WKOW-AM-TV Madison, Wis. KSO, founded in 1921, operates on 1460 kc with 5 kw fulltime. Broker: Hamilton-Landis & Associates.

▪ KWRE Warrenton, Mo.: Sold by Harry H. Coon to Vernon J. Kaspar for $105,000. Mr. Kaspar owns WILO-



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AM-FM Frankfort, Ind. KWRE operates on 730 kc with 1 kw daytime only. Broker: Hamilton-Landis & Associates.

▪ KOVR(TV) Stockton, Calif.: Application by Metromedia Inc. filed to sell to McClatchy Broadcasting Co. for $7,650,000. Broker: Blackburn & Co. (corrected item; BROADCASTING, Oct. 7).

APPROVED ▪ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 98).

▪ KMON Great Falls, Mont.: Sold by A. L. Glasmann group to L. A. Donohue and George Buzzas for $270,000 and agreement not to compete. Messrs. Donohue and Buzzas own several drive-in theaters in the Great Falls area. Principals in the Glasmann group own KLIX-TV Twin Falls, Idaho; KALL and KUTV(TV) Salt Lake City, KLO Ogden, Utah; KGEM Boise, Idaho; KOPR-AM-TV Butte, Mont., and KIMN Denver. KMON is a fulltime station on 560 kc with 5 kw.

No en banc hearing for WDKD

The U. S. Court of Appeals has denied the motion for a full, nine-judge en banc hearing requested by WDKD Kingstree, S. C., in its appeal from an FCC decision denying renewal of its license (BROADCASTING, Sept. 9, Aug. 26, July 15). The court has also authorized the American Civil Liberties Union to participate in the argument, scheduled for Nov. 19 in Washington. The ACLU ruling was made by Circuit Judges David L. Bazelon and George T. Washington; Judge Wilbur K. Miller dissented to the action.

Hartke introduces presunrise radio bill

Legislation to permit daytime stations to conduct presunrise operations was introduced Wednesday (Nov. 6) by Senator Vance Hartke (D-Ind.). Senator Hartke said the bill, S 2290, "applying only to the morning hours, is thus not in conflict with the thinking of the FCC currently."

The commission announced a proposed rulemaking last year that would "make daytime operations available under certain circumstances between 6 a.m. and sunrise," Senator Hartke explained. The agency previously opposed authorizing 5 a.m. to 7 p.m. and 6 a.m. to 6 p.m. hours, he said.

The House in 1962 passed the same bill Senator Hartke introduced last week, he pointed out.

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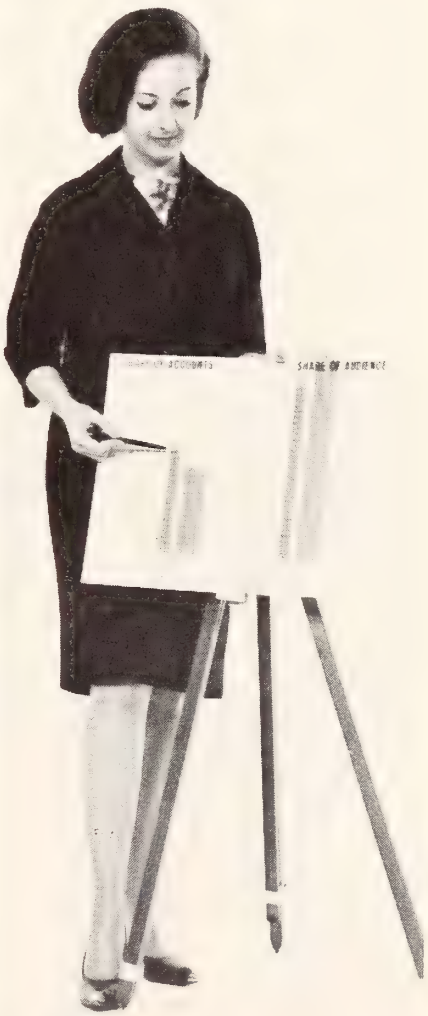
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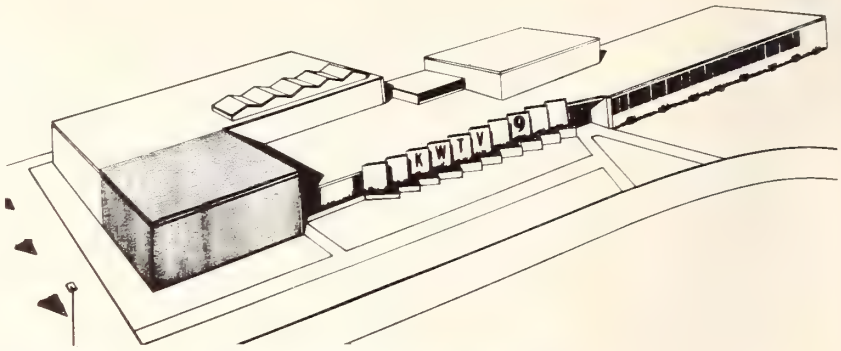
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KWTV (TV) plans studio expansion

A six-month, $450,000 studio expansion program has been announced by KWTV(TV) Oklahoma City.

A 72 by 76 foot studio will be added, complete with transistorized broadcasting and recording equipment. A separate control room and facilities will also be incorporated, according to Edgar T. Bell, executive vice president and general manager of the CBS affiliate. KWTV, on channel 9, is licensed to Oklahoma Television Corp.



lic service programing to meet the needs of the area with important or even vital morning information" because in some areas extreme seasonal changes in daylight hours may allow stations to sign on no earlier than 7:15 a.m. on the eastern edge of a time zone and if on the western edge, as late as 8:45 a.m.

Senator Hartke noted that with about 1,850 daytime stations in operation, approximately 40% of these are located in areas not receiving primary service from stations permitted unlimited operation.

The senator announced before heading for a radio conference in Geneva last month that he intended to introduce this legislation upon his return (BROADCASTING, Oct. 14).

Applications filed for 6 Kentucky ETV's

The Kentucky State Board of Education has filed six applications for UHF noncommercial educational stations in a further step toward establishing a statewide ETV network.

The applications were for new stations on channel 17 in Bowling Green, channel 54 in Covington, channel 33 Hazard, channel 26 in Madisonville, channel 36 in Morehead, and channel 33 in Murray. Construction of the six outlets is estimated to cost $2,156,838. The first year's operating expense is estimated to be $123,200.

The board of education also plans to file applications for channel 78 in Ashland and channel 14 in Pikeville. It has already filed for channel 46 in Lexington and channel 26 in Somerset. The only ETV station presently operating in Kentucky is WFPK-TV (ch. 15) Louisville. WFPK-TV is licensed to the Louisville Free Public Library and it will not be part of the ETV network.

Seattle conferees hear Hurley speak on ETV aid

Educational TV interests from five Northwestern states met in Seattle last Friday (Nov. 8) with the subject of federal aid for ETV the primary topic of consideration. John Hurley, deputy assistant to the undersecretary of the Department of Health, Education & Welfare for ETV, explained the government program and how the various states could apply for financial aid.

HEW has granted five applications for federal funds and 33 others currently are pending. The money, granted on a matching basis, may be used either for the construction of a new station or improvement of an existing outlet. Participating in the Seattle conference were representatives from Washington, Idaho, Montana, Oregon and Alaska.

Mr. Hurley is a former broadcaster and Washington attorney for NBC.

Broadcaster litigation may go to local courts

A bill that would permit broadcasters to appeal FCC actions to U. S. courts of appeal located where they reside or do business instead of in Washington was introduced by Representative Robert T. Ashmore (D-S.C.) last week.

Representative Ashmore said "the right of the appellant to make his appeal within the area in which he resides or maintains his business is fundamental. . . . The right should not be denied because an agency is involved."

A broadcaster who has fought an extensive FCC appeal battle through the courts and the commission for many years, and who has sought this change in the law, was in Washington last week and, as a constituent of Representative

Ashmore, was believed to have been behind the legislation. Walter J. Brown, principal owner of WSPA-TV Spartanburg, S. C., recently began operations from a new transmitter on Hogback Mountain, where he had wanted it since he applied for a construction permit in 1953 (BROADCASTING, Oct. 28).

Related legislation has been offered in the past, but it is believed that this bill, HR 9031, is the first proposal to specify appellate actions from the FCC. Senator Strom Thurmond (D-S.C.), for example, sponsored S 2398 in 1961, a bill that would apply to all agencies, and introduce it again Thursday (Nov. 7) in broadened form as S 2294.

Representative Ashmore's bill was referred to the House Commerce Committee last week. The congressman said he would request hearings on it "in the near future."

Media reports...

New studios ▪ WNLC New London, Conn., has moved into new studios on Foster Road in the Waterford industrial triangle, but will maintain its business office in the Mohican hotel.

Move to tower ▪ WCKY Cincinnati, in the Sheraton-Gibson hotel since 1939, is moving studios and offices to the fifth floor of the Carew Tower. A long-term lease for the new space has been signed and the station will move in early 1964.

Satellite exchanges ▪ ABC-owned WBKB(TV) Chicago has participated with the BBC in London in two-way exchanges of medical programs via both the Telstar and Relay satellites Nov. 4 and 6.

Extra color ▪ KHJ-TV Los Angeles stepped up its colorcasting activities last week from the usual 25 hours to more than twice that much time in the station's second "Colorbration Week" of the fall. The weeks, with all of the motion pictures and some other programs broadcast in color, are tied in with special color promotions of RCA, which sponsors a six-hour colorcast session on KHJ-TV on Saturday afternoons of the special weeks.

Goldenson named '64 Gold Medal recipient

Leonard H. Goldenson, president of American Broadcasting - Paramount Theaters Inc., will receive the 1964 Gold Medal bestowed annually by the International Radio and Television Society in recognition of outstanding contribution to broadcasting and broadcast advertising.

The medal will be presented at the society's anniversary banquet on March 4, 1964, at the Waldorf-Astoria in New York, Sam Cook Digges, IRTS's president, announced last week. (Mr. Digges is administrative vice president, CBS Films).

The gold medal award, begun in 1960, has been given to: Brigadier General David Sarnoff, RCA board chairman, 1960; President Kennedy and Richard M. Nixon, 1961, for their readiness to participate in the now historic TV Great Debates; Dr. Frank Stanton, CBS Inc. president, 1962, Bob Hope, 1963.

Agency surveys farmers' reliance on radio

The higher-powered regional stations continue to dominate the farm radio audience, according to a study by W. D. Lyon Co., agency in Cedar Rapids, Iowa. The mail study was conducted last June by Dr. J. Robert Miller, marketing director of the agency, and was based on usable returns from 555 farmers within a 100-mile radius of Des Moines.

The reliance of farmers on radio is claimed with 99% of the respondents

How's this for overcommercialization?

A comparative hearing on the applications of United Artists Broadcasting and TVue Associates for new stations on channel 23 in Houston has been ordered by the FCC and may prove to be quite a contest of program proposals.

TVue plans to present a different program every minute from 9 a.m. to 7 p.m., with a 10-second commercial with each show. Shows mainly offer informational vignettes, news, travelogues, etc. This would total 3,100 commercial spots per week, with an added 504 noncommercial announcements. The commission said the TVue failed to demonstrate that it had adequately determined Houston's need for this unusual approach to programing, which TVue calls this application, "Day-Vue."

The commission also wishes to "look behind the corporate veil" of UAB and consider the character of the parent company United Artists Corp. United Artists is currently involved in a number of antitrust suits and has in the past been found guilty on such charges, the FCC said.



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WBT chief's gift in 'living color'

The faithful employe or persevering boss usually earns a watch or a plaque for long service. This, in turn, breeds another presentation publicity picture for the already high stack on the editor's desk. But Jefferson Standard Broadcasting Co. came up with an eye-opener when it marked the 30th anniversary of its president, Charles H. Crutchfield. There was the oversized birthday cake and the warbling of "We Love You, Charlie" by the entire complement of Jefferson Standard officers.

Then, as a gift from the entire staff, a huge carton was wheeled in. Smiling in anticipation as he noted the stamp "RCA Victor Living Color Television," Mr. Crutchfield ripped away the packing tape. Out stepped a "set," as perfectly carved as any cabinet maker would want, and clad in a fetching sunsuit. Mr. Crutchfield (right) was assisted in the uncrating by Personnel Director Bill Melson.

Jefferson Standard stations are WBT-AM-FM, WBTV(TV) Charlotte, N. C., and WBTW(TV) Florence, S. C.



reporting radios in their homes, 78% with car radios; 18% with radios in trucks; 18% with radios in barns; 23% with transistors for use away from homes and barns; 3% with radios on tractors, and 8% with radios in other places such as shops.

Peak times for farm radio listening in the surveyed area are 12 noon to 12:30 p.m. and from 6:30 a.m. to 7:30 a.m.

Ocean City to get CATV

The construction of a $250,000 community antenna TV system at Ocean City, N. J., for H&B American Corp., Beverly Hills, Calif., was announced last week by Jerrold Electronics Corp., Philadelphia CATV manufacturer. The 12-channel system is expected to begin operations in March, with full operations by May 1964. It will receive all four Philadelphia channels and four from New York. H&B American is principally owned by RKO General and is the owner and operator of a group of CATV systems throughout the U. S.

Comment sought on maps

The publication of an AM frequency allocation map book is being considered by Smith Electronics Inc., Brecksville, Ohio. Aiming to take up the slack left by the discontinuance of the allocation map series put out by the Cleveland Institute of Electronics, SEI will

Questions on legality and ethics of merchandising

The legality and the ethics of station-financed merchandising aids to advertisers was questioned last week by Robert F. Hurleigh, president of MBS, in the November issue of the network's newsletter, *Of Mutual Interest*.

Referring to ethical considerations, Mr. Hurleigh observed: "Is it fair, ask the dissenters, that one advertiser should receive merchandising aids while another does not and yet pay an equal amount for their time? Or is it that the medium itself is so timid that it cannot sustain its own price structure and crumbles at the sight of money?"

On the legality of merchandising aids, Mr. Hurleigh said he had "heard the thought expressed that the concept could well be a violation of some antitrust provision or of the Robinson-Patman Act and that a test case (if one had the courage to bring the matter into court) might well end the practice once and for all."

put out similar publications for FM and TV if the AM version meets with success.

SEI is now trying to determine broadcaster demand for the updated AM allocation maps. Response should be directed to SEI at 8200 Snowville Road, Brecksville.

In need of donations

Paul Fisher, executive secretary of the Freedom of Information Center at the University of Missouri, has issued a call to preserve all aspects of news freedom and access in the mass media. The center is almost out of money, he said.

Mr. Fisher told the Missouri Broadcasters Association earlier this month that although the center serves broadcasters as much as other media, its chief media support has come from publishers. He said the center is separate from the university and receives no funds from that source.

Quick on the trigger

KLOC, a new daytimer in Ceres, Calif., claims to have set a new speed record for getting on the air. The FCC sent a telegram granting KLOC program authorization, and from the time Western Union called, the station said, only two seconds elapsed until the country-and-western outlet was broadcasting a prerecorded inaugural program.

KLOC is licensed to Redchester Broadcasters, a firm owned by Chester Smith and Corbett "Red" Pierce. The 500 watter is on 920 kc and is represented nationally by Ewing Radio.

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FINANCIAL REPORTS

SCREEN GEMS HITS NEW PROFIT HIGH

Earnings are $3.8 million on income of $64.3 million

New highs in sales and earnings were attained by Screen Gems Inc. during the fiscal year ended June 29, it was announced last week. At the same time proxy statements were mailed out for the annual meeting of stockholders Nov. 26 in New York.

Highlights of the year include formation of Screen Gems-Columbia Music Inc. (BMI) and Colgems Music Corp. (ASCAP) in the music publishing and record manufacturing fields; the agreement with former President Harry S. Truman for a series of 26 half hours for TV on historic decisions made by him during his years in the White House: 16 programs on national TV, and a new Hanna-Barbera cartoon series for national spot.

Screen Gems, which is 89% owned by Columbia Pictures Inc., owns KCPX-AM-FM-TV Salt Lake City and WAPA-TV San Juan and WOLE-TV Aguadilla, both Puerto Rico.

The stockholders meeting will be asked to reelect 10 directors, ratify and approve employes' retirement program, ratify and approve option granted to Harry Ackerman, vice president, for 1,500 shares of common stock, elect independent public accountant and auditor, and conduct other business.

In the proxy statement, aggregate remuneration for top executives for fiscal 1963 is given as follows:

A. Schneider, president $52,000; Leo Jaffe, chairman, finance committee and first vice president, $30,333.16; Jerome Hyams, executive vice president and general manager, $52,000; William Dozier, vice president, $62,400; John H. Mitchell, vice president, $51,550; Harry Ackerman, vice president, $70,200. Messrs. Schneider and Jaffe are Columbia Pictures executives and the amounts shown constitute the one-third remuneration charged to Screen Gems. Other officers also have deferred benefits payable after termination of active employment.

12 months ended June 29:

	1963	1962
Earned per share*	$ 1.50	$ 1.37
Television film rentals, commercial sales and other income	64,376,983	52,188,900
Amortization of film costs and independent producers' and participants' shares	42,301,536	34,915,567
Shares to Columbia Pictures Corp. and affiliated companies	8,812,172	5,961,698
General, administrative and selling expenses	5,503,564	4,235,016
Interest expense	197,057	13,430
Income before taxes	7,562,654	7,063,189
Provision for federal, state and foreign taxes	3,762,386	3,596,895
Net income	3,800,268	3,466,294

*Based on 2,538,400 shares outstanding as of June 29.

3M shows earnings increase

A 9% increase in sales for the nine months of 1963 over the same period in 1962 has been reported by Minnesota Mining & Manufacturing Co. 3M President Bert S. Cross expressed confidence that another record sales and

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earning year for the company will result from operations during the fourth quarter. The 3M Co. owns Mutual Broadcasting System.

Nine months ended Sept. 30:

	1963	1962
Earned per share	$ 1.24	$ 1.13
Sales	564,115,122	515,694,783
Net income	64,900,008	59,163,578

Reeves earnings up $111,000 in nine months

The Reeves Broadcasting Corp., New York, reports that its earnings for the nine-month period ended Sept. 30 exceeded net profits for the same period last year by approximately $111,000. The firm last week released figures showing that earnings for the past three quarters came to $146,000, as opposed to $34,900 for 1962.

Reeves owns WUSN(TV) Charleston, S. C.; KBAK(TV) Bakersfield, Calif.; and WHTN(TV) Huntington, W. Va. It also furnishes sound recording and video-tape services and facilities through its studio division in New York.

Nine months ended Sept. 30:

	1963	1962
Earned per share	$ 0.104	$ 0.025
Gross revenue	4,013,000	3,573,900
Pre-tax income	293,000	72,000
Net profit	146,000	34,900
Cash flow	510,600	449,500

Macfadden-Bartell has 12% increase in net

Macfadden-Bartell Corp., New York, last week reported that net sales for the past three quarters were up 12% — an increase attributed, in part, to a 208% rise in cash flow from the organization's broadcast operations.

Macfadden-Bartell, primarily a publishing group, owns WADO New York, WOKY Milwaukee and KCBQ San Diego. It also holds a franchise to try out the Teleglobe pay TV system in Denver.

Nine months ended Sept. 30:

	1963	1962
Earned per share*	$ 0.77	$ 0.21
Net sales and revenues	19,156,715	17,092,336
Expenses	17,765,437	17,281,767
Operating profit or (loss) before depreciation	1,391,278	(189,431)
Depreciation	154,115	213,531
Net income or (loss) after taxes**	1,237,163	(402,962)
Cash flow generated from operations	1,391,278	(189,431)
Number of shares outstanding	1,591,472	1,943,598

*Based on 1,591,472 shares outstanding, compared to 1,943,598 same period last year.
**No provision for federal and state income taxes necessary because of tax loss carried forward.

Standard Kollsman has drop in sales and net

A decrease in sales and earnings by Standard Kollsman Industries Inc., Melrose Park, Ill., for the nine months of 1963 ended Sept. 30 was attributed by Raymond F. Ryan, treasurer, to cutbacks in government orders for navigation equipment and losses by the company's electric blanket division.

Nine months ended Sept. 30:

	1963	1962
Earned per share*	$ 0.16	$ 0.95
Net sales	55,087,907	67,656,430
Net income before tax	738,389	3,796,979
Net income after tax	350,350	2,138,899

*Based on 2,254,296 shares outstanding at end of each period.

Transcontinent TV's income up, net down

Transcontinent Television Corp. revenues were up but net income was down for the nine months of 1963 which ended Sept. 30. In a $38.5 million transaction, TTC is selling all its stations except WDOK-AM-FM Cleveland. Buyers are Taft Broadcasting, purchasing Buffalo, Kansas City and Scranton, Pa., radio and TV outlets; Midwest Television, Bakersfield, Calif., and Time-Life, San Diego (BROADCASTING, Sept. 23). The sale awaits FCC approval.

Nine months ended Sept. 30:

	1963	1962
Earned per share	$ 0.48	$ 0.63
Broadcasting and other revenues	11,609,941	11,265,933
Total expenses	9,737,035	8,757,071
Income before income taxes	1,872,906	2,508,862
Income taxes	1,007,000	1,391,000
Net income	865,906	1,117,862*

*Before loss of $87,451 on sale of land.

Zenith sales, earnings reach 45-year heights

Forty-five year records in sales and earnings for both the third quarter and nine months were reported last week by Zenith Radio Corp. The Chicago firm also announced that sales volume in September was the highest of any month in Zenith history with the fourth quarter expected to hit still another all-time high.

Zenith said 1963 will be the fifth consecutive year in which it has sold over a million black-and-white TV sets. Color set sales are running double for those of last year. Zenith subsidiary Rauland Corp. is now producing color TV tubes but the yields have not reached expected levels, Zenith noted.

Nine months ended Sept. 30:

	1963	1962
Earnings per share	$ 1.37	$ 1.28
Total sales	257,907,000	227,006,000
Net earnings*	12,570,000	11,591,000

*After federal income taxes of $14,640,000.

Teleprompter earnings near $4 million mark

Teleprompter Corp. last week reported earnings of $77,065 on revenues of $3,919,070 for the nine months ending Sept. 30. This earning figure, which includes operation of businesses to be disposed of and special gain from property sales, represents 10 cents a share. Comparable figures for the first

nine months of 1962 are unavailable because of changes in depreciation tax rates.

The company has negotiated the sale of three divisions in Cherry Hill, N. J., and the transaction hinged upon stockholders' approval at an annual meeting Nov. 8 in New York.

Capital Cities shows 41% increase in income

Capital Cities Broadcasting Corp. had net income for the first nine months of 1963 that was 41% higher than the same period in 1962. In addition to its broadcasting stations, Capital Cities has a 40% interest in New York Subways Advertising Co.

Nine months ended Sept. 30:

	1963	1962
Earned per share	$ 1.06	$ .75
Net broadcasting income	12,068,594	10,946,957
Broadcasting expense	7,393,377	6,945,879
Depreciation	864,958	993,645
Interest and financing expense	878,598	1,011,988
Total special charges*	116,496	———
Income before taxes	2,815,165	1,995,445
Income taxes	1,493,369	1,056,248
Net income	1,321,796	939,197

*Includes fees re acquisition of Buffalo stations of $62,780, and expenses re issuance of shares on exercise of warrants of $53,716.

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PROGRAMING

STATIONS TALK BACK

WMAL-TV, KBAT tell commission 'equal time' seekers are going too far in their requests

Two stations in different parts of the country have demonstrated that some broadcasters won't be bullied on questions of their fairness in airing controversial issues.

In Washington last week, WMAL-TV made the point in replying to a letter from the FCC passing on a complaint about the station's alleged unfairness in its coverage on the Aug. 28 civil rights march on Washington.

The station not only said that the complaint, made by the Rev. Dr. Carl McIntire, was baseless; it said the commission should not even require licensees to respond to such "reckless and unsubstantiated" charges.

In Texas, KBAT San Antonio, rejected a request from a citizens group for transcripts of "all" programs dealing with controversial subjects in which the group is interested as well as for a blank check for "free and equal time" to reply. The group had cited the commission's July 26 statement on the fairness doctrine in making the request.

KBAT, in a letter that won official FCC endorsement, said commission policy does not require compliance. KBAT sent copies of its correspondence with the group—the Citizens Association of San Antonio—to the commission for comment on the station's interpretation of the fairness doctrine.

Dr. McIntire's Complaint ▪ The FCC, in its letter to WMAL-TV, said Dr. McIntire complained that the station, in its coverage of the Aug. 28 march, broadcast views on controversial subjects but did not "present any views opposed to those expressed in said broadcasts."

Dr. McIntire is president of the International Council of Christian Churches as well as of the American Council of Christian Churches. His complaint about WMAL-TV was apparently a follow-up to a letter he wrote to the FCC two months ago. At that time he said that the ACCC's opposition to the march on Washington had been virtually ignored by all but two Washington area stations (BROADCASTING, Sept. 30). He said this was a violation of the commission's fairness doctrine and asked for an investigation.

Fred S. Houwink, vice president and general manager of WMAL-TV, in his reply to the commission's letter, declared: "The Evening Star Broadcasting Co. (licensee of the station) does not feel that it is in the public interest to require licensees to respond to complaints as reckless and unsubstantiated as the one here involved."

He said Dr. McIntire has apparently made "the astonishing charge that none of the stations complained against" has carried views opposed to those expressed in the speeches at the time of the march. "To the best of our knowledge," he added, Dr. McIntire hasn't substantiated that charge.

Complainants Should Have Facts ▪ He said that "just as a licensee should explain his conduct when a factually substantial complaint has been lodged so a complainant should be required to furnish plausible grounds for an alleged grievance as a condition to requiring a licensee's response."

Mr. Houwink said that if Dr. McIntire had attempted "to determine the facts," he would have discovered that in WMAL-TV's coverage of the march, as well as in numerous local and network shows carried before and after the event, the station presented "the points of view of those basically op-



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posed to the positions expressed during the civil rights march."

The problem posed for KBAT did not involve a specific program. Rather, the citizens association ticked off a number of issues in which it is "vitally interested," such as United Nations, states' rights, and federal aid, then made its request for transcripts of "all proposed programs dealing with such subjects and an opportunity for free and equal time to answer."

W. R. McKinsey, general manager of the station, in his reply, said that compliance with such a request would not only be "utterly impracticable, but I do not feel this was the intent of the Communications Act, nor subsequent interpretations of that Act by the commission."

Quotes Commission ▪ Mr. McKinsey recalled that the commission, in discussing fairness doctrine questions, told two Alabama stations (BROADCASTING, Sept. 23) that licensees have 'considerable discretion as to the techniques or formats to be employed and the spokesmen for each point of view. . . .

" 'Thus, with the exception of the broadcast of personal attack,' " Mr. McKinsey said, quoting the commission, 'there is no single group or person entitled as a matter of right to present a viewpoint differing from that previously expressed on the station.'

" 'Where the licensee has achieved a balanced presentation of contrasting views, either by affording time to a particular group or person of its own choice or through its own programing, the licensee's obligations under the fairness doctrine—to inform the public—will have been met.' "

Mr. McKinsey went on to note that the commission's July 26 statement on the fairness doctrine has been modified to indicate that stations carrying controversial programs need not provide time for reply to "all" groups. As it now reads, the statement requires that time must be offered spokesmen for "other" groups for the expression of "contrasting viewpoints."

And KBAT, Mr. McKinsey said, has "always presented . . . what it feels to be a fair and unbiased reporting of public affairs. We feel this responsibility to our listeners, not only as a mandate set down by Section 315 of the Communications Act but as responsible broadcasters in the free enterprise system."

Commission's Reply ▪ The commission late last week assured KBAT its interpretation of the fairness doctrine was correct. In a letter to Mr. McKinsey, it said, "the commission has carefully reviewed the correspondence you have furnished and it appears that your understanding of the discretion and judgment properly to be exercised by the licensee as recognized and affirmed by the fairness doctrine is correct."

Mr. McKinsey's letter hasn't answered all questions that have been raised by the fairness doctrine and the July 26 statement "clarifying" it.

Lee Ruwitch, past president of the Florida Association of Broadcasters, for instance, complained last week that the statement is discouraging broadcasters from editorializing. Mr. Ruwitch, in a letter to the FCC, specifically mentioned the requirement that stations commenting on an issue in a political campaign send copies of the pertinent continuity to all candidates with an offer of time for reply. He said this requirement would frighten broadcasters into taking the easy way out—that is, abstain from all comment during an election.

FCC officials said this is one of a number of questions concerning the fairness doctrine that will be covered in a primer now being prepared. Officials hope the primer, which would attempt to "clarify" the doctrine, will be released by January, before the 1964 political campaigns get into full swing.

3 Southern stations bypass 'East Side'

A dramatic offering on CBS-TV's new series, *East Side/West Side* (Monday 10-11 p.m. EST), that dealt with a Negro couple's problems in a Harlem slum and featured Negro stars (except for cast regular George C. Scott who plays a social worker) was cleared for telecast on Nov. 4 by about 132 stations, but was not shown by three other affiliates.

Ironically, CBS-TV officials acknowledged last week, the program series of late has been subject of a concentrated and successful effort to obtain additional station clearances in key markets across the country.

It was reported that three stations in the South did not clear the program, entitled "Who Do You Kill?," that was previewed for affiliates on Oct. 31. The stations: WTOK-TV Meridian, Miss; WAGA-TV Atlanta, and KSLA-TV Shreveport, La.

WTOK-TV later explained that the Monday night time was utilized for election eve broadcasts that had been ordered a month before. It pointed out the pre-emptions also blacked out such other Monday regulars as Danny Thomas, Andy Griffith and *To Tell The Truth*.

WAGA-TV said that its decision was made after careful consideration, and it was determined that the telecast would "impair the excellent progress" already made in the area of race relations.

KSLA-TV explained that its decision

Rerun of rerun

The resale value of some syndicated series is pointed up in a report issued last week by Pierre Weis, vice president and general sales manager of Economee Television Programs, on *Highway Patrol*. Since its initial release to TV in 1955, *Highway Patrol* has been sold in 175 first-run markets and subsequently has been bought by 75 stations for repeat showings. Mr. Weis noted that many of the stations have bought the series for as many as six and seven runs. Multiple-run purchasers, he said, include KTVU (TV) Oakland-San Francisco; WABC-TV New York; WBRC-TV Birmingham, Ala.; KTTV(TV) Los Angeles; KBTV(TV) Denver; WAGA-TV Atlanta and WWL-TV New Orleans.

was based on the need to clear time for political broadcasts in connection with the then pending state elections.

CBS station clearance officials say the series will be expected to increase its station lineup. When it first went on the network this fall, the program was not fully sponsored and though Mr. Scott, a dramatic actor, was known he was not immediately recognizable as "a Danny Kaye, for example."

PAM seeks court order against USDA service

A private news service has asked a federal court for an injunction against the Department of Agriculture, AT&T and Secretary of Agriculture Orville Freeman to prevent the Agriculture Department from furnishing its farm marketing service to private users.

The action was initiated by the Private Agricultural Marketing News Corp. (PAM) which operates such a service out of New York. PAM claims that Agriculture's service, which was opened to all customers Aug. 1, puts the federal government into competition with private business, violates some of the provisions of the Communications Act, and is operating illegally.

The Agriculture Department has been operating a private marketing service to its field offices for many years and it was offered to private users last summer at no charge except that the customer must pay line charges. These connections are made through AT&T.

Protests to the FCC were filed by the American Newspaper Publishers Association and some individual newspapers. The commission held that it could not act since this involved another federal agency.

PAM claims that AT&T has not filed a tariff with the FCC on this service, and that the exclusive arrangement with AT&T is illegal; that while it must collect an 8% federal excise tax from its customers, subscribers to Agriculture's service pay no such tax, and that a federal agency is using tax money to compete with a commercial service.

ASCAP, radio group start negotiations

The first negotiations for new ASCAP radio music licenses to replace those expiring Dec. 31 were held last week. They consisted of an exchange of views and an agreement to meet again in December for a resumption of negotiations.

Although no details were given, it was assumed that the "exchange of views" was sufficiently explicit to give both sides a basis on which to prepare in the next few weeks for more detailed bargaining when the December meeting is called.

The All-Industry Radio Music License Committee, representing radio stations, has made clear through its chairman, Robert T. Mason of WMRN Marion, Ohio, that it intends to press for substantial reductions in current rates for radio station use of music licensed by the American Society of Composers, Authors and Publishers (ASCAP). ASCAP has been expected to push for higher rates.

All-industry committeemen at the session, held Wednesday in New York, were Chairman Mason; George W. Armstrong, Storz Stations; Robert D. Enoch, WXLW Indianapolis; Herbert E. Evans, Peoples Broadcasting Stations; John J. Heywood, WLW Cincinnati; J. Allen Jensen, KSL Salt Lake City; William S. Morgan Jr., McLendon Stations; Elliott M. Sanger, WQXR New York, and Calvin J. Smith, KFAC Los Angeles. They were assisted by Emanuel Dannett and William W. Golub of McGoldrick, Dannett, Horowitz & Golub, counsel to the committee.

The ASCAP delegation included Jack Bregman, treasurer of the society, and Herman Finkelstein and Bernard Korman, counsel to ASCAP.

Swapping setup approved

A reciprocal agreement providing for the swapping of personnel and facilities has been signed by Robert Lawrence Productions Ltd., Toronto, and Video Pictures Inc., New York.

The two production firms will be expanded by the agreement, with VPI representing RLP in the U. S. for its Canadian work and the Toronto company reciprocating for VPI in Canada.

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SHEA AND TOWER SWAP POSITIONS

TV music license committee changes leaders

Hamilton Shea, chairman of the All-Industry Television Station Music License Committee, and Charles Tower, vice chairman, traded places last week.

Mr. Tower, who is executive vice president of Corinthian Broadcasting, was elected chairman of the all-industry group and Mr. Shea, who is president and general manager of WSVA-TV Harrisonburg, Va., was elected vice chairman.

The new chairman was named at Mr. Shea's request at a committee meeting Wednesday (Nov. 6) in New York. Mr. Shea noted that he already had served almost three years as chairman and said his station is in an expansion program that will require more of his attention in the immediate future.

He pointed out that as vice chairman Mr. Tower has been closely associated with him in leadership of the committee's affairs and that Mr. Tower's office is in New York, "where most of the [committee's] legal, court and research activity" takes place.

The change came as the committee awaited a hearing, ordered by the U. S. Supreme Court, of the committee's appeal from an adverse lower-court ruling in its rate litigation with the American Society of Composers, Authors and Publishers (BROADCASTING, Oct. 28).

The committee is seeking a new form of ASCAP music license that will not require TV stations to pay ASCAP directly for its music when used in future syndicated programs and feature films. The U. S. southern district court in New York ruled that ASCAP could not be required to issue this type of license, and the second circuit court of appeals refused to hear the appeal—until overruled by the Supreme Court last month.

A Strain ▪ In explaining his decision to step down, Mr. Shea said that "although I have a fine staff at WSVA-TV" there were times during the past three years when committee business put "a strain on my responsibilities" at the station. Now, he said, WSVA-TV "has embarked on some expansion plans which will make it wise for me to stick closer to home for some time to come."

He said he had "not begrudged a minute of this [committee] service because I am so firmly convinced that this is the negotiation where we must exert every legal means, no matter how long they take, to bring our payments for the use of music on local television stations to a fair and reasonable amount."

Mr. Shea said the new chairman is "completely up to date on our activities" and "starts his chairmanship right on top of our latest positions on objectives and strategy for the future." He also stressed Mr. Tower's "wide industry experience and acquantance, and his present responsible operating position," as adding to "his fine qualifications as the spearhead of the industry efforts in the future."

"Personally," Mr. Shea continued,

Thurmond swings again at fairness doctrine

Senator Strom Thurmond (D-S.C.) last week raised the spectre of network regulation in his continued attacks on the FCC and "left wing broadcasters" over the commission's public notice on fairness (BROADCASTING, July 29, et seq.).

In an insertion in the *Congressional Record* Tuesday (Nov. 5) Senator Thurmond said, "The public is already subjected to a constant barrage of left wing broadcasts by the three major radio and television networks. If this so-called fairness doctrine is to be applied by the FCC with fairness, it would be well to begin applying the doctrine with the broadcasts of the networks because of the monopoly which the networks have on national broadcasting."

Senator Thurmond, a member of the Senate Communications Subcommittee, has been one of the sternest congressional critics of the fairness statement. Even before it was issued, he confronted CBS President Dr. Frank Stanton at a hearing on equal time with charges that his network, among others, was slanting racial news (BROADCASTING, July 1).

The senator came to the defense of *The Manion Forum*, which broadcast a vigorous criticism of the fairness statement Oct. 27, and said the program "is one . . . which has already felt adverse effects from FCC intimidation of local radio stations. . . ."

The broadcast said the FCC notice requires "every broadcaster who wishes to be fair, either to expose himself to unbearable sanctions by the commission or to cease expressing or broadcasting views on controversial subjects." What this adds up to, the *Forum* continued, is "that a cease and desist order has been made against all local programs which criticize the policies of the federal government."

"I am very grateful for the many letters and words of encouragement I have received from television station operators over the past three years and for the unstinting help and cooperation of every member of the committee on every occasion. I look forward to my continued participating in committee activities as time permits."

Republican complains about ABC's 'Crisis'

A charge that the ABC-TV broadcast *Crisis: Behind a Presidential Commitment* was not a true documentary but "in fact, partly a staged performance," was made last week by Charles J. Conrad, minority floor leader of the California state assembly. Mr. Conrad, a Republican from Sherman Oaks, made the charge in a letter to William E. Miller, Republican national chairman, urging him to demand an FCC investigation of the program.

"I have worked in the motion picture and television industry for many years," Mr. Conrad wrote, "and am confident that anyone familiar with broadcasting techniques will concur in my opinion . . . On the other hand, millions of viewers must have taken it to be a completely factual and spontaneous presentation. The administration which calls for 'truth in advertising' for shaving soap and beer commercials apparently has no such scruples when it involves prominent members of the Democratic party. . . .

"The situation should be cleared before the presidential campaign," Mr. Conrad concluded. "Otherwise we may witness the staged recreation of a conversation over the hot line to Moscow a few days before the November election giving the impression that Mr. Kennedy single-handedly averted nuclear war."

Westinghouse conference draws 300 to Cleveland

More than 300 leaders in broadcasting, government, education and entertainment are in Cleveland this week for the fifth Westinghouse Broadcasting Co. Conference on Public Service Programing to be held since 1957.

The theme of the three-day conference, which begins today (Nov. 11) is Communications and Communities. Activities include panel sessions, seminars and "shirt sleeve" working sessions.

Among the top government officials scheduled to address the conference are FCC Chairman E. William Henry, Secretary of State Dean Rusk, who will give a background briefing on world affairs, and Francis Keppel, U. S. Commissioner of education.

TIO shoots holes in 'violence' test

Television Information Office has mounted a counterattack against a *Look* magazine article "What TV violence can do to your child."

The Oct. 22 article by Albert Bandura, PhD, a Stanford University psychologist, described an experiment which purported to show that children will copy aggressive behavior patterns seen on TV.

The experiment involved 96 children, divided into four groups. Three groups witnessed aggressive behavior against a "Bobo" doll—one group saw real-life adults, another saw a motion picture of an adult attacking the doll, and the third saw a motion picture, projected through a TV set, in which an adult disguised as a cartoon cat attacked the doll. The fourth group saw no aggressive action.

According to Dr. Bandura, the three groups which witnessed aggressive behavior were "twice" as aggressive as the fourth group.

TIO, in its rebuttal of the article, which has been sent to TIO sponsor stations for "apropriate local use," criticized it on several points including: "A Bobo doll is made to be struck." The toy "is made precisely for the purpose of being knocked around by children." The experiment was "direct instruction in violence," TIO continues and asks "Wouldn't a similar demonstration on how to hit a punching bag or how to kick a football have similar results?"

The article states that the three groups exhibited "twice as much aggression" as the control group but does not say how much or what kind of aggression the control group exhibited, TIO observes in calling the experiment a "highly artificial situation."

TIO further criticizes the experiment because no parents were present. The article states that "most parents quickly suppress any learning that conflicts with what they consider desirable conduct." TV's impact, it continues, can only be isolated and measured "when parental influences are removed." TIO counters that "what a child will do under normal conditions cannot be projected from his behavior when he is so carefully isolated from normal conditions and influences of society."

Harold Mendelsohn, PhD, director of research at the University of Denver's School of Communication Arts, in a letter to *Look* said the fourth control group should have included the presence of a parent of each child in the TV situation "in order to measure the countervailing influence of Bandura's very own point about parental

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supervision and discipline. It is quite appropriate to expect that parental presence would have reduced the observed aggressiveness significantly."

Dr. Mendelsohn concludes his letter, ". . . it is difficult to see what purpose was served by publication of [the] article—other than a play for sensationalism by one medium of mass communication in its competitive battle against another considered to be an arch foe."

Dr. Mendelsohn submitted a research plan to TvB in 1960 which was selected for publication in *Television and Human Behavior,* published this year by Appleton-Century-Crofts.

Jefferson Productions expands its operations

In its first outside program assignment, Jefferson Productions Inc., Charlotte, N. C., has assumed production of the *Gospel Singing Caravan* hour series, it was announced last week by John P. Dillon, sales manager of JP.

The program, which is owned and distributed by Sing Recording Co., Atlanta, has been sold in more than 40 markets, according to A. O. Stinson, sales manager of Sing Recording. The series spotlights four singing groups.

Jefferson Productions is owned by the Jefferson Standard Broadcasting Co., which owns and operates WBT-WBTV(TV) Charlotte and WBTW(TV) Florence, S. C. It produces and syndicates *The Arthur Smith Show* and JP facilities are available for outside program productions and for the making of TV commercials.

'Bingo' in 57 markets

TV Bingo, a live program (by Idea Research and Development Corp., Santa Rosa, Calif.), has been sold to KTLA (TV) Los Angeles; WLAC-TV Nashville, Tenn.; KTUL-TV Tulsa, Okla.; CJOH-TV Ottawa; KGNS-TV Laredo, Tex.; WLTV (TV) Bowling Green, Ky.; WZZM-TV Grand Rapids, Mich.; WIMA-TV Lima, Ohio; WDSU-TV New Orleans; WHO-TV Des Moines, Iowa; WKRG-TV Mobile, Ala.; KOAT-TV Albuquerque, N. M.; KPAC-TV Port Arthur, Tex.; WTVY(TV) Dothan, Ala.; KFBB-TV Great Falls, Mont. Show is now in 57 markets.

Film sales . . .

15 Feature Films (Westhapton Film Corp.): Sold to WABC-TV New York.

Debbie Drake (Banner Films): Sold to WDAU-TV Scranton, Pa.; WSJS-TV Winston-Salem-Greensboro, N. C., and WEHT(TV) Evansville, Ind.

Bold Journey (Banner Films): Sold to WSIU-TV Carbondale, Ill.; KIMA-TV Yakima, Wash., and WSUN-TV St. Petersburg, Fla.

Tarzan Features (Banner Films): Sold to WGAN-TV Portland, Me.; WSBT-TV South Bend, Ind.; WFGA-TV Jacksonville, Fla.; WDSU-TV New Orleans; WTVJ(TV) Miami; WSM-TV Nashville; KLZ-TV Denver; WANE-TV Fort Wayne, Ind.; KCRA-TV Sacramento, Calif.; WTIC-TV Hartford, Conn.; WTCN-TV Minneapolis-St. Paul; WBAL-TV Baltimore; KUTV(TV) Salt Lake City; WDAF-TV Kansas City, Mo., and KTVK(TV) Phoenix, Ariz.

Detectives (Four Star): Sold to WCSC-TV Charleston, S. C.; KTTS-TV Springfield, Mo.; KCPX-TV Salt Lake City and KSBW-TV Salinas, Calif. Now in 90 markets.

Cimarron City (MCA TV): Sold to WCNY-TV Carthage-Watertown, N. Y. and KAIT-TV Jonesboro, Ark.

Crusader (MCA TV): Sold to KTTS-TV Springfield, Mo.

NBC-TV cancels football because of segregation

The Blue-Gray game, a football fixture on NBC-TV since 1954, will not be telecast nationally this year.

The network said it was advised by the Blue-Gray Association of Montgomery, Ala., the sponsoring organization, that Negro players would not be eligible to participate in the game. No Negro player has played in the charity game in the nine years it has been on NBC.

As a result of the association position, NBC said it decided not to televise the Dec. 28 contest. The decision, according to the network, was made with knowledge of the sponsors, Gillette through Maxon, and Chrylser Corp. through Young & Rubicam.

Gillette and Chrylser also co-sponsor the Rose Bowl game on NBC-TV, and Gillette is a participating sponsor on ABC-TV's American Football League games.

Mostel signs for series with Screen Gems in '65

Screen Gems has signed Broadway star Zero Mostel to a three-year exclusive contract calling for a weekly half-hour series for the 1965-66 season and for specials, it was announced last week by Jerome Hyams, vice president and general manager of Screen Gems.

My Hyams said that a series starring Mr. Mostel originally planned for 1964-65 (BROADCASTING, Aug. 26) had to be shelved because of his commitment to the long-running Broadway show, "A Funny Thing Happened on the Way to the Forum." Meetings now are underway discussing the possibility of two 90-minute specials, which could be filmed or tapped in New York while the comedian continues his Broadway performances.

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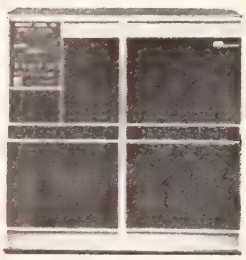
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CHANGES FOR THIS SEASON AND NEXT

Networks plan ahead and make changes in current season

The TV networks continue to look to their programing, not only for this season, but for the one that's far ahead—the 1964-65 season that starts in the fall of 1964.

Next season: CBS-TV announced it has selected the "first new series of the 1964-65 season." The program is *The Jones Boy*, a half-hour comedy series, created by Arne Sultan and Marvin Worth and which has a fix-it shop as the backdrop (BROADCASTING, Aug. 26).

The network said that a rough cut of the pilot had been viewed by James T. Aubrey Jr., president of CBS-TV; Michael Dann (vice president-programs), Roger F. Lewis (vice president-programs, Hollywood), and Hunt Stromberg (vice president-program development, Hollywood) after which the decision to go into production with the series was made.

CBS Movie? ▪ Mr. Aubrey indicated that CBS-TV has begun discussions on adapting the series for a "full-length theatrical film." The CBS-TV president said that on the basis of what he'd seen in Hollywood of the pilot, the series "looks like a sure-fire television hit."

The network said that Messrs. Sultan and Worth—represented in negotiations by NRB Associates—would undertake no further network writing assignments on the *Judy Garland Show*. Production has begun on *The Jones Boys*. CBS-TV said flatly that the decision was to place the series on the network schedule next year. Mickey Shaughnessy is said to have a starring role.

This season: NBC-TV announced officially its replacement for *Redigo* (Screen Gems) that will be dropped after Dec. 31 in the Tuesday, 8:30-9 p.m. period. The new show will be a nighttime version of a game program now seen in the daytime hours (Monday-Friday 3:30-4 p.m.)—*You Don't Say!* It is co-produced by Bill Yagemann and Ralph Andrews in association with Desilu Productions, and originates in Burbank, Calif.

Brown & Williamson Tobacco Corp., now the advertiser on *Redigo*, will sponsor the game show. The tobacco firm's agency is Post-Keyes-Gardner.

Also at NBC-TV, it's now firm that Colgate-Palmolive has decided to drop *Harry's Girls* (produced by MGM-TV) a week or two after the first 13-week cycle. It was reported that the *Jack Paar Show* may be extended to a 90-minute format with Colgate the sponsor of the first 30 minutes (*Harry's Girls* now is seen Friday, 9:30-10 and is followed by Jack Paar). D'Arcy is the agency.

At CBS-TV, it appeared that *Glynis* will be replaced by a new Allen Funt program that has the working title of *People and Places* (CLOSED CIRCUIT, Nov. 4). The new program is expected to go on the air around the first of the year. The time period is Wednesday, 8:30-9 p.m.

Affiliates contribute to ABC Radio's 'Flair'

ABC Radio's *Flair Reports* daily feature series of current events is moving toward wider coverage of local events throughout the country by using vignettes contributed by the news staffs of the network's affiliated stations.

Co-producers Frank Maguire and Ivan Ladizinsky have announced that in response to their request for cooperation from affiliated stations, the program has "averaged from 20 to 30 phone calls a week from affiliate news directors." They added that many of the leads provided by the affiliates have resulted in stories, and, in some instances, locally use originated actuality broadcasts have been carried on *Flair Reports*.

Starting late this month, *Flair Reports* will attempt to complete total integration of local and network staffs by broadcasting closed circuit information at regular intervals to ABC Radio's affiliate news directors. This will include specific requests for affiliate contributions for use the following week.

Networks to bid on NCAA rights Dec. 17

The National Collegiate Athletic Association, whose $10.2 million, two-year contract with CBS-TV expires next month, will pick a network for 1964 and 1965 at bidding in New York, Dec. 17.

The NCAA announced details last Thursday (Nov. 7) of a two-year plan, beginning in 1964, to telecast 29 major college football games annually. The major change over the plan now in effect is that small colleges will be permitted to telecast their games on as many outlets as they can arrange. In the past, they were restricted to only two stations.

The NCAA plan calls for telecasts of major college games on 13 Saturdays and on Thanksgiving Day each year. Nine of the 14 dates will consist of a single game carried nationally. On the remaining dates four games will be telecast on a regional basis only. One Saturday in December, at completion of the regular season, also was reserved by NCAA for possible telecast of a college division playoff.

Sinatra golf coverage on special TV hookup

First annual Frank Sinatra invitational golf tournament from the Canyon Club in Palm Springs, Calif., on Nov. 10-11, is being covered by KHJ-TV Los Angeles for two hours each day and fed to a special network including the other RKO General TV stations, WOR-TV New York and CKLW-TV Detroit-Windsor; KPLR-TV St. Louis; KCTO-TV Denver; KPIX(TV) San Francisco and KOGO-TV San Diego.

The telecasts were offered for sponsorship, with all proceeds from the tourney to go to the Frank Sinatra Charities Foundation, which supports youth clubs throughout the world.

The pro finals were held Nov. 10, with pro-celebrity day today. Gene Littler, Sammy Snead, Jimmy Demaret and Julius Boros are among the pros competing. Bing Crosby, Phil Harris and other stars have joined their host, Frank Sinatra, in the celebrity contestant part of the two-day meet.

Music publisher formed

Walter Reade-Sterling Inc., a film entertainment company, and the Frank Music Corp., both in New York, have announced plans to form a jointly owned music publishing subsidiary, Walter Reade-Sterling Music Corp. The new firm will deal with international music rights obtained primarily from motion picture sources.

Frank will have complete management control over the new firm, while Walter Reade-Sterling will supply copyrights to its film scores and sound tracks. Frank has been active in the Broadway musical and publishing fields, and Walter Reade-Sterling produces and distributes films for theatrical, TV and educational use.

New Triangle radio series

Triangle Program Sales, syndication arm of the Triangle radio and TV division, has announced national distribution of *Window on Washington*, a daily radio news series.

The segments—five five-minute programs daily and a fifteen minute special for weekends—of spot news coverage

State court refuses to act on radio spot

A Pennsylvania judge has told protesting Democrats in Allegheny county that the state court has no jurisdiction over "allegedly objectionable matter" which is broadcast since "it appears" radio and television have been "pre-empted" by the federal government.

Ed Boyle, Democrat incumbent for county district attorney, protested a radio spot run for Republican Robert Duggan, which allegedly depicted Pittsburgh as a corrupt city. The spot was based on an Aug. 5 story in the *Pittsburgh Press*, which reportedly quoted mobster Joseph Valachi, according to GOP testimony. The Republicans said the statement had not been part of Valachi's testimony before a Senate hearing.

A voice which sounded like Senator Joseph S. Clark (D-Pa.), was also used on the spot, describing "sleazy law enforcement" in Allegheny county.

On Nov. 1 the Democrats sought to enjoin the GOP from running the spot on WWSW and WRYT, calling it "malicious, false propaganda."

Friedman, Susman & Baime, Pittsburgh agency for Mr. Duggan, reported that the spot was being used on seven stations while the case was being argued.

According to the agency, it fashioned a statement from newspaper articles on Valachi's testimony before the Justice Department. "We fashioned a statement uttered by a voice that was designed to sound like a precise quote. We admit that for dramatic effect we used dramatic license and this voice and statement became part of a one-minute spot."

On election eve, Nov. 4, Judge David Olbum, of the State Court of Common Pleas said, "In reaching our conclusion, it is not necessary for us to discuss the question whether this court has the power to enjoin the broadcast of allegedly objectionable material by a radio broadcasting station which is licensed by an agency of the U. S. government, and is subject in its operation to the rules and regulations promulgated by the FCC. It might appear that the entire field of radio and television broadcasting has been pre-empted by the federal government."

On Tuesday (Nov. 5), Mr. Duggan was elected.

and interviews also will be heard on the five Triangle AM stations: WFIL Philadelphia, WNHC New Haven, Conn.; KFRE Fresno, Calif.; WNBF Binghamton, N. Y., and WFBG Altoona, Pa.

Program notes...

New NBC daytimer ▪ NBC-TV plans on Dec. 30 to start *Let's Make a Deal*, an audience-participation game show that will replace *People Will Talk*. The new prize show will be broadcast Monday through Friday at 2-2:25 p.m. EST and will feature Monty Hall as host.

Christmas show ▪ Seven Arts Associated Corp., New York, plans to put into distribution for the holiday season a half-hour TV special, *Mahalia Jackson Sings the Story of Christmas*. The program will feature Miss Jackson singing seven Christmas carols.

Christmas sounds ▪ SESAC announced last week the new "Sounds of Christmas" package consisting of five LP albums with more than 60 Christmas selections. The package, which includes music and scripts for 13 five-minute programs, is now available to broadcasters at $19.95.

Pilot show ▪ A pilot for a new half-hour comedy series, *Take Me To Your Leader*, will go into production next Monday (Nov. 18) at MGM-TV. Bert Gordon, who created the series with Robin Estridge, will produce the pilot, with Will Hutchins as star. The series is aimed for the 1964-65 season on ABC-TV.

Wolper agreement ▪ Wolper Productions will be able to use footage of Deutsche Wochenschau Productions in its TV programs under an agreement made by David L. Wolper, president of the Hollywood documentary production organization, with Manfred Purzer, chief editor and managing director of the German newsreel company. The German company will be able to draw on the Wolper archives for its own use. First Wolper production to use the German company's material will be *Berlin: Kaiser to Khrushchev*, an hour program being produced for UA-TV.

Radio today ▪ Woodgate Associates, Buffalo, N. Y., is offering a new radio transcription library service called "Radio Today." Among the library's offerings are identification jingles, thematic logo beds, sound effects and comedy vignettes. Woodgate has branch offices in Miami, Kansas City, Mo., and Chicago.

Coming up roses ▪ A series of nine five-minute radio shows called *Rose Bowl Report* is being packaged by National News Service, Hollywood. The series—which will be aired Dec. 23 through Jan. 1—will feature interviews with coaches, players and others involved in the football classic.

New free offer ▪ Records with 10 short interviews with authors and "other interesting people" are being distributed free by Ted White Productions, 345 W. 88th Street, New York. At least one *Assignment: People* record will be mailed out to recipient stations each month, but only one station a market will qualify for the radio series.

Crime special ▪ 20th Century-Fox TV has produced an hour special on the history of organized crime in the U. S., *Anatomy of Crime*, and has begun syndication of the program for television. Drawing from Fox Movietone newsreel and TV news film footage, the special follows crime in this country from pre-prohibition to the current Cosa Nostra investigations.

French pact ▪ Seven Arts Associated Corp., New York, has a publishing arrangement with Libraire Hachette in France to produce a reference library of practice materials for home study in conjunction with the TV series, *En France*, 26 half-hour French language instruction-entertainment programs now on 60 stations. The series is being presented by Seven Arts Associated Corp. and Time-Life Broadcast Inc. The books and records — a home-study course kit—is being offered on TV at the price of $24.95.

TV series ▪ TV producer Robert Herridge plans to produce a series of six full-hour TV dramas for presentation on Metropolitan Broadcasting stations. Production of the taped series, to be called *Stages Seven*, is expected to start this month with a premiere anticipated in December.

Cliff hangers ▪ Embassy Pictures is releasing to TV a new *Sons of Hercules* series of 13 color feature films, E. Jonny Graff, vice president in charge of TV, has announced. The features may be programed in full-length or as one-hour versions for "cliff-hanger" showing, Mr. Graff said.

Comedy to pay TV ▪ RKO General Phonevision announces that its subscription TV system in Hartford shortly will present a taped program of "Tchin-Tchin," a comedy that played on Broadway last season. The play was taped

Newsmen turn answermen at KNX

An innovation in the Southern California radio news scene was introduced Nov. 4 when KNX Los Angeles started its *Noon Hour News,* a 60-minute mid-day news program which includes not only hard news and in-depth news analysis, but also 30 minutes of audience participation. Listeners may telephone questions to the newscasters about the news KNX has just reported.

Four KNX reporters cover the local scene each morning, reporting from the county board of supervisors; the mayor's office; the city council chambers and on news conferences and stories outside the city's civic center. Each of the quartet contributes taped phone or shortwave reports each day. Al Downs, KNX day news supervisor, is editor of *Noon Hour News,* supervising the editing and compilation of local news plus integrating it with national and international reports from CBS correspondents (KNX is a CBS-owned station).

At noon in Los Angeles, it is 3 p.m. on the East Coast (the stock market has closed for the day and most business news has been made) and evening in Europe. This means that the *Noon Hour News* can give Los Angeles listeners a wrap-up on much of the day's final news from the rest of the world.

But the real innovation is the second half-hour, during which the newsmen are on the spot, trying to answer whatever questions their listeners phone in to them.

during an actual performance on Oct. 25 at the Cocoanut Grove Playhouse near Miami. The production was by VHF Inc.

'Lux Radio Theater' revival? ▪ Gotham Recording Corp., New York, reports it hopes to bring *Lux Radio Theater,* a dramatic radio series that began in the late 30's, back to the airwaves. Herbert Moss, Gotham president, said he is attempting to obtain needed clearances preparatory to distribution to stations.

Science show ▪ ABC-TV will schedule *Science All-Stars,* a program showcasing the scientific achievements of children, in its Sunday 4:30-5 p.m. slot beginning Jan. 12. The show, to be hosted by Don Morrow, is a production of MGM-TV. Minneapolis-Honeywell Regulator Co., through BBDO, will be the sponsor.

Rogers show ▪ Radio receivers were placed in public school classrooms throughout Oklahoma to pick up a special broadcast last week from the Will Rogers Memorial Commission in Claremore, Okla. The 30-minute program, co-sponsored by the Memorial Commission, Oklahoma Broadcasters Association and the Oklahoma Education Association, highlights the career of the humorist and his impact on the American public. Will Rogers Jr. and Governor Henry Bellmon were on the show and Glenn Condon, KRMG Tulsa, was mc.

New Seven Arts series ▪ Seven Arts Associated will distribute the *Out of the Inkwell* series of 100 five-minute cartoons to U. S. television stations. Seven Arts which has distributed the series in international markets acquired domestic distribution rights last week from Video House Inc., New York, producer of the show. Seven Arts said syndication of the series to U. S. stations began last week.

Vinton series ▪ Bobby Vinton, popular recording artist, has been signed by Rolling Productions, subsidiary of Nathan, Johns and Dunlap, to star in 26 half-hour musical variety TV shows. The pilot show is now being screened for advertising agencies and sponsors. Mr. Vinton records for Epic Records.

Preparing for Christmas ▪ NBC-TV has scheduled two previously-broadcast color programs for presentation during the Christmas season. The *Project 20* production of "The Coming of Christ" is slated for Dec. 22 (7-7:30 p.m. EST). This will be NBC-TV's third presentation of the program. It will be sponsored by the Union Central Life Insurance Co. through Meldrum and Fewsmith, Cleveland. The show will be produced and directed by Donald B. Hyatt. A new production of Gian Carlo Menotti's opera "Amahl and the Night Visitors" has been taped by the NBC Opera Company for NBC-TV presentation on *Christmas Night* Dec. 25 (9-10 p.m. EST). The opera was first presented by NBC in 1951, and it has been broadcast every Christmas season since.

TAC adds affiliate ▪ Television Affiliates Corp. has announced the signing of KEYT(TV) Santa Barbara, Calif. and WCYB-TV Bristol, Va. as subscribers. TAC also announced two new shows in the TAC lineup: *Ballad of Chicago,* produced by WGN-TV Chicago and *Split Image,* produced by KTLA(TV) Los Angeles.

Mutual commentary ▪ MBS has reported that its military affairs consultant, retired Marine Corps Brigadier General James D. Hittle, is appearing every Sunday on a 10-minute program which is devoted to commentary on worldwide military activity. The weekly broadcasts, MBS said, are available to affiliates for sale to local and regional advertisers.

UA-TV deal set ▪ United Artists Television has entered into an agreement for the production of a new hour dramatic series aimed for presentation on CBS-TV in the 1964-65 season. The series, created and written by N. Richard Nash, will star Robert Horton in the role of a young adventurer. Robert Alan Aurthur will be executive producer. Production is expected to begin in New York soon.

Libraries on radio ▪ Literary appraisal sections of CBS Radio's *Invitation to Learning* will be highlighted this fall and winter by a nationwide program of library displays and book discussions. The planned program sections, expected to involve some 1,500 libraries in 50 cities, will be a joint undertaking of CBS Radio, its affiliated stations and the American Library Association.

MGM pilot ▪ The pilot film of a new half-hour comedy TV series, tentatively titled *The John McGiver Show,* will go into production today at MGM-TV. A Lindabob production starring John McGiver, the series was created by Parke Levy, who wrote the pilot script with Normal Paul. Mr. Levy is creator-writer of *December Bride* and *Pete and Gladys.*

Four Star shows in prime time

Four Star Distribution Corp. reported last week that 10 stations have scheduled *Zane Grey Theater, The Detectives* and *Stagecoach West* in prime time hours. Len Firestone, vice president and general manager, commented that "some stations prefer using a quality off-network series with a proven record of success rather than take a chance on a new network series." In most cases cited by Four Star Distribution, its off-network series were slotted instead of a new network series.

Telesynd gets 'Car 54'

The U.S. and overseas distribution rights to *Car 54, Where Are You?* have been acquired by Telesynd from Eupolis Productions, it was announced last week by Hardie Frieberg, Telesynd president. The series, of 60 half-hour episodes, was on NBC-TV for two seasons.

Telesynd, a division of the Wrather Corp., recently established its overseas sales force with offices in London and Toronto. It also syndicates *Lassie, Sergeant Preston of the Yukon* and *The Lone Ranger.*

"ALCOA REPORTS"

A NEW CONCEPT IN TELEVISION COMMERCIALS

"Alcoa Reports" -- a series of commercials describing new and exciting applications of Alcoa® Aluminum, practically as they happen. Don't miss "Alcoa Reports" on "The Huntley-Brinkley Report," NBC-TV tonight, Monday, November 11.

ALCOA



Broadcasts from space to homes seen

USSR SURPRISES GENEVA TALKS BY REQUEST FOR SPEEDIER STUDIES

An unplanned item momentarily came to the fore at the Geneva conference on space frequency allocations, but it was for the time being "put in the refrigerator," as one participant put it. It is likely, however, to become a major item at the 1966 radio conference, also to be held in Geneva.

The topic? Direct radio and television broadcasting from satellites to home receivers.

The subject was brought up by the USSR. In a relatively innocuous proposal, the Soviets recommended that the International Radio Consultative Committee (CCIR) be asked to speed up its study of direct broadcasting from space. The conference acceded to this request, although there was puzzlement over the purpose of the Russian suggestion in light of the USSR's traditional jamming of international broadcasts that enter its territory.

Although France had proposed in its pre-conference recommendations that a ban be placed on direct broadcasting, that nation did not object to the adoption of the Russian proposal.

The CCIR early this year at its meeting in Geneva adopted a tentative report on direct broadcasting from space submitted by its Study Group 4 (Space) and concurred in by Study Groups 10, 11 and 12 (broadcasting). The CCIR report is only concerned with technical aspects of the subject (power, propagation, receiving antennas, etc.).

Some of the participants at the Geneva conference last week said that the action taken by the group should not be considered too significant since the CCIR work is along experimental lines only. They also pointed out that under the 1959 Radio Convention, pirate broadcasting from ships or airplanes in or over international waters is banned. The wording of this prohibition, they point out, could be considered to cover satellites.

The Soviet recommendation, which could be inferred to mean the Russians are thinking seriously of satellite-to-home broadcasting, is the latest in a series of comment, observation and proposals for a system of spray-broadcasting from communications spacecraft.

Not Considered ▪ Even when the whole idea of communications via satellite relay was first broached a scant 10 years ago, reference was made to this possibility. It was only a year ago, however, that the idea occasioned more than casual talk.

Leonard Jaffe, chief of communications research for the National Aeronautics & Space Administration, has talked about direct broadcasting from satellites twice. The first time was at a UN conference in Geneva last year and the second at an international law conference in Athens last July. Primarily, he spoke of the technical barriers that must be hurdled to make it possible to broadcast directly, but he did say that this type of broadcast system might become a reality in 10 to 20 years (BROADCASTING, July 8).

Robert P. Haviland, satellite and space engineer with General Electric Co., delivered a technical description of a feasible system at Montreux, Switzerland, in the summer of 1962. Mr. Haviland contended that a 500-pound, Syncom-type satellite, using 10 kw radiated power, could cover one entire continent with direct broadcasts to home receivers. He estimated the cost at about $35 million to encompass broadcasts to one continent using one Syncom, or from $200 to $500 million for three Syncoms to have a worldwide system (BROADCASTING, Nov. 12, 1962).

RCA engineers have also made a study of direct broadcasting from space for NASA. And Brigadier General David Sarnoff, RCA chairman in a comment earlier this year, said he thought it was technically possible.

Opposing opinions on the feasibility

FM taking the dual road to reach automobile radios

"Giving 'em the old one-two," is how FM broadcasters are describing a new technique which promises to permit them to reach the increasing number of FM receivers in automobiles.

The one-two consists of doubling the transmitter power of the station and dividing the power between two antennas—one radiating in the horizontal plane and the other vertically.

It's all perfectly legitimate and approved by the FCC. Already, according to commission sources, about 25 FM stations are utilizing dual polarization. Most of them are on the West Coast where, apparently, there has been the heaviest concentration of car FM installations.

Although there are no statistics on FM auto radios, a few brave estimates have been published. These range from 65,000 to 80,000 for such sales in 1962 to about 100,000 altogether. A large number of these sets, it is presumed, are imports, particularly from West Germany and Japan. In 1962, factory sales of all auto radios were 7.25 million units. Up to August of this year, auto radios totaled over 4.5 million.

A by-product asset for stations using dual antenna-dual polarization techniques is that the combination horizontal-vertical signal tends to fill in holes in the station's service area. This is due to the fact that horizontally polarized signals don't remain horizontal as they travel away from the station. Because of terrain conditions, these signals soon become vertical or in some situations, circular.

Thus a homeowner with a horizontally polarized receiving antenna finds he is receiving a weak signal since by the time it reaches him it is vertically polarized or circular.

By sending out both a horizontal and a vertical signal, these "shadow" areas are being reached.

More Range Yet ▪ Another improvement, not yet measurable, is an extension of the range of the FM station. As one engineer put it: "It hasn't been measured, but it stands to reason when you double your power it should reach farther, even when you divide it at the antenna." This he explained would also be true because of the fill-in action by the two modes of polarization.

One of the known facts about FM, engineers observe, is that vertical antennas are more sensitive to signals from all directions, whereas horizontal antennas are more directional.

Several years ago Robert M. Silliman and Raymond E. Rohrer, Washington consulting engineers, conducted measurements on polarization in the Washington area. They found, Mr. Silliman said, that even at high signal strength horizontally polarized signals were not being received at some locations with horizontal antennas. They also found,

of direct broadcasts have been expressed by Dr. John Pierce of Bell Telephone Laboratories and former FCC Commissioner T.A.M. Craven.

High Powers ▪ For direct broadcasting from satellites to home sets, a basic requirement is high powers from the transmitting spacecraft, and more sensitive receiving antennas for home use. Involved in these considerations are transmitter circuit designs, satellite stabilization, power supplies and directional transmitting antennas. Since all this would require a satellite weighing 500 to 1,000 pounds, more powerful rockets would be needed. This requirement may be answered in the Saturn rocket under development by NASA.

American communications satellites have up to now weighed less than 200 pounds and have radiated not more than 10 w.

Conference Closes ▪ Signatures to the final documents agreeing to international allocations for space communications were affixed Friday afternoon by the representatives of the more than 70 nations which had over 400 delegates to the Geneva space conference. Chairman of the United States delegation was Joseph H. McConnell, president of Reynolds Metals Co., and former president of NBC.

The conference was one of the most harmonious in recent years, observers stressed. For the first time, it was pointed out, the United States, USSR, United Kingdom and France cooperated closely in order to insure that space communications will become a reality.

The only problems, it's understood, came from some of the smaller and newer nations who seemed to fear that the space allocations would deprive them of frequencies for home use.

Although the details of the agreements were lacking at this writing, it is believed that an amicable compromise was effected between the United State's proposal to use 2,725 mc for space communications activities, distributed between 3,700 mc and 8,400 mc in the radio spectrum, and the USSR recommendation that the total amount be not more than 1,600 mc. The UK had suggested that 3,000 mc be used for this purpose. Bandwidths are wide enough to carry TV, it was understood.

Other items at which agreement was reached at Geneva were: identification of satellites, bands for radio astronomy, bands for amateur radio operators and time delay limits for telephone circuits.

Comsat Ready ▪ With the conclusion of the conference and the assignment of frequencies for space satellites to use in communications, the wheels of the Communications Satellite Corp. in Washington began to turn.

Although there is much technical data to be worked out, the private space communications company, established by Congress early this year, is getting ready to issue its first stock offering, reported to be about $200 million. This is expected to be placed on the market early next year.

Technically, Comsat has not yet determined exactly what sort of a system its circuits will be. Although now assured of proper frequencies, and with some degree of assurance that the nations of the world will cooperate in the venture, no decision has been reached as to whether the satellite communications system should be medium altitude (6,000 miles, requiring 30-40 satellites in random orbit) or a synchronous system whereby three Syncoms at 22,300 miles above the earth would be sufficient to cover 98% of the planet.

Under the terms of its congressional charter, Comsat will be owned jointly by public investors and common carriers. Neither may own more than 50% of the company, and there are restrictions on the amount a single person or entity may earn in either category. Each group of joint owners will elect six directors. Three additional directors will be appointed by the President.

however, that weak vertically polarized signals were well received by vertical antennas. These conditions increased with distance from the two FM stations being measured: WMAL-FM and WGMS-FM, both Washington.

So impressed was WGMS-FM with the possibilities that it gave Mr. Silliman the go ahead to transform its facilities into a dual operaton. Its new vertical antenna is due to become operational early next month.

WGMS-FM is authorized to operate with 20 kw ERP. It is putting in a new Collins transmitter that will permit it to radiate that amount from both its horizontal and its new vertical antenna.

Mr. Silliman has also personally invested in what he believes is the future transmission system for FM; he is the controlling stockholder and president of Electronics Research Inc., Evansville, Ind., which is supplying vertical dipole antennas to Collins and Gates Radio in their horizontal-vertical FM installations.

RCA's TK-60, TR-22 set production records

STUDIO EQUIPMENT SALES SINK DOLDRUMS THEORY

Although there is a general impression that broadcast equipment makers are in the doldrums (the AM freeze, the FM freeze, no major rush for UHF television), this isn't completely true. There is still a significant market for studio equipment. Take RCA for example.

In October, RCA's broadcast and communications products division established an all-time high production record in a single month for two items of studio broadcast gear: the TR-22, transistorized TV tape recorder, and the TK-60 4½-inch image orthicon camera.

The company turned out 25 of the TR-22 recorders last month. This brings to 150 units RCA's total production since first shipments began in October 1962.

The division also turned out 40 TK-60's last month. Since commercial deliveries began in May 1961, more than 250 of these 4½-inch IO cameras have been produced and shipped.

In many cases, it is pointed out, the tape recorder and camera were purchased as a package since the two items were designed to operate together.

Although the bulk of TR-22 sales has been to networks and stations in this country, a large number has gone to England, France, Italy, West Germany, Australia and other countries. The recorder is available in two "switchable" models: one with 525-625 and 405 lines and the other with 525-625 and 819 lines.

RCA's 4½-inch IO camera was first demonstrated at the 1960 NAB convention in Chicago. Users include stations and networks (ABC has purchased 26 of them), and production studios, the Navy and Air Force and broadcasters in Japan, Nigeria and Thailand. The camera is also being used for closed circuit educational work in Los Angeles public school system and at Brooklyn College, N. Y.

Radio group against super power stations

The Association on Broadcasting Standards last week urged the FCC to hold an en banc hearing on the "crucial technical problems of standard broadcasting."

Meeting in Washington last week, the ABS board also adopted a resolution urging the commission not to approve "super power" operations for Class 1-A clear channel stations above 50 kw. The board reaffirmed its "action" program to oppose all proposals that would "destroy or degrade optimum radio service" in the U. S.

Joe Hartenbower, vice president-general manager of KCMO-AM-TV Kansas City, Mo., and ABS president, said the board made a careful analysis of the

posture of aural broadcasting at last week's meeting. As a result, he said, the request for an FCC hearing was made to examine the problems of AM in "closest detail." The proceeding was formally requested in the association's reply comments in the FCC inquiry on AM allocations and the relationship between AM and FM (see story page 62).

In opposing AM powers in excess of 50 kw, ABS said that it is convinced such operations will have an adverse effect on the radio service now enjoyed by millions of Americans and seriously endanger the future sound development of aural broadcasting. "Any attempts to destroy or degrade the present fine radio service must be vigorously protested," ABS said. "ABS firmly believes that the interests of the public will not be served by granting such 'super power' and will vigorously oppose all such proposals and requests."

Five Class 1-A stations have asked the FCC for powers of 500 kw on an experimental basis. The commission has not as yet accepted these applications.

At last week's meeting, the ABS board established a technical committee to make actual field research on aural signals. Jay Wright, engineering director of the Crown Stations, is chairman while Phil Laeser, WTMJ Milwaukee, will head a subcommittee to conduct the actual field work.

ABS was formed last spring with the first membership meeting held in conjunction with the Chicago convention of the National Association of Broadcasters (BROADCASTING, April 8). All AM stations are eligible for membership, according to Charles Bevis, executive director.

FANFARE



Eagle soars to heights in 'cantest'

For the best of nearly 6,300 entries in a Butter-Nut Coffee "cantest" promotion by WTMJ-TV Milwaukee, Dr. and Mrs. Richard L. Rech received a symbolic key to their new prize home during Butter-Nut commercial on the station's Oct. 24 weather-news program sponsored by Butter-Nut for the past 12 years.

Bill Carlsen WTMJ-TV weatherman (above) holds the red, white and blue eagle made out of Butter-Nut cans. There were a total of 130 prize-winning entries in the contest, ranging from artistic decorations to toys and other intricate objects. On weekend display at the WTMJ-TV studios, nearly 7,000 people viewed them. Butter-Nut agency: Tatham-Laird, Chicago.

KSON pushes C&W format with $25,000 campaign

A $25,000 promotion campaign for its country and western programing has been started by KSON San Diego.

The all-media push includes spots on KFMB-TV and XETV(TV), both San Diego; ads in nine area papers; billboards; transit posters; airplane banners; roving bands; and taxi posters.

Additional promotional material includes: hospitality hostess greetings to newcomers to the community; distribution of 25,000 imprinted paper dry cleaning bags through four outlets; and distribution of 300,000 leaflets through the 10 DeFalco Food Giant super markets in the San Diego area.

The C&W format, which has also received extensive on-air promotion on KSON, began Sept. 29. Wilson and Stodelle Advertising, San Diego, is handling the campaign.

Boy Scouts tour WLW's modern farm

City-bred Boy Scouts were treated to a weekend in the country last month by WLW Cincinnati, which opened its Everybody's Farm in Southwestern Ohio to the youngsters.

A part of the station's regular farm department public service program, the outing drew 900 scouts, a new record for attendance in a single day, although the farm draws approximately 15,000 persons a year. The farm is the site of WLW's transmitting tower.

The Mound Builders' Area Council Boy Scouts were given guided tours of the modern, well-equipped farm by the station's farm department.

Drumbeats . . .

What about the salesman? ▪ ABC-TV will run a contest in the Nielsen 30-city markets to find "Miss Farmer's Daughter USA '64." The promotion, which ties into the network's *Farmer's Daughter* series, will give the winner a role in an episode of the series.

Akron's Doll ▪ Judy Doll, winner of the Miss Teen-age America contest, was the second representative of WAKR-AM-FM-TV to reach national prominence in this year's beauty pageants. Peggy Emerson, who represented Ohio in an earlier Miss Teen-age contest, was in this year's Miss America contest.

Deadline set ▪ Feb. 15, 1964 is the deadline for entries in the third annual "on-the-air" awards of the Broadcasters Promotion Association. All radio and TV stations are eligible to enter on-air promotions used between Oct. 1, 1962 and Dec. 31, 1963. Information and entry blanks are available from BPA, 215 East 49th Street, New York 17.

Friendly foe ▪ KTTV(TV) Los Angeles last week issued a new program schedule which, in addition to the KTTV programs, lists those of the other six Los Angeles VHF stations, with a full page devoted to each.



Tubes designed from the user's viewpoint

...use them wherever reliability is essential

When reliability really counts—as it does in broadcasting—be sure with tubes custom-designed and tested for the job.

Sylvania engineers traveled the country—met with engineers and maintenance groups in broadcasting, public service radio, industry, the airlines—listened to their problems and studied them. From this came GB Gold Brand, a superior line of new and upgraded tubes, each tailor-made to a specific job. A given tube may have, for example, low noise, exceptional stability or vibration resistance. Or a critical parameter may be as much as three times the usual value. In each case, performance and reliability have been verified by actual user experience as well as laboratory testing.

This extra effort has paid off. "Excellent results," says an airline official. "No failures," reports a highway patrol department. "Hundreds of dollars saved in program interruptions," reports a TV station. "Less costly in the long run," discovered a county government. Similar results can be yours with a truly reliable, genuinely interchangeable GB Gold Brand Tube.

Electronic Tubes Division, Sylvania Electric Products Inc., 1100 Main St., Buffalo 9, N. Y.

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POWER

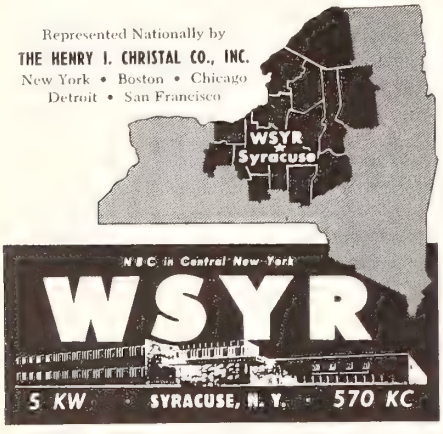
It packs a friendly punch. Stroll down the street with any of a dozen WSYR personalities. Watch the smiles light up people's faces; hear the known-you-all-my-life greetings from total strangers.

This friendly attitude is for you, too, when these personalities are selling for you. And that's why WSYR Radio is the greatest sales medium in Central New York.

So you see what happens:

Personality Power=Sales Power for you in the 18-county Central New York area. Instant friends for what you have to sell.

Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.
New York • Boston • Chicago
Detroit • San Francisco



WFTV
THE SEVEN O'CLOCK HABIT

"Have Gun Will Travel"
MONDAY
7 to 7:30 P.M.

"The Rebel"
TUESDAY
7 to 7:30 P.M.

'Cheyenne"
THURSDAY
7 to 8 P.M.

Lee Marvin Presents:
"Lawbreaker"
FRIDAY
7 to 7:30 P.M.

"Sea Hunt"
SATURDAY
7 to 7:30 P.M.

FOR BEST MINUTE RESERVATIONS CONTACT:
Adam Young Inc.
Wonderful Florida Tele Vision
WFTV
ORLANDO, FLORIDA

NEWSPAPERS VS. TV: TO EACH HIS OWN

Canadians told they fill different needs of public

Television is television and newspapers are newspapers. To the public "reading, including newspapers, fills one requirement in their lives. Television viewing fills another, and as far as the public is concerned, they supplement one another. They don't replace one another."

The separation of media was noted by Bill Michaels, Storer Broadcasting Co. vice president, television division, Tuesday (Nov. 5) at the Central Canada Broadcasters Association convention in Toronto.

Speaking on "What Broadcasting Learned from the Newspaper Strikes," Mr. Michaels told the broadcasters that Storer learned through the Detroit and Cleveland strikes not "to improvise overnight into something you are not —namely an electronic newspaper. Similarly, don't make the mistake of believing that number and volume of newscasts . . . are, in themselves, going to better serve or please the public. It's not that simple, for there is definitely a saturation point for the viewer."

Mr. Michaels emphasized that he was not advocating a TV station to "go blandly about its affairs with a 'business as usual' attitude. You *do* have an opportunity to strengthen your ties with the public in helping fill the temporary void with additional news and related features. You *should* respond to this opportunity."

But, he warned, disillusionment is in store for the broadcaster who thinks that "overwhelming the public with volume at the expense of overall program structure is going to prove to them that they don't want or need newspapers."

Mr. Michaels cited the reaction Storer's WJBK-TV Detroit received during that city's last strike when the station pre-empted prime time entertainment programs and replaced them with "30 minutes of news which we literally broke our backs putting together and producing."

Only Protests ▪ For their efforts, he said, the station "received absolutely nothing but protests by the hundreds, many of them unbelievably bitter. Nor did we get any favorable reaction to short news inserts in prime time which posed production problems with adjacent programing during a previous strike."

The Storer vice president pointed out that viewers don't want their TV lives knocked into a cocked hat because there is a newspaper strike any more than they want their newspapers completely transformed if there were a citywide television strike.

The viewers, he said, "simply didn't understand why there was such a big rush in putting on the news at 8:30, or 9, or 9:30, nor did they accept our contention of additional 'public service.' Why wouldn't it wait until 11 when they were used to getting their news? And then let it go on as long as we liked?"

Turning to the commercial aspects of a strike, Mr. Michaels warned the broadcasters not to "take the short-sighted view and let the lure of the easy, quick buck trap you into either overcrowding or improvising your schedule


Mr. Michaels


Mr. Digges

to accommodate more commercials than you know that you should."

He cited two reasons on the "philosophical" side to illustrate this point:

▪ "There is not much satisfaction or gratification of achievement in taking advantage of someone else's misfortune, even if it is an economic competitor."

▪ "On a truly selfish basis, much of the short term business you inherit will desert you overnight the minute newspapers get back into publication and you find that you have jeopardized long term business which could have been more productive over the long haul anyway."

Great Potential ▪ In another talk at the two-day convention, Sam Cook Digges, administrative vice president at CBS Films, said the projected growth of the Canadian economy through 1970 will provide excellent opportunities in radio and TV for the "creative" salesman.

He noted that the gross national product in Canada will be approximately

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$43 billion this year and will be near $60 billion by 1970. "Assuming that radio and television advertising grow at the same rate, the $90 million now invested annually [in Canadian broadcast advertising] should grow to $125 million by 1970."

CBS to buy part of Canadian CATV

CBS has acquired an option to purchase an interest in a community antenna TV system serving 17,000 subscribers in Vancouver, B. C., Canada, it was announced last week. In a joint statement, Merle Jones, president of the CBS Television Stations Div., and Sydney Welsh, president of Vancouver Cablevision Ltd., said that the Canadian firm would retain control.

The American network will make a loan to Cablevision which will enable the CATV system to expand its services to a potential 70,000 subscribers, Mr. Welsh said. Mr. Jones said CBS has made recent investments outside the U. S. and the Canadian option is in line with the network's foreign expansion. Mr. Welsh also owns a system in Victoria, B. C., which was not included in the option.

Venezuela TV network to compete with itself

The six-station Venevision network in Venezuela has formed a subsidiary "local" network, Tele-Trece, which will compete with the parent company's stations in the Valencia-Caracas market.

ABC International, which has a minority interest in and represents Venevision, says local advertiser demand for more media time in the heavily populated areas of Venezuela had prompted the move.

The new channel 13 signal will originate in Valencia with satellites in Caracas and Maracay.

ABC International supplies approximately 75% of Venevision's programming, and also acts as the network's sales representative.

It now buys for stations in 21 countries. Last week ABC International reported $750,000 worth of purchases of program product for its foreign affiliates during the week of Oct. 18.

TTI forms new company for Gibralter radio

Thomson Television (International) Ltd., owned by Canadian millionaire Roy Thomson, which for the past year has run Gibraltar's commercial TV station is expanding its operations into commercial radio in the British colony.

A new government-controlled broadcasting corporation has been set up which will take over the TV station, but TT(I) Ltd. will continue to run it on a contractual basis.

In addition, it will begin a commercial radio station For this purpose a new company, Thomson Radio and Television (Gibraltar) Ltd., has been formed with James Coltart, managing director of the Thomson Organization, as its managing director. Other members of the board are Hugh Begg, Desmond O'Donovan and Gordon Currie.

ACRTF's new date

Annual convention of the Association Canadienne de la Radio et de la Television de la langue Francaise (ACRTF), French-language Canadian Radio and Television Association, has been changed from Nov., 10-12 to Nov., 17-19 at the Chateau Frontenac hotel, Quebec City.

Abroad in brief . . .

Grey in Japan ▪ Grey Advertising Inc., New York, has joined Daiko Advertising Inc., third largest agency in Japan, to form Grey-Daiko Advertising Inc. in Tokyo. Daiko says its annual billings come to more than $46 million, one-third of which is in TV. Grey reports that its annual billings have risen to more than $80 million. A continuing exchange of agency personnel between the U. S. and Japan is planned.

Foreign offices ▪ Wrather Corp.'s Telesynd Division is appointing sales representatives in London, Rome, Berlin, Mexico City, Sao Paulo, Brazil, Sydney, Australia, Tokyo and Nigeria to distribute its TV shows.

Fee increase ▪ Television licenses will go up in Norway next year, along with gasoline and liquor taxes, under a budget submitted to the Norwegian legislature. A television license, which is an annual tax on all households using a TV set, is up by 25% to $17.50.

Telesynd rep named ▪ Orient Television of Tokyo has been appointed Far East sales representative of Telesynd, which has distribution rights to *Lassie, The Lone Ranger* and *Sergeant Preston.* Orient will handle sales of these shows in Japan, Okinawa, Hong Kong, the Philippines, Australia and other Far Eastern markets.

Heinz in Canada ▪ H. J. Heinz Co. of Canada Ltd., Leamington, Ont., has signed for a half-hour afternoon program for 32 weeks on the CBC's French-language radio network. The programs deal with preventive medicine and child care. Agency is MacLaren Advertising Ltd., Toronto.

"THE TRUTH ABOUT COMMUNISM"

Ronald Reagan, Host and Narrator

"Many thanks for the film which I have had an opportunity to present to the FBI. . . . I am told that THE EXPERTS THERE CONSIDER IT REALLY ONE OF THE BEST THEY HAVE SEEN."

James W. Symington, Administrative Assistant
Office of the Attorney General
Washington, D. C.

AND THESE EXPERTS AGREE:

"Your film, with Ronald Reagan's commentary, is as good or BETTER THAN ANYTHING OF THIS NATURE THAT HAS COME TO OUR ATTENTION."

Charles J. Arnold, Director
National Public Relations Division
The American Legion

". . . A REMARKABLE ACHIEVEMENT. It seems to me that every responsible citizen of the United States should see this film . . . DESERVES THE WIDEST POSSIBLE DISTRIBUTION."

Charles Malamuth, Senior Research Associate, Institute for Study of Soviet Strategy and Propaganda, U.S.C.

"THIS IS A VERY SPLENDID FILM AND ONE WHICH SHOULD BE SHOWN WIDELY TO MATURE AUDIENCES."

Felix B. Stump, Admiral
USN (Ret.)
Freedoms Foundation at Valley Forge

"IT SHOULD BE SEEN BY EVERYONE."

Arnold Finch, Director
In-Service Training Department
L.A. City Schools Districts

"Your fine production, "The Truth About Communism, is SUPERB AND EXTREMELY WELL RECEIVED . . . The proof of the enthusiasm of the community is the fact that WE ARE REPEATING IT OVER KTVI."

Richard H. Amberg, Publisher
St. Louis Globe-Democrat

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BROADCAST ADVERTISING


Mr. Oswald

George C. Oswald elected executive VP of Geyer, Morey, Ballard, New York. Mr. Oswald joined GMB in 1961 as senior VP with responsibility for creation and coordination of agency's new regional offices. In first year with agency he was made board member and elected to executive committee. Before joining GMB Mr. Oswald was VP and account supervisor at Kenyon & Eckhardt where he served for nine years. Mr. Oswald takes executive vice presidency vacated by **Richard J. Farricker,** who became agency's president last January.

Ross R. Millhiser, VP and director marketing, and **Ray Jones,** VP-sales for Philip Morris Inc., New York, elected to cigarette manufacturer's board of directors. Mr. Millhiser joined company in 1941; Mr. Jones in 1927.

Emmett C. McGaughey, executive VP and Western division manager of Erwin Wasey, Ruthrauff & Ryan, with headquarters in Los Angeles, resigns. To replace him, David B. Williams, EWR&R president, has apointed executive management board to run division. Members are: **Howard D. Williams,** former chairman of finance committee, now executive chairman; **Mel Smith,** executive VP in charge of operations and client services; **Robert L. Redd,** executive VP in charge of creative services, media and broadcast.

Congress bound

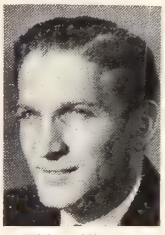

Mr. Richardson

Robert E. L. Richardson, formerly chief congressional investigator on broadcast audience measurement firms, has announced his candidacy for Congress from 6th district of Oklahoma. Mr. Richardson resigned last summer as associate counsel of House Subcommittee on Investigations after two-year investigation of rating services. Since returning to native Oklahoma, Mr. Richardson has practiced law and is consultant on ratings to Gordon McLendon stations (BROADCASTING, Sept. 16). He will oppose incumbent Representative Victor Wickersham (D-Okla.) in Democratic primary next spring.

Richard L. Lysaker, for past four years research director of Hunt Foods Industries, Fullerton, Calif., elected VP of Audits & Surveys Inc., New York, and director of test audit division.

Benson R. Bieley, supervisor on Duncan Hines Mixes account at Compton Adv., New York, elected VP.

Donald H. Arvold, management representative for Foote, Cone & Belding. Los Angeles, on Sunkist and Purex accounts since 1960, elected marketing VP for grocery products division of Purex Corp. Ltd., with headquarters at Lakewood, Calif.


Mr. Kizer

Robert J. Kizer, VP in charge of TV sales at Avery-Knodel Inc., national radio-TV sales representatives, New York, elected senior VP. **John S. Stewart,** director of radio sales in New York for rep firm, elected VP. **F. Robert Kalthoff,** manager of Avery-Knodel's Midwest TV sales, with headquarters in Chicago, also elected VP.

Samuel C. Zurich, supervisor of radio and live television production for N. W. Ayer & Son, New York, elected VP and managing director of commercial production for agency, succeeding **William J. Ratcliff,** who resigned. Mr. Zurich joined Ayer in 1955 as commercial producer. Earlier he had been announcer and production executive with various radio and TV stations, incuding WIS Coumbia, S. C., and WBTV(TV) Charlotte, N. C.


Mr. Radzwiller

S. J. (Sy) Radzwiller, VP and account supervisor at Ted Bates & Co., New York, elected senior VP. Mr. Radzwiller, formerly with Grey Adv., joined Bates in 1955 as account executive. He was elected vice president in 1960.

Robert Dusek, Leonard B. Garbin and **Thomas G. Hagan** elected VP's of Maxon Inc., New York advertising agency. Mr. Dusek is director of art department; Mr. Garbin, account executive, and Mr. Hagan heads agency's copy department.

Al Munn and **Marvin Pridgen** appointed regional sales manager and local sales manager, respectively, at WSOC-TV Charlotte, N. C. Formerly local sales executive, Mr. Munn has been with WSOC-TV sales department for past six years. Mr. Pridgen, also with sta-

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- Saves your time in selecting background music by **categories,** not titles—almost push-button selection.
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- Costs nothing extra — you pay only once for unlimited live use all material. Can be licensed for videotape or film scoring upon request and at a nominal cost.
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This is music especially created & recorded by experts for your needs.

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Ohioans elect Campbell


Mrs. Campbell

Mrs. Marianne Campbell, general manager of WJEH-AM-FM Gallipolis, elected president of Ohio Association of Broadcasters, succeeding **James Hanrahan,** general manager of WEWS (TV) Cleveland. Other officers named are **Walter E. Bartlett,** VP and general manager of WLWC (TV) Columbus, first VP; **Reggie Martin,** VP and general manager of WSPD-AM-FM Toledo, second VP; and **Carlton Dargusch Jr.,** of Columbus, secretary-treasurer (re-elected). Elected to association's board of directors are **Richard James,** general manager of WBBW-AM-FM Youngstown; and **Sandy Dresbach,** general manager of WPAY-AM-FM Portsmouth.

tion's sales staff, joined outlet in 1960.

Robert E. Swanson, formerly sales executive with Crosley Broadcasting Corp., joins Peters, Griffin, Woodward, Chicago, as TV account executive.

Charles A. Stewart, for past four years with WRFD Columbus-Worthington, Ohio, joins radio-TV department of Kircher, Helton & Collett, Dayton and Cincinnati advertising agency.


Mr. Sillerman

Michael (Mickey) Sillerman, formerly VP of John D. Boyle Inc. and The Biow Co., both New York, and founder and former president of Keystone Broadcasting System, elected VP of Leon Shaffer Golnick Adv., Baltimore. Mr. Sillerman will make his headquarters in offices soon to be opened in New York City where he will organize national sales staff for agency.

Thomas D. Harrison Jr., previously national sales manager for Franklin Broadcasting Co., apointed national account executive for Roger Coleman Inc., New York-based representative-consultant firm, and national sales manager for WPBS(FM) Philadelphia, station represented by RCI. **William S. Mowbray Jr.,** WPBS sales manager, promoted to general sales manager.

Cyril Wagner, manager of central sales at NBC, appointed director of central sales. Mr. Wagner has been with NBC for 10 years, was named manager of central sales in 1960. Prior to joining NBC, he served as account executive for ABC in Chicago.


Mr. King

John T. King, previously manager of TV division of The Katz Agency's Boston office, joins Metro Radio Sales division of Metromedia Inc. as manager of rep firm's newly established Boston sales office at 430 Statler Office Building. Before joining Katz, Mr. King held sales and sales management posts with Peters, Griffin, Woodward in New York and Boston.

Lee Wilder, former sales manager of KCOH Houston, joins McLendon Broadcasting Co. as VP of sales. McLendon operates WYOU Tampa, Fla.; WENN Birmingham, Ala.; WOKJ Jackson, Miss.; KOKY Little Rock, Ark.; KOKA Shreveport, and WRGM Richmond, Va.


Mr. Bowen

Donald C. Bowen, sales representative with ABC-TV Spot Sales, New York, appointed sales director of ABC-owned WBKB (TV) Chicago, succeeding **Robert Adams,** who resigned.

Walter J. Farrell, head of sales service department in New York office of Blair Television, named account executive for firm's BTA division in Chicago, effective today (Nov. 11). Mr. Farrell joined TV sales representative firm in 1961.

Durwood (Woody) Powell, previously assistant manager and program director of WCVA Culpepper, Va., joins WDBJ Roanoke, Va., as sales representative.


Mr. Northrup

William K. Northrup, for past 10 years VP and account supervisor at Meldrum and Fewsmith, Cleveland advertising agency, has established his own advertising and marketing firm, William Kelly Northrup Inc., with offices at Hotel Westlake, 19030 Lake Rd., Cleveland. New agency will provide complete advertising services, sales promotions and marketing plans.

Joseph E. Mertens apointed account

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Train for a high-paying job as a Disc Jockey, Commercial Announcer, Sportscaster. Classes taught by leading professionals. Day and evening classes for men, women and teenagers. Budget plan available. Free placement service. Correspondence Course available.
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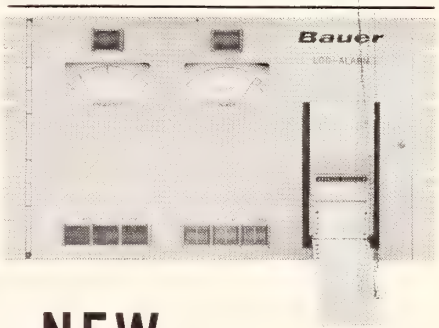


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Call your Hollingbery office or Art Moore in the Northwest or John L. McGuire in Denver.
KOOK Billings / KFBB Great Falls / KXLF Butte
KID Idaho Falls / KMVT Twin Falls



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SIMPLE METHOD TO LOG TRANSMITTER READINGS

The Bauer "Log Alarm" is simple . . . accurate . . . easy to operate . . . permits better use of your manpower . . . meets all FCC requirements for automatic logging devices . . . all in 10½" of rack space.

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ABS officials meet in Washington

Officers of the Association on Broadcasting Standards and other broadcasters who met in Washington last week (see story, page 87) are (seated l-r) **Frederick S. Gilbert,** VP of Time-Life Stations; **Jimmie Schiavone,** general manager of WWJ-TV Detroit; **George Comte,** VP and general manager of WTMJ-TV Milwaukee (ABS VP); **E. K. Hartenbower,** VP and general manager of KCMO-AM-FM-TV Kansas City (ABS president); **Fred Houwink,** VP and general manager of WMAL-AM-FM-TV Washington (ABS treasurer); **Alex Buchan,** VP of Air Trails Stations; **John E. McCoy,** VP of Storer Broadcasting Co.; and **Andrew Haley,** of Washington communications law firm of Haley, Bader & Potts (ABS general counsel).

Standing (l-r) are **John Cross,** engineer consultant; **Ben Strouse,** president of WWDC-AM-FM Washington; **Charles Bevis Jr.,** ABS executive director; **William B. Quarton,** president of WMT-AM-TV Cedar Rapids, Iowa; **Jay W. Wright,** engineering director for Crown Stations.

Attending the meeting, but not available when the photograph was taken, are **R. M. Fairbanks,** president of WIBC-AM-FM Indianapolis; **George C. Hatch,** president of KALL Salt Lake City; **Allen M. Woodall,** president of WDAK Columbus, Ga.; and **Lester M. Smith,** general manager of KJR Seattle.

executive in New York office of Storer Television Sales. He is being transferred from STS's Chicago office where he has served in same capacity.

Robert D. Reeser appointed market and media research director in Los Angeles office of Erwin Wasey, Ruthrauff & Ryan. Mr. Reeser has been with EWRR for nearly three years as assistant market research director.



Mr. Murphy

John (Jack) Murphy, account executive with H-R Representatives Inc., New York - based national spot sales organization, appointed radio manager for company's San Francisco office. Mr. Murphy joined H-R in 1960 in sales development department.

Robert Stark, market research director for Foremost Dairies Inc., San Francisco, and former VP and research manager for Young & Rubicam, New York, joins Chesebrough-Pond's Inc., New York, as general manager of marketing research.

THE MEDIA



Mr. Phillips

Charles M. Phillips, for past four years program manager of WEMP-AM-FM Milwaukee, elected executive VP and general manager of WYLO Jackson, Wis. Licensed to Suburban Broadcasting Co., WYLO has proposed on-air target date of early 1964. Station will operate on 540 kc, daytime hours only, with 250 w power.

Thad M. Sandstrom, VP and general manager of WIBW-AM-FM-TV Topeka, elected president of Kansas Council of Economic Education. Organization, comprised of educational, business and labor leaders, seeks to improve understanding of American economic system.

Everett N. Case, president of Alfred P. Sloan Foundation and former president of Colgate University (1942-62), elected board chairman of National Educational Television (NET), New York, for 1964. Mr. Case succeeds **George D. Stoddard,** chancellor and executive VP of New York University, who will continue to serve on seventeen-member NET board. **Edwin R. Bayley,** director of information staff of State Department's Agency for International Development, appointed editor of public affairs programing for NET.



Mr. Kraetzer

Warren A. Kraetzer, since 1959 chief development officer of National Educational Television (NET), New York, elected executive VP and general manager of WHYY Inc., licensee of non - commercial educational Philadelphia stations WUHY-FM and WUHY-TV (ch. 25) and Wilmington, Del., non-commercial educational WHYY-TV (ch. 12). Before joining NET, Mr. Kraetzer was director of office of radio-television at New York University.

John J. McPartlin, formerly with WBBM and WBKB(TV) Chicago and one-time VP of WTVW(TV) Milwaukee (now WISN-TV), elected executive vice president of WCIU(TV) Chicago. New UHF channel 26 outlet expects to be on air next month.

Edward W. Wood Jr., former general sales manager of cellomatic division of Screen Gems Industrial Productions, elected president and general manager of Island Broadcasting System, licensee of WALK-AM-FM Patchogue and WRIV Riverhead, both Long Island, N. Y.

A. J. (Blondy) Stahmer, general manager of KMCS-FM, elected president of Greater Seattle FM Association. Other officers elected are **Jim Wilke,** operations manager of KING-FM, secretary; **Doug Setterburg,** sales manager of KETO-FM, treasurer; **Courtland Clark,** general manager of KLSN-FM, director.

PROGRAMING

Rev. Richard R. Gilbert, of Princeton, N. J., appointed executive director of The United Presbyterian Church in the U. S. A., Radio and Television Div., succeeding **Rev. Lawrence W. McMaster Jr.,** who was named to new post of secretary in office of general secretary of Board of National Missions last July. Since January 1963 Rev. Gilbert has been on leave of absence as director of communications for denomination's division of Evangelism and serving as director of continuing education at Princeton Theological Seminary.

David Bunim, New York City business consultant, and **James H. Wiborg,** president of United Pacific Corp., Seattle, elected to board of directors of Official Films Inc., New York. **Allen Ash,** for past two years Chicago repre-

sentative for Official Films, appointed Midwest sales manager.

Frank Browne, who recently resigned as director of special projects for Metro TV Sales, subsidiary of Metromedia Inc., joins Four Star Distribution Corp., New York, as sales representative.

Bill Bryan, formerly of WHRV Ann Arbor, Mich., appointed program director-air personality at WBRD Bradenton, Fla.

Wellington O. (Bud) Sawyer, morning announcer at WGAN Portland, Me., assumes added duties as program director. He has served as assistant program director and morning personality at WGAN since October 1962.


Mr. Davis

Jack Davis, VP in charge of radio-TV commercial production at Grey Adv., New York, since 1958, joins Eastern Motion Pictures Ltd., that city, as executive VP and executive producer. Before joining Grey, Mr. Davis was VP in charge of production at Transfilm Inc.

Ross Miller appointed program manager of WTIC-AM-FM Hartford, Conn., replacing **Bernard L. Mullins,** VP in charge of radio programs, who retired Oct. 31 (BROADCASTING, Nov. 4).

John Bennewitz, sales executive with industrial division of Robert Lawrence Productions of New York, joins Norwood Studios, Washington, as director of special projects.

Bill McKeekin and **Ray Rand** join staff of Olmsted Sound Studios, New York. Mr. McKeekin, formerly with Bell Studios and Mirasound, joins Olmsted as engineer. Mr. Rand will serve on sales staff, assisting Arthur Shaer, VP in charge of sales.

Johnny Nicolas signed by MGM-TV as director of photography for *The Travels of Jaimie McPheeters* series.

Aram Bohjalian, associate producer of *Armstrong Circle Theatre* for Talent Associates Paramount, named production supervisor at Trans-Lux Television Corp., New York.

Bill Colleran signed as producer-director for Theatre Color-Vision Corp., Beverly Hills, Calif., National General Corp. subsidiary now developing closed circuit color TV network for theaters, with first of series of public presentations set for Nov. 19.

Arthur N. Nadel and **Charles Russell** signed as regular producers on Revue's *Arrest and Trial* series (ABC-TV).

Gig Young will make his TV debut in Four Star's *The Rogues,* hour-long series. He will participate in ownership of series, in which he will star in 15 episodes, alternating in 15 others with **David Niven** and **Charles Boyer** as stars. Pilot, written by **Ivan Goff** and **Ben Roberts,** is scheduled to go into production next June.

Stan Schwimmer, assistant production supervisor at Screen Gems, signed to new contract as executive production assistant for TV production company.

Bill Adams, formerly program director of KOMA Oklahoma City, joins radio production division of Mars Broadcasting Co., Stamford, Conn.

Dave Michaels, formerly of WAGA-TV Atlanta, joins WMAL-AM-FM-TV Washington as staff performer.

Robert R. Randall, formerly with KILE Galveston, Tex., joins KRYS Corpus Christi, Tex., as air personality.

Bob Dayton, weekend air personality at WABC New York, replaces **Sam Holman,** who resigned, in 1-3 p.m. weekday and noon-3 p.m. Saturday program slots at station. Mr. Dayton assumes his new duties in addition to continuing his noon-5 p.m. Sunday program.

Harriet Adams joins continuity department of KLAC-AM-FM Los Angeles.

Ray Wilkinson named farm director of Capitol Broadcasting Co., effective Dec. 1, with headquarters at WRAL-TV Raleigh, N. C.

Ed Edwards joins WCAU-AM-FM Philadelphia as sports announcer and newscaster.

Quincy Jones signed to compose original music score for *Olympiad, 1964,* 90-minute TV special to be produced by Geoffrey Selden Associates. Mr. Jones also will arrange and conduct show's musical background, to be written and narrated by author-journalist, Quentin Reynolds. *Olympiad, 1964*

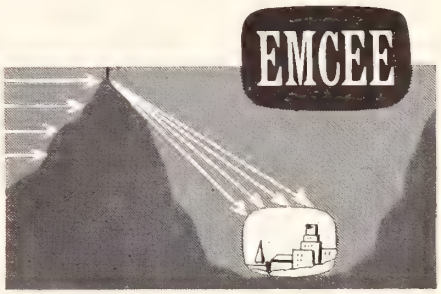
Ritter named CMA chief

Tex Ritter, Capitol recording artist, elected president of Country Music Association last week at Nashville, Tenn. Other CMA officers elected are **Ken Nelson** (past CMA president), Capitol Records; **Jack Stapp,** Tree Publishing Co.; **J. William Denny,** Cedarwood Publishing Co.; and **Steve Sholes,** RCA Victor, all VP's; **W. E. (Lucky) Moeller,** Jim Denny Artists Bureau, secretary; **Doug Mayes,** WBT-AM-FM Charlotte, N. C., assistant secretary; **Dick Schofield,** KFOX Long Beach, Calif., treasurer; and **Juanita Jones,** Nashville ASCAP representative, assistant treasurer.

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will present personal interviews with athletes in Europe and U. S. Program is slated for airing just prior to opening of Olympic games in Tokyo next year.

Bob Stambler and **Don Leonard** named associate producer and assistant producer, respectively, by MGM-TV on *Mr. Novak* series (NBC-TV).

Pamela Coe joins WITN-TV Washington, N. C., as director of continuity and production assistant.

Ralph W. Miller, formerly of WGBF Evansville, Ind., joins announcing staff of WKQV Sullivan, Ind.

Dr. Robert Atkinson, nationally known consultant on gardening and horticulture, joins KNX-AM-FM Los Angeles, to present farm and gardening information to listeners and contribute to *Story-Line* each day with appearance on 3:15 p.m. segment of program.

Marty McNeeley, host of *Morning Countdown* show at WRCV Philadelphia, resigns to return to Detroit.

Mauryne Dugger joins WSJS-TV Winston-Salem, N. C., as member of station's afternoon show, *This Afternoon.*

Mort Crowley, formerly of WLS Chicago; **Gary Stevens,** WIL St. Louis, and **Bob Green,** formerly of WQAM Miami, join WKNR Detroit (formerly WKMH) as air personalities.

Tom Looney, formerly of WIOD Miami, joins WBT-AM-FM Charlotte, N. C., as host of *Nightwatch* show (Monday-Saturday, 10 p.m.-midnight). He replaces **Don Robertson,** who will devote more time as WBT sports director.

Wayne Marsh, formerly of WVAM Altoona, Pa., joins WFBG-AM-FM, that city, as air personality-newscaster.

Bob Hardwick, air personality at KVI Seattle, joins KMPC Los Angeles in same capacity. He is succeeded on 6-9 a.m. morning show at KVI by **Al Cummings.** Both stations are owned by Golden West Broadcasters.

NEWS

H. Meade Alcorn Jr., former chairman of Republican National Committee (1957-59), rejoins CBS News as political consultant to news division's election unit. Mr. Alcorn, partner of Hartford, Conn., law firm of Alcorn, Bakewell & Smith, served in same capacity with CBS News during 1962 campaigns and elections.

Rod Gelatt, former instructor in radio and television at University of Iowa, named news director of KOMU-TV Columbia, Mo., and assistant professor of journalism at University of Missouri. Mr. Gelatt fills vacancy left by death of **Phil Berk** last year. **Eric Engberg** appointed news director of KFRU Columbia, Mo., replacing **Richard Cottam,** now with Associated Press in New York. Mr. Engberg also is part-time instructor at Missouri University School of Journalism where he teaches radio newscasting.

'Sunday's' late arrivals

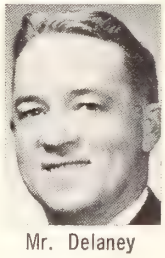
Five additional editors have been named for *Sunday,* the new NBC-TV news series (4-5 p.m. EST).

Late arrivals on the *Sunday* team are **William K. Zinsser,** entertainment; **Martin Bookspan** and **Frederic Ramsey Jr.,** music; **Aline Saarinen,** art and architecture; and **Edwin Newman,** special features.

The program, a review of the week's events, also features: **Ray Scherer,** news interpretation; **Nancy Dickerson,** the Washington scene; **Joe Garagiola,** sports; **Richard Schickel,** books; and **Frank Blair,** host.

Larry Mackey, former disc jockey at KDOK Tyler, Tex., joins KEYS Corpus Christi, Tex., as news director.

George Lord appointed morning news editor at WCAU-AM-FM Philadelphia.


Mr. Delaney

Jack Delaney, for past year staff newsman at WTEV(TV) New Bedford, Mass., and before that director of news, sports and special events at WNBH - AM - FM, that city, appointed WTEV news director.

John Armstrong, formerly of WCTC New Brunswick, N. J., joins WJRZ Newark, N. J., as night news reporter. **Vince Lindner** appointed WJRZ night news editor.

Jesse Zousmer, former radio and TV news producer with CBS, joins ABC News as director of television news. Mr. Zousmer, for past three years independent film producer, was affiliated with CBS between 1941 and 1960, first in radio news in New York and later as writer on CBS Radio's *Edward R. Murrow and the News.* Mr. Zousmer was co-producer of CBS-TV's *Person to Person* from 1953 to 1960 and since then has co-produced two NBC-TV *Show of the Week* specials.

Gerald Trapp, newsman at Salt Lake City bureau of Associated Press, named AP regional membership executive for Utah, Colorado, Wyoming and Montana, with headquarters at Salt Lake City. He succeeds **David Shuirman,** who is being transferred to San Francisco as regional membership executive for Northern California and Northern Nevada. Change is effective Nov 24.

Dolores M. Finlay resigns as supervisor of KNBC-TV Los Angeles press staff.

EQUIPMENT & ENGINEERING


Mr. Miner

Carroll R. Miner, since May 1962 in charge of new product development for Sarkes Tarzian Inc., Bloomington, Ind., appointed director of engineering at Chicopee, Mass., plant of F. W. Sickles division of General Instrument Corp. Sickles division manufactures UHF TV tuners as well as other radio-TV components. Before joining Sarkes Tarzian, Mr. Miner was director of technical services for Hoffman Electronics Corp. and was chief engineer of their consumer products division from October 1959.

C. Gus Grant, formerly VP and general manager of video and instrumentation division of Ampex Corp., Redwood City, Calif., appointed to newly created post of VP-operations, with responsibility for three Ampex divisions: consumer and educational products, marketing, and video and instrumentation. **Robert Weismann,** who has been manager of engineering for video and instrumentation division, succeeds Mr. Grant as its general manager. Mr. Grant joined Ampex in 1962, following 16 years with General Electric Co.

Delbert K. Smith elected VP of Technicolor Corp. and director of corporation's consumer products division.

James B. Hart, formerly with communications products division of Motorola Inc., appointed chief engineer of Dynascan Corp. of Chicago. Mr. Hart will be responsible for all engineering activities relating to test instrument products of B&K Manufacturing division and antenna and communications equipment of Mark division. He replaces **William S. Grossman,** who resigned, effective Dec. 31.

INTERNATIONAL

John L. Watson appointed to newly created post of VP and director of creative services for Toronto office of Cockfield, Brown & Co. Ltd. He will be responsible for supervision of all advertising prepared by that office.

K. G. Anderson, Walsh Adv., Windsor, Ont., elected president of Canadian Association of Advertising Agencies, succeeding **J. E. McConnell,** of McConnell-Eastman & Co., London, Ont. **Harry Foster,** Foster Adv. Ltd., Toronto, elected first VP; **Ral Roach,** McKim Adv. Ltd., Toronto, to second VP; and

Adamson to VOA post

Keith Adamson, career foreign service officer with U. S. Information Agency, appointed deputy director of USIA's broadcasting service, Voice of America, succeeding **Arthur W. Hummel Jr.,** who has been named deputy assistant secretary of state for educational and cultural affairs. Since joining USIA in 1942, Mr. Adamson has served in Cairo, Egypt; Ankara and Istanbul, Turkey, and for past two years as public affairs officer in Bogota, Colombia.

Bryan Vaughan, Vickers & Benson Ltd., Toronto, elected secretary-treasurer.

Derek Lamp joins Halas and Batchelor Ltd., cartoon film producers. He will be attached to television advertising section of company's London studio. Mr. Lamp worked with cartoon unit of National Film Board of Canada for six years as an ideas man, creating story boards and directing animation.

Lord Windlesham appointed chief program executive for Associated-Rediffusion Ltd., London, effective Jan. 1. He is currently head of features and executive producer with company.

George Skinner, technical director of CKOS-TV Yorkton, Sask., appointed assistant general manager of station. **J. V. Birt,** CKOS-TV sales representative, promoted to sales manager. **Geraldine Peppler** named program supervisor.

Peter Heneker appointed public relations officer of Television Audience Measurement Ltd., London, new post, responsible for all press and PR work for company. He was formerly with Institution of Electrical Engineers.

Don Harker joins Rank Organization, London, as information controller attached to marketing department. He has been in charge of press and public relations for Granada TV Network Ltd. for past six years.

Harold Hatheway, regional supervisor of public affairs department for Canadian Broadcasting Corp. at Halifax, N. S., named manager of new outlet, CBZ Fredericton, N. B.

Guy Theriault, formerly of Canadian Broadcasting Corp. at Moncton, N. B., named manager of CBAF and CBAFT (ch. 11), that city.

Richard Martin, public relations executive at Leedex Ltd., joins Southern Television Ltd., London, England, as press officer, succeeding **Geoffrey Winnington,** who resigned. **Arthur Murphy,** announcer, program host and interviewer with Telefis Eirean, Irish TV network, named continuity announcer at Southern Television Ltd. **Ken Seymour,** for past three years on staff of *Women's Mirror*, joins STL as special production assistant.

Harvey Kirck, director of news department at CFTO-TV Toronto, joins CTV Television Network's newscasting team at CJOH-TV Ottawa, effective Dec. 1, replacing **Baden Langton,** who resigned to join Washington news bureau of ABC-TV. Mr. Langton has been with CTV national news since it began in September 1962.

Patricia Coleman joins BBDO, Toronto, as copywriter.

M. L. Thomas, promotion manager of Radio Sales Bureau, Toronto, appointed market research and sales promotion director of All Canada Radio and Television Ltd., that city.

FANFARE

Chet Ettinger, formerly head of his own Cedar Rapids, Iowa, advertising agency, appointed promotion and public relations director of KOB-AM-TV Albuquerque, N. M.

Tom Mahaffey, advertising and promotion director of WJXT(TV) Jacksonville, Fla., elected VP of Jacksonville chapter of Florida Public Relations Association.

Conrad Kaminski to assistant promotion manager of WITI-TV Milwaukee.

DEATHS

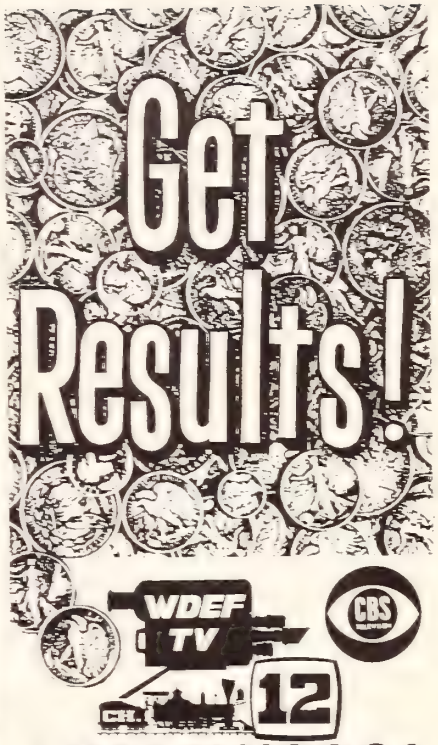


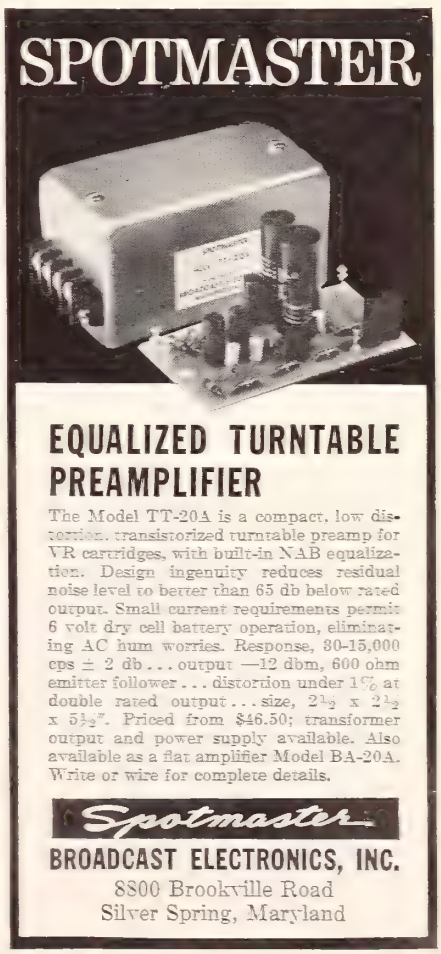
Mr. Reynolds

George Reynolds, VP-technical director and member of board of directors of WSM Inc. (WSM - AM - TV Nashville, Tenn.), died Nov. 1 of heart attack. Mr. Reynolds joined WSM in 1928 as transmitter and studio operator. He was appointed technical supervisor in 1932, chief engineer in 1942, and elected VP and technical director in 1950.

Charles Lowell Bigelow, 47, VP and San Francisco manager of Marplan, division of Communications Affiliates, and former research director of McCann-Erickson in Los Angeles and San Francisco, died Nov. 1.

George T. Baker, 62, founder of National Airlines, died of heart attack in Vienna, Austria, Nov. 4. He was president of airline when it owned WPST-TV Miami on channel 10. Station's license was revoked when Mr. Baker and others were charged with making off-the-record contacts with then FCC Commissioner Richard A. Mack.





FCC STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Oct. 31 through Nov. 6 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *educational. Ann.—Announced.

New TV stations

APPLICATIONS

***Bowling Green, Ky.—Kentucky State Board of Education.** UHF channel 17 (488-494 mc); ERP 243 kw vis., 122 kw aur. Ant. height above average terrain 808 feet, above ground 618 feet. P. O. address c/o O. Leonard Press, McVey Hall, University of Kentucky, Lexington, Ky. Estimated construction cost $368,084; first year operating cost $20,200. Studio location Lexington, trans. location Bowling Green. Geographic coordinates 37° 05′ 22″ north latitude, 86° 38′ 05″ west longitude. Type trans. RCA TTU-12A, type ant. RCA TFU-30J. Legal counsel Miller & Schroeder, consulting engineer Jansky and Bailey, both Washington. Principals: **governing board of Kentucky Authority for Educational Television.** Also see applications below. Ann. Nov. 1.

***Covington, Ky.—Kentucky State Board of Education.** UHF channel 54 (710-716 mc); ERP 8.6 kw vis., 4.3 kw aur. Ant. height above average terrain 398 feet, above ground 340 feet. Estimated construction cost $186,833; first year operating cost $18,200. Studio location Lexington, trans. location Covington. Geographic coordinates 39° 04′ 11″ north latitude, 84° 31′ 33″ west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-10J. Other information same as Bowling Green application (see above). Ann. Nov. 1.

***Hazard, Ky.—Kentucky State Board of Education.** UHF channel 33 (584-590 mc); ERP 232 kw vis., 116 kw aur. Ant. height above average terrain 1,263 feet, above ground 620 feet. Estimated construction cost $388,586; first year operating cost $20,200. Studio location Lexington, trans. location Hazard. Geographic coordinates 37° 11′ 36″ north latitude, 83° 11′ 04″ west longitude. Type trans. RCA TTU-12A, type ant. RCA TFU-25G. Other information same as Bowling Green application (see above). Ann. Nov. 1.

***Madisonville, Ky.—Kentucky State Board of Education.** UHF channel 26 (542-548 mc); ERP 432 kw vis., 216 kw aur. Ant. height above average terrain 1,136 feet, above ground 1,023 feet. Estimated construction cost $480,865; first year operating cost $24,200. Studio location Lexington, trans. location near St. Charles. Geographic coordinates 37° 09′ 54″ north latitude, 87° 32′ 30″ west longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-30J. Other information same as Bowling Green application (see above). Ann. Nov. 1.

***Morehead, Ky.—Kentucky State Board of Education.** UHF channel 36 (602-608 mc); ERP 232 kw vis., 116 kw aur. Ant. height above average terrain 398 feet, above ground 608 feet. Estimated construction cost $359,086; first year operating cost $20,200. Studio location Lexington, trans. location Morehead. Geographic coordinates 38° 10′ 38″ north latitude, 83° 24′ 18″ west longitude. Type trans. RCA TTU-12A, type ant. RCA TFU-30J. Other information same as Bowling Green application (see above). Ann. Nov. 1.

***Murray, Ky.—Kentucky State Board of Education.** UHF channel 33 (584-590 mc); ERP 234 kw vis., 117 kw aur. Ant. height above average terrain 597 feet, above ground 610 feet. Estimated construction cost $373,384; first year operating cost $20,200. Studio location Lexington, trans. location Murray. Geographic coordinates 36° 38′ 17″ north latitude, 88° 18′ 34″ west longitude. Type trans. RCA TTU-12A, type ant. RCA TFU-30J. Other information same as Bowling Green application (see above). Ann. Nov. 1.

Superior, Neb.—Bi-States Co. VHF channel 4 (66-72 mc); ERP 25.1 kw vis., 12.5 kw aur. Ant. height above average terrain 1,107 feet, above ground 1,086 feet. P. O. address c/o F. Wayne Brewster, 414 East Avenue, Holdrege, Neb. Estimated construction cost $305,333; first year operating cost $66,835; revenue $140,000. Studio location south of Kearney, trans. location Superior. Geographic coordinates 40° 05′ 15″ north latitude, 97° 55′ 11″ west longitude. Type trans. GE TT-40-A, type ant. GE TV-60-F. Legal counsel John P. Southmayd, consulting engineer Commercial Radio Equipment Co., both Washington. Applicant is licensee of KHOL-TV Holdrege, and Superior station will be semi-satellite of KHOL-TV. Ann. Oct. 25.

New AM station

ACTION BY FCC

John Day, Ore.—John Day Valley Broadcasters. Granted CP for new AM on 1400 kc, 250 w. P. O. address c/o T. A. Smith, Box 278, Pendleton, Ore. Estimated construction cost $15,000; first year operating cost $30,000; revenue $35,000. Principals: **T. A. Smith** and **C. H. Fisher** (each 50%). Mr. Fisher is part owner of KVAL-TV Eugene, KCBY-TV Coos Bay and KPIC-TV Roseburg, all Oregon; Mr. Smith is part owner of KUMA Pendleton, Ore. Action Oct. 30.

Existing AM stations

ACTIONS BY FCC

WNEL Caguas, P. R.—Granted increased daytime power on 1430 kc from 1 kw to 5 kw, continued nighttime operation with 500 w; conditions include (1) without prejudice to any action commission may deem necessary as final determination with respect to pending application of Naugatuck Valley Service Inc. for renewal of license of WOWW Naugatuck, Conn., and (2) presunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action Oct. 30.

WRUL New York—Granted waiver of rules and authorized operating schedule of international broadcast station on specified frequencies from Nov. 3 to March 1, 1964. Action Oct. 30.

CALL LETTERS ASSIGNED

- WKAC Athens, Ala.—Limestone Broadcasting Co.
- KCAM Glennallen, Alaska—Central Alaskan Missions Inc.
- WINE Brookfield, Conn.—Eastern Broadcasting System Inc.
- KGBA Santa Clara, Calif.—George B. Bairey. Changed from KGBB.
- WPAS Zephyrhills, Fla.—Paul Lasobik. Changed from WZRH.
- WNJZ Port Chester, N. Y.—Port Chester Broadcasting Co.
- WBZB Selma, N. C.—Carolina Broadcasting Associates.
- WJLE Smithville, Tenn.—Center Hill Broadcasting Inc.

APPLICATION

KSTP St. Paul—CP to change from DA-D and N to DA-N and install new daytime ant. Ann. Nov. 1.

New FM stations

ACTIONS BY FCC

North Adams, Mass.—Northern Berkshire Broadcasting Inc. Granted CP for new FM on 100.1 mc, channel 261, 1 kw. Ant. height above average terrain 480 feet. P. O. address 466 Curran Highway, North Adams. Estimated construction cost $20,744; first year operating cost $12,000; revenue $18,000. Principals: **Robert Hardman** (51.6%), **Harold E. Crippen** (13.3%), **Donald A. Thurston** (10%), **James A. Hardman** (3.3%), and others. Applicant owns WMNB North Adams. Action Oct. 30.

Hattiesburg, Miss.—Newforte Inc. Granted CP for new FM on 103.7 mc, 70 kw. Ant. height above average terrain 275 feet. P. O. address 302 Hemphill St., Hattiesburg. Estimated construction cost $21,000; first year operating cost $25,000; revenue $30,000. Principals: **Jerry A. Fontenberry** (95%) and **Sebe Dale Jr.** (5%). Dr. Fontenberry is major stockholder of WFFF Columbia, and WFOR Hattiesburg, both Mississippi. Mr. Dale Jr. is attorney and minor stockholder in same stations. Both are applicants for new TV on channel 17 in Hattiesburg. Action Oct. 31.

Bowling Green, Ohio—Portage Valley Broadcasters Inc. Granted CP for new FM on 93.5 mc, 3 kw. Ant. height above average terrain 175 feet. P. O. address 114 Fifth Street, Port Clinton, Ohio. Estimated construction cost $16,600; first year operating cost $30,000; revenue $32,000. Principals: **Robert W. Reider** (60%), **R. C. Linker** (36%), and **James A. Landot** (4%). Mr. Reider owns 51% WRWR-FM Port Clinton and 50% WLKR-FM Norwalk, both Ohio. Mr. Linker owns other half of WLKR-FM, and Mr. Landot is former general manager of WRWR. Action Oct. 30.

Dickson, Tenn.—Dickson County Broadcasting Inc. Granted CP for new FM on 102.3 mc, channel 272, 3 kw. Ant. height above average terrain 250 feet; conditions. P. O. address Box 329. Dickson. Estimated construction cost $13,412; first year operating cost $10,000; revenue $15,000. Dickson County is licensee of WDKN Dickson. Action Nov. 1.

APPLICATIONS

Fort Collins, Colo.—Horsetooth Broadcasting Inc. 93.3 mc, channel 227, 29.87 kw. Ant. height above average terrain 163 feet. P. O. address c/o Leslie P. Ware, Box 722, Fort Collins. Estimated construction cost $25,625; first year operating cost $18,488; revenue $24,000. Applicant is licensee of KZIX Fort Collins. Ann. Nov. 5.

Honolulu—Kaiser Industries Corp. 93.9 mc, channel 230, 26.8 kw. Ant. height above average terrain minus 296 feet. P. O. address Kaiser Center, 300 Lakeside Drive,

EDWIN TORNBERG & COMPANY, INC.



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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Oakland, Calif. Estimated construction cost $36,987; first year operating cost $37,175; revenue $18,000. Applicant is licensee of KHVH Honolulu. Ann. Oct. 31.

Kokomo, Ind.—Booth Broadcasting Co. 93.5 mc, channel 228, 3 kw. Ant. height above average terrain 182 feet. P. O. address c/o J. L. Booth, 2300 Buhl Building, Detroit 26. Estimated construction cost $14,850; first year operating cost $10,000; revenue $15,000. Applicant is licensee of WIOU Kokomo. Ann. Nov. 1.

Fort Knox, Ky.—Fort Knox Broadcasting Corp. 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 184 feet. P. O. address c/o B. E. Cowan, Box 68, Fort Knox. Estimated construction cost $12,500; first year operating cost $100,000 (AM and FM); revenue $110,000 (AM and FM). Applicant is licensee of WSAC Fort Knox. Ann. Nov. 1.

Frankfort, Ky.—Capital Broadcasting Corp. 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 58 feet. P. O. address c/o Robert B. Doll, Box 381, Mount Sterling, Ky. Estimated construction cost $12,640; first year operating cost $12,000; revenue $15,000. Applicant is licensee of WFKY Frankfort. Ann. Nov. 1.

Louisville, Ky.—Fort Knox Broadcasting Corp. 103.9 mc, channel 280, 3 kw. Ant. height above average terrain 300 feet. P. O. address c/o B. E. Cowan, Box 68, Fort Knox, Ky. Estimated construction cost $15,000; first year operating cost $28,000; revenue $28,000. Applicant is licensee of WSAC Fort Knox and applicant for new FM there, which see. Ann. Nov. 5.

Pikeville, Ky.—East Kentucky Broadcasting Corp. 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 91.8 feet. P. O. address Williamson Addition, Peach Orchard Road, Pikeville. Estimated construction cost $14,888; first year operating cost $7,500; revenue $7,500. Applicant is licensee of WPKE Pikeville. Ann. Nov. 5.

Alma, Mich.—WFYC Inc. 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 186 feet. P. O. address c/o Bilbert Thomas, Alma. Estimated construction cost $12,630; first year operating cost $5,045; revenue $8,245. Applicant is licensee of WFYC Alma. Ann. Nov. 1.

Jacksonville, N. C.—Marine Broadcasting Corp. 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 300 feet. P. O. address 625 New Bridge Street, Jacksonville. Estimated construction cost $39,000; first year operating cost $27,500; revenue $30,000. Principals: **Jerry J., Alfred B.** and **Sidney Popkin** (each 33⅓%). Messrs. Popkin have interests in WLAS Jacksonville. Ann. Nov. 1.

Uhrichsville, Ohio—Tuscarawas Broadcasting Co. 101.7 mc, channel 269, 3 kw. Ant. height above average terrain 229 feet. P. O. address 226 North Main Street, Uhrichsville. Estimated construction cost $18,073; first year operating cost $16,630; revenue $17,438. Applicant is licensee of WBTC Uhrichsville. Ann. Nov. 5.

Existing FM stations

ACTIONS BY FCC

WBMI(FM) Meriden, Conn.—Granted (1) mod. of license to change designation of station to Hartford-Meriden, and (2) waived Sec. 3.208(b) (2) of rules to permit maintenance of main studio in Meriden only. Commissioner Bartley dissented. Action Oct. 30.

WSPA-FM Spartanburg, S. C.—Granted CP to increase ERP on 98.9 mc from 4.9 kw to 100 kw; ant. height from 520 feet to 1,910 feet; change type trans. and trans. site and ant. system; remote control permitted. Action Oct. 30.

CALL LETTERS ASSIGNED

- KELD-FM El Dorado, Ark.—Radio Enterprises Inc.
- WMBM-FM Miami Beach, Fla.—Community Service Broadcasters Inc. Changed from WMBJ(FM).
- WBRN-FM Big Rapids, Mich.—WBRN Inc.
- *KMSM(FM) Rolla, Mo.—Curators of University of Missouri, School of Mines & Metallurgy.
- WERM(FM) Wapakoneta, Ohio—West Central Ohio Broadcasters Inc.
- WVSC-FM Somerset, Pa.—Radio Station WVSC Inc.
- WRHM(FM) Livingston, Tenn.—Upper Cumberland Broadcasters.
- WHNR(FM) McMinnville, Tenn.—Harold N. Roney.
- KBNO(FM) Houston—Independent Music Broadcasters Inc. Changed from KJSB(FM).
- KPLA(FM) Plainview, Tex.—KVOP Inc. Changed from KVOP-FM.
- KIXI-FM Seattle—Metropolitan Radio Corp. Changed from KGMJ(FM).
- *WSCI-FM Platteville, Wis.—Wisconsin State College & Institute of Technology.
- WRIG-FM Wausau, Wis.—WRIG Inc.

APPLICATION

KNDX(FM) Yakima, Wash.—CP to change frequency to 107.3 mc, channel 297, increase ERP to 31 kw, increase TPO to 3 kw and change type ant. and trans. Ann. Nov. 6.

Ownership changes

ACTIONS BY FCC

KBHS Hot Springs, Ark.—Granted assignment of license from **B. P. Timothy** (100%), d/b as **Resort Broadcasting Inc.**, to Mr. Timothy (100%), tr/as **Tim Timothy Inc.** No financial consideration involved. Action Oct. 30.

KGHT Hollister, Calif.—Granted assignment of license from **Richard M. Godfrey** and **Clifford A. Trotter** (both 50%), d/b as **Hollister Broadcasting Inc.**, to **Robert C. Erreca** and **Lloyd D. Cotta** (both 50%), tr/as **San Benito Broadcasters Inc.** Consideration $28,000. Messrs. Erreca and Cotta are both ranchers and businessmen. Action Oct. 30.

KAVI Rocky Ford, Colo.—Granted assignment of license from **Patrick and Ridner Broadcasting Co.**, owned by **Edward J. Patrick** and **Lloyd A. Ridner** (each 50%), to **Rocky Ford Investment Corp.**, whose president is **H. Lee Sturgeon.** Consideration $10,000 to Mr. Ridner and $4,000 and six shares of assignee firm to Mr. Patrick. Action Nov. 1.

WINF-AM-FM Manchester, Conn.—Granted assignment of license (AM) and CP (FM) from **John Deme** (100%), d/b as **Manchester Broadcasting Co.**, to **Sidney** and **Marjorie Walton** (each 47.5%) and others, tr/as **Information Radio Inc.** Consideration $225,000. Assignee is subsidiary of Profit Research Inc., book publishing house; Mr. Walton is radio business information commentator. Action Oct. 31.

WELE South Daytona, Fla.—Granted assignment of license from **R. Kelvin Shivers** (80%), deceased, and **Walter Cronkite** (20%), d/b as **Quality Broadcasters of Daytona Inc.**, to **Gary E. Smith** (50%), **Edith L. Speer** (26%), **Ann Hicks Marsh** (13%), **Donald L. Ritter** (6.6%) and **Jerry D. Norman** (4.4%), tr/as **Seven Cities Broadcasting Corp.** Consideration $50,000. Mr. Smith is in real estate and resort businesses; other principals are past employees of Florida radio stations. Action Oct. 30.

KLGA Algona, Iowa—Granted acquisition of positive control of licensee corporation, **KLGA Inc.**, from **Harry Snyder** (50%) and **Robert Behling** (30%) by **George Allen** (100% after transfer, 20% before). Consideration $55,200. Action Nov. 1.

KMON Great Falls, Mont.—Granted assignment of license from **Copper Broadcasting Co.**, 100% owned by **Salt Lake City Broadcasting Inc.**, owned by **George C.** and **Ida G. Hatch** (each 50%), to **KMON Inc.**, owned by **George J. Buzzas** and **Allen Donohue** (each 50%). Consideration $270,000. Messrs. Buzzas and Donohue are partners in theater business in Great Falls. Action Nov. 1.

KPBM Carlsbad, N. M.—Granted transfer of control of licensee corporation, **Coronado Broadcasting Inc.**, from **Hazel H. McEvoy** and family (66 ⅔%) to **Radio Carlsbad Inc.**, which is owned by **Darrell A. Swayze** (99.92%), present 33⅓ owner of Coronado, **Blanche A. Swayze** and **T. E. Lusk** (each .04%). Consideration $90,000. Mrs. Swayze is housewife; Mr. Lusk is attorney. Also see grant below. Action Oct. 30.

KPBM Carlsbad, N. M.—Granted assignment of license from **Coronado Broadcasting Inc.** to **Radio Carlsbad Inc.** For other information see grant above. Action Oct. 30.

WEZN-AM-FM Elizabethtown, Pa.—Granted assignment of license (AM) and CP (FM) from **Ira H. Kaplan** (100%), d/b as **WEZN Inc.**, to **A. R. Whiteman** (who votes 100% through **Hershey Estates**), tr/as **Hershey Broadcasting Inc.** Consideration $128,000. Applicant is also applicant for new AM in Hershey, Pa. Commissioners Bartley and Cox dissented. Action Nov. 4.

KFDA Amarillo, Tex.—Granted transfer of control of licensee corporation, **Lone Star Broadcasting Co.**, from **Louise M. Jordan**, executrix of estate of Charles B. Jordan (75%), to Mrs. Jordan (75%) individually. No financial consideration involved. Action Nov. 1.

KVLB Cleveland, Tex.—Granted assignment of license from **Harvard C. Bailes** (100%) to **Stephen Van Sandler** (100%). Consideration $40,000. Mr. Sandler is employe of KVLB. Action Oct. 31.

WQVA Quantico, Va.—Granted assignment of license from **Harold H. Hersch** (70%), **W. T. Merchant** (20%) and **E. Ewing Wall** (10%), d/b as **Radio One Co.**, to Mr. Hersch, **Harry G. Sells** (each 25%), Mr. Merchant, **Samuel J. Cole** (each 20%) and Mr. Wall



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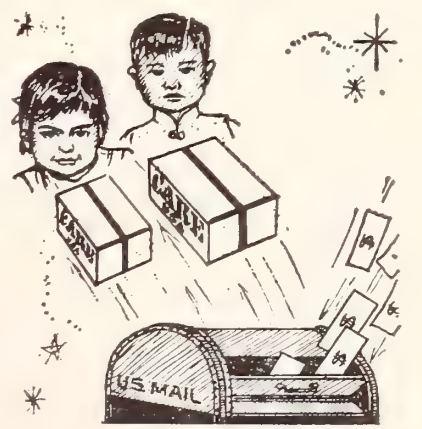
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(10%), tr/as **WQVA Inc.** Consideration $600. Messrs. Sells and Cole have interests in WPRW-AM-FM Manassas, Va. Action Oct. 30.

APPLICATIONS

KTPM(FM) Sun City, Ariz.—Seeks assignment of license from **Willard Shoecraft**, receiver, to **Edward W. Butler**, receiver. No financial consideration involved. Also see KAKA Wickenburg, Ariz., application. Ann. Nov. 5.

KAKA Wickenburg, Ariz.—Seeks assignment of license from **Willard Shoecraft**, receiver, to **Edward W. Butler**, receiver. No financial consideration involved. Also see KTPM(FM) Sun City, Ariz., application. Ann. Nov. 5.

KOVR(TV) Stockton, Calif.—Seeks transfer of control of licensee corporation, **Metropolitan Broadcasting Corp. of California**, from **Metromedia Inc.** (98.49%) to **McClatchy Newspapers** (98.49%), owned by **McClatchy** family and others. Consideration $6,205,153. Ann. Nov. 6.

WDSP DeFuniak Springs, Fla.—Seeks assignment of license from **Luverne Forster Jr.**, receiver, to **Euchee Valley Broadcasting Co.**, owned by **Marie F. Douglass** (97%), **Bertie Hinton, Annette Wiles** and **W. Dexter Douglass** (each 1%). Consideration is mortgage foreclosure. Applicant owned WDSP until 1962. Ann. Nov. 5.

WCIU(TV) Chicago—Seeks transfer of control of licensee corporation, **Wiegel Broadcasting Co.**, from **D. J. McCarthy** (50%) to **John Weigel** (100% after transfer, 50% before). Consideration $500. WCIU is still under construction. Ann. Nov. 6.

WRTV(TV) Asbury Park, N. J.—Seeks transfer of control of permittee corporation, **Atlantic Video Corp.**, from **Walter Reade Inc.** to **Walter Reade-Sterling Inc.**, sister corporations. No financial consideration involved. Ann. Oct. 31.

KIHI-FM Tulsa, Okla.—Seeks assignment of license and SCA from **Che Broadcasting Co.**, owned by **J. D. Hopperton** (82.4%), **William Weinrod** (13.7%) and others, to **American Television Inc.**, owned by **Donald W. Reynolds**, (100%). Consideration $9,500 and assumption of prommissory note. Ann. Oct. 25.

WHHM Memphis—Seeks assignment of license from **Marvin C. Goff Jr.**, trustee in bankruptcy, to **WLOK Inc.** Proposed assignment is part of three-way ownership change with WLOK Memphis (see applications below). Ann. Nov. 1.

WLOK Memphis—Seeks assignment of license from **WLOK Inc.**, owned by **Jules J. Paglin** and **Stanley W. Ray Jr.** (each 50%), to **Marvin C. Goff Jr.**, trustee in bankruptcy for **Mercury Broadcasting Inc.** (WHHM Memphis), owned by **William H. Grumbles** (51%) and **Marie G. Copp** (49%). Proposed assignment is part of three-way ownership change with WHHM (see applications above and below). Ann. Nov. 1.

WLOK Memphis—Seeks assignment of license from **Marvin C. Goff Jr.**, trustee in bankruptcy, to **Century Broadcasting Inc.**, owned by **Dalworth Broadcasting Inc.** (80%), licensee of KCUL Fort Worth, and **Rodger May** (20%). Consideration $135,000. Proposed assignment is part of three-way ownership change with WHHM Memphis (see applications above). Ann. Nov. 1.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 6

	ON AIR Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,844	43	144	299
FM	1,113	17	96	269
TV	521[1]	55	82	124

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Nov. 6

	VHF	UHF	TOTAL TV
Commercial	473	88	561[1]
Noncommercial	52	29	81[2]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Sept. 30

	AM	FM	TV
Licensed (all on air)	3,838	1,110	521[1]
CP's on air (new stations)	49	20	55
CP's not on air (new stations)	134	75	81
Total authorized stations	4,021	1,205	657[1]
Applications for new stations (not in hearing)	185	224	70
Applications for new stations (in hearing)	123	12	51
Total applications for new stations	308	236	121
Applications for major changes (not in hearing)	226	95	46
Applications for major changes (in hearing)	52	3	10
Total applications for major changes	278	98	56
Licenses deleted	2	1	0
CP's deleted	2	1	1

[1] Does not include seven licensed stations off air
[2] Includes three stations operating on unreserved channels

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Arthur D. Smith Jr. to change facilities of WMTS Murfreesboro, Tenn., from 860 kc, 250 w-D, to 810 kc, 5 kw-D; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Nov. 6.

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of Porter County Broadcasting Co. for new daytime AM on 1500 kc, 1 kw, DA, in Valparaiso, Ind., conditions including presunrise operation with daytime facilities precluded pending final decision in Doc. 14419, and denying application of Valparaiso Broadcasting Co. for same facility with 500 w, 250 w-CH. Action Nov. 5.

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of Big Bear Broadcasting Co. for new daytime AM on 1050 kc, 250 w, DA, in Big Bear Lake, Calif.; conditions including presunrise operation with daytime facilities precluded pending final decision in Doc. 14419. Action Nov. 5.

■ Hearing Examiner Forest L. McClenning issued cumulative initial decision looking toward granting application of South Florida Amusement Inc. for new TV on channel 6 in Perrine, Fla., and denying applications of Publix Television Corp. and Coral Television Corp. for similar facilities in Perrine and South Miami, respectively. (Jan. 3, 1962, commission vacated Sept. 12, 1960, initial decision which looked toward action, and reopened record and remanded proceeding to examiner for further hearing on eight specific issues to explore charges raised against South Florida's president, Sherwin Grossman.) Action Oct. 31.

DESIGNATED FOR HEARING

Capitol Television Inc., Camellia City Telecasters, Sacramento, Calif.—Designated for consolidated hearing applications of Capitol for renewal of license of KVUE(TV) (ch. 40) and Camellia for new TV on channel Action Oct. 30.

TVue Associates Inc., United Artists Broadcasting Inc., Houston—Designated for consolidated hearing applications for new TV stations on channel 23. Action Oct. 30.

OTHER ACTIONS

■ On request of National Association of Broadcasters, commission changed date for scheduled oral argument on possible rules limiting length and frequency of broadcast commercials from Nov. 25 to Dec. 9. Date for interested parties to notify commission of desire to participate is changed from Nov. 10 to Nov. 12. Action Nov. 1.

■ By memorandum opinion and order, commission (1) denied petition by KWK Radio Inc. for reconsideration of May 29 decision which revoked license for KWK St. Louis for willful misconduct in connection with broadcast of two treasure hunt programs; (2) denied petition by KWK for leave to file additional brief, and (3) so that licensee may have opportunity to wind up affairs, directed that order of revocation shall not become effective until 30 days after date of release of memorandum opinion or, if judicial review is sought, until 30 days after final court order concluding such review, Commissioners Hyde and Lee dissented for reasons stated in dissent previously filed; Commissioners Bartley and Cox not participating. Action Oct. 31.

■ Granted renewal of licenses for following: WKOY Bluefield, W. Va.; WRIC Richlands, Va.; WLPM Suffolk, Va. Action Oct. 30.

■ By order, commission, on own motion, directed parties in proceeding on applications of Catskills Broadcasting Co., Ellen-



ville Broadcasting Co. and Ulster County Broadcasting Co. for new AM stations in Ellenville, N. Y., to be prepared to address themselves at oral argument, rescheduled from Nov. 14 to Dec. 2, to (a) feasibility of commission's granting merged application subject to condition that Ulster not participate in such merged group pending resolution at further hearing of issues looking toward determination of character qualifications or (b) feasibility of any alternative method by which interim operation may be brought to Ellenville pending resolution of Ulster's character qualifications. In view of commission's request for additional views, parties will each be allowed 30 minutes for oral argument. Commissioner Hyde abstained from voting. Action Oct. 30.

■ By order, commission granted request of Tedesco Inc. to dismiss motion for declaratory ruling as to whether hearing examiner could issue partial initial decision in proceeding on application for new AM in Bloomington, Minn., and that of Edina Corp., Edina, Minn. Action Oct. 30.

■ Commission scheduled further oral argument for Jan. 13, 1964, in proceeding on applications of WORZ Inc. and Mid-Florida Television Corp. for new TV stations on channel 9 in Orlando, Fla. In accordance with July 5 decision of U. S. Court of Appeals, oral argument will be on exceptions to Aug. 10, 1955, initial decision on basis of existing record as supplemented by record on remand to permit argument to be directed to questions of effect upon Mid-Florida's qualifications of ex parte communications made by attorney even though principals of company were unaware thereof, to "serious question concerning character of WORZ's principals," to "Roth incident at time when Roth was secretary of Mid-Florida and stock subscriber in corporation," and whether, in circumstances, record should be reopened and filing of new applications permitted. (Mid-Florida has been operating station WFTV[TV] [formerly WLOF-TV" [ch. 9] Orlando since Jan. 31, 1958, under program test authority.) Action Oct. 30.

■ Commission scheduled oral argument on Dec. 16 in proceeding on applications of Grand Broadcasting Co., West Michigan Telecasters Inc., MKO Broadcasting Corp. and Peninsular Broadcasting Co. for new TV stations on channel 13 in Grand Rapids, Mich. Action Oct. 30.

■ Commission, at request of applicant's counsel, rescheduled oral argument from Dec. 16 to Jan. 13, 1964, in proceeding on applications of Howard W. Davis, tr as Walmac Co., for renewal of licenses of KMAC and KISS FM, San Antonio, Tex. Action Oct. 30.

■ At request of Channel 2 Corp. (formerly Gotham Broadcasting Corp.), commission granted another one-month extension, from Nov. 3 to Dec. 3, 1963, for commencement of trial of subscription TV programing over KCTO(TV) (formerly KTVR TV) (ch. 2) Denver. Commissioner Bartley abstained from voting. Action Oct. 30.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order, denied petition by Greenwich Broadcasting Corp. to sever application for new AM in Greenwich, Conn., from consolidated proceeding in Docs. 8716 et al., and to issue order finalizing grant of application. Board Member Nelson not participating. Action Oct. 31.

■ Scheduled following broadcast proceedings for oral argument for Nov. 26: La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp., Lubbock, Tex: KPLT Inc. (KPLT), Paris, Tex.; Rockland Broadcasting Co., Blauvelt, Rockland Radio Corp. and Rockland Broadcasters Inc., both Spring Valley, N. Y.; James R. Williams, Anadarko, Okla. Action Oct. 31.

ACTIONS ON MOTIONS

By the Office of Opinions and Review

■ Granted motion by Spa Broadcasters Inc. (WSPN), Saratoga Springs, N. Y., to extend time to Nov. 8 to file exceptions to initial decision in consolidated proceeding on applications involving Martin R. Karig, et al. Action Oct. 29.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Basil P. Cooper to preside at hearing in proceeding on applications of Capitol Television Inc. for renewal of license of KVUE (ch. 40) Sacramento, Calif., and Camellia City Telecasters for new TV on that channel in Sacramento: scheduled prehearing conference for Nov. 26 and hearing for Dec. 18. Action Nov. 5.

■ Designated Examiner Sol Schildhause to preside at hearing in proceeding on applications of TVue Associates Inc. and United Artists Broadcasting Inc. for new TV stations on channel 23 in Houston; scheduled prehearing conference for Nov. 26 and hearing for Dec. 17. Action Nov. 5.

By Hearing Examiner Thomas H. Donahue

■ Pursuant to agreements reached at Nov. 4 and 5 prehearing conference on applications of Sunbeam Television Corp. for renewal of license of WCKT(TV) (ch. 7) Miami and Community Broadcasting Corp. for new station on that channel in Miami, scheduled certain procedural dates, further prehearing conference for Jan. 10, 1964, and continued Dec. 11 hearing to Jan. 13, 1964. Action Nov. 5.

By Hearing Examiner Charles J. Frederick

■ In proceeding on applications of Cleveland Broadcasting Inc. and Community Telecasters of Cleveland Inc. for new TV stations on channel 19 in Cleveland, in Docs. 15163-4, granted petition by Community Telecasters for leave to amend application to substitute bank loan for individual stockholder loans in financial data. Action Nov. 1.

By Hearing Examiner Millard F. French

■ In proceeding on applications of Wellersburg TV Inc. and People's Community Television Association Inc. for new VHF TV translator stations in Wellersburg, Pa., and LaVale, Md., respectively, in Docs. 14857 et al., granted petition by Wellersburg TV Inc. to extend time to Dec. 10 to file proposed findings and to Dec. 17 for replies. Action Oct. 30.

By Hearing Examiner Isadore A. Honig

■ Granted request by O. K. Broadcasting Corp. (WEEL), Fairfax, Va., to extend time from Nov. 4 to Nov. 8 to file proposed findings, with Nov. 15 date for replies unchanged. Action Oct. 31.

By Hearing Examiner H. Gifford Irion

■ Scheduled hearing for Dec. 17 in proceeding on applications of KWEN Broadcasting Co. and Woodland Broadcasting Co. for new AM stations in Port Arthur and Vidor, both Texas, respectively. Action Nov. 1.

■ Scheduled prehearing conference for Nov. 25 in proceeding on applications of KWEN Broadcasting Co. and Woodland Broadcasting Co. for new AM stations in Port Arthur and Vidor, both Texas, respectively. Action Oct. 30.

By Hearing Examiner Jay A. Kyle

■ Granted joint motion by Calhio Broadcasters, Seven Hills, Salem Broadcasting Co., Salem, and Tele-Sonics Inc., Parma, all Ohio, to continue from Nov. 4 to Jan. 6, 1964, date for exchange of exhibits, and from Nov. 25 to Jan. 27, 1964, for hearing in proceeding on AM applications. Action Nov. 1.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Granted petition by Broadcast Bureau to extend to Nov. 12 time to file proposed findings and to Nov. 29 for replies in proceeding on application of John Self for new AM in Winfield, Ala. Action Nov. 4.

By Hearing Examiner Sol Schildhause

■ Pursuant to agreements reached at Nov. 4 prehearing conference in proceeding on AM application of Central South Dakota Broadcasting Co. (KEZE), Huron, S. D., scheduled certain procedural dates and ordered that hearing will be on Dec. 12 as now scheduled. Action Nov. 4.

By Hearing Examiner Herbert Sharfman

■ Issued statement and order after conference on Nov. 4 in proceeding on application of Beamon Advertising Inc. for new AM in Daingerfield, Tex., and scheduled certain procedural dates and hearing for Jan. 7, 1964. Action Nov. 4.

■ By memorandum opinion and order in proceeding on AM applications of Southern Radio and Television Co., Lehigh Acres,



and Robert Hecksher, Fort Myers, both Florida, denied petition by Broadcast Bureau to reopen record for further hearing. Action Nov. 1.

■ In proceeding on application of North Atlanta Broadcasting Co. for new AM in Atlanta, received in evidence applicant's revised figure D-4 to exhibit 18 and closed record. Action Oct. 30.

By Hearing Examiner Elizabeth C. Smith

■ Scheduled hearing conference for Dec. 9 in proceeding on application of City of New York Municipal Broadcasting System to operate WNYC New York (licensed on 830 kc, 1 kw, operating between local sunrise in New York and LS in Minneapolis) additional hours from 6 a.m. EST to sunrise New York and from sunset Minneapolis to 10 p.m. EST, and related petition of Midwest Radio-Television Inc. (WCCO), Minneapolis. Action Nov. 5.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Nov. 5

■ Granted renewal of licenses for following: WBAB Babylon, N. Y.; KHOF(FM) Los Angeles; KMCS-FM Seattle.

KOAD Lemoore, Calif.—Granted mod. of CP to change ant.-trans. and studio location, make changes in ant. system (increase height) and in ground system.

WEZN-FM Elizabethtown, Pa.—Granted extension of completion date to May 1, 1964.

Actions of Nov. 4

K80BH, K70CT, K75AC, all Farmington, N. M.—Granted licenses for new UHF TV translator K80BH and covering changes for K70CT and K75AC; change geographic coordinates and primary stations to KGGM-TV (ch. 13), KOB-TV (ch. 4) and KOA-TV (ch. 7), all Albuquerque, N. M., respectively.

WSAU-FM Wausau, Wis.—Granted CP to increase ERP to 100 kw, decrease ant. height to 990 feet and install new ant.

KBLU-TV Yuma, Ariz.—Granted mod. of CP to change type trans.; condition.

WHEB-FM Portsmouth, N. H.—Granted mod. of CP to move ant. 400 feet from AM tower (same description); decrease ERP to 5.9 kw and ant. height to 140 feet; install new trans. and ant.; and make changes in ant. system; condition.

■ Following were granted extensions of completion dates as shown: WEMP Milwaukee to Dec. 13; WCPC Houston, Miss., to Jan. 29, 1964; WKRC Cincinnati to Feb. 5, 1964; WMNI Columbus, Ohio, to Dec. 21; WCCO-FM Minneapolis to April 6, 1964; KBLE(FM) Seattle to Feb. 1, 1964; WGEE-FM Indianapolis to March 13, 1964; WDEE-FM Hamden, Conn., to Jan. 1, 1964; KNEV (FM) Reno to April 19, 1964; KDFC(FM) San Francisco to Jan. 11, 1964.

Actions of Nov. 1

KMOO Mineola, Tex.—Granted license and installation of new trans.

WOL-FM Washington—Granted license covering installation of new ant.

WOL Washington—Granted licenses covering installation of new trans.; increase in daytime power and installation of new trans.; and use of old main aux. trans. as alternate main nighttime and aux. main daytime trans.

WBAL-TV Baltimore—Granted CP to redescribe trans. location and change studio location and ant. height to 1000 feet.

WMAR-TV Baltimore—Granted CP to change type ant. and ant. height to 1000 feet and make slight change in trans. line; specify ERP as 100 kw vis. and 50 kw aur.

***WQED(TV) Pittsburgh**—Granted CP to change ERP to 295 kw vis. and 148 kw aur., type trans., and make changes in transmission line and equipment.

WJZ-TV Baltimore—Granted CP to change type vis. and aur. ant., and make changes in ant. system.

KSET-FM El Paso—Granted CP to change type trans; conditions.

WXRT(FM) Chicago—Granted mod. of SCA to add subcarrier frequency of 42 kc.

KCAL Redlands, Calif.—Granted mod. of CP to change ant.-trans. location and studio location to trans. site; conditions.

WBLF Bellefonte, Pa.—Granted mod. of CP to change type trans.

KMNF Albuquerque, N. M.—Granted mod. of CP to change ant.-trans. location, make changes in ant. system and change type trans.

KRIK Roswell, N. M.—Granted mod. of CP to change ant.-trans. and studio location; conditions.

■ Following were granted extensions of completion dates as shown: KABH Midland, Tex., to Dec. 15; WRSJ Bayamon, P. R., to Jan. 31, 1964; KMNF Albuquerque, N. M., to April 1, 1964; WRSJ-FM Bayamon, P. R., to Jan. 31, 1964.

Actions of Oct. 31

WBOY-TV Clarksburg, W. Va.—Rescinded action of Oct. 15 which granted renewal of license for TV station and auxiliaries.

■ Granted renewal of licenses for following: WEBH(FM) Chicago; WKBW-TV Buffalo; WTEN(TV) Vail Mills, N. Y.

WCUY(FM) Cleveland Heights, Ohio—Granted CP to change frequency to 92.3 mc, decrease ERP to 25 kw, increase ant. height to 245 feet, install new ant. and make changes in ant. system.

W11AD Keyser and surrounding area, W. Va.—Granted CP to replace expired permit for new VHF TV translator.

K09GC Soldotna, Sterling, Kasilof and Kenai, all Alaska—Granted CP to change frequency to channel 9 and make changes in ant. system for VHF TV translator; condition.

W11AB, W13AC both Berkeley Springs, W. Va.—Granted CP's to include Great Cacapon, W. Va., in principal community, change type trans. and make changes in ant. system for VHF TV translator stations.

K05AL Clayton, Idaho—Granted CP to make changes in ant. system for VHF TV translator.

K80AW Dubuque, Iowa—Granted CP to make changes in transmission line for UHF TV translator.

K11BJ White Bird, Idaho—Granted CP to change type trans. for VHF TV translator.

WGEM-FM Quincy, Ill.—Granted mod. of SCA to make changes in equipment and programing.

WWBR Windber, Pa.—Granted mod. of CP to change ant.-trans. location to near Windber.

WEBH(FM) Chicago—Granted renewal of SCA.

Action of Oct. 30

WKOX Framingham, Mass.—Granted CP to install alternate main trans. at main trans. site.

Actions of Oct. 28

W81AD, W83AE, Cleveland—Granted licenses for UHF TV translator stations; condition for W81AD.

Midnight Sun Broadcasters Inc., Wildwood Military Base, Alaska—Granted CP for new VHF TV translator on channel 4 to translate programs of KENI-TV (ch. 2) Anchorage.

Action of Oct. 22

Tioga Television Association, Poole Plant, Calif.—Granted CP for new VHF TV translator on channel 6 to translate programs of KCRA-TV (ch. 3) Sacramento, Calif.

Fines

■ By memorandum opinion and order, commission ordered John, Eli and Harry Daniels, d/b as Heart of Black Hills Station, to forfeit $1,000 to government for willful and repeated violations of Communications Act and commission rules by operating KRSD Rapid City, S. D., with unauthorized equipment, operating by remote control with defective remote control equipment and for failure to give proper notification to district engineer in charge. Action Oct. 30.

■ In affirming action of Sept. 5, 1962, in holding four Minneapolis TV stations liable to forfeit $500 each for "willfully or repeated" failure to identify sponsor of local program, commission interpreted, with citations, word "willfully." Its covering memorandum opinions and orders held that word "willfully," as employed in Sect. 503 (b) of Communications Act with respect to penalties, "does not require showing that licensee knew he was acting wrongfully; it requires only that commission establish that licensee knew that he was doing the acts in question—in short, that acts were not accidental (such as brushing against power knob or switch)." It also stated that "repeatedly" means simply more than once. Forfeitures are imposed on Midwest Radio-Television Inc., licensee of WCCO-TV; Hubbard Broadcasting Inc., licensee of KSTP-TV; Time-Life Broadcast Inc., licensee of WTCN-TV, and United Television Inc., licensee of KMSP-TV. Commissioners Hyde and Ford dissented. Action Oct. 30.

Rulemakings

AMENDED

■ Commission proposed amending Sect. 3.682(a)(15) of rules governing TV stations to permit VHF stations to operate with aur. power output of from 10% to 70% of peak radiated power of vis. trans., same as was done for UHF trans. on March 27, 1963. Number of TV receiver manufacturers had urged standards be same in order to facilitate set design. At same time, commission, by order, delegated to Chief of Broadcast Bureau authority to act on requests by TV stations for authority to operate experimentally with aur.-to-vis. power ratio other than specified in rules. Action Oct. 30.

PETITIONS FOR RULEMAKING FILED

■ Regional Broadcasting Co., Halfway, Md.—Requests institution of rulemaking proceeding looking towards allocation of channel 244 to Berkeley Springs, W. Va., by deleting it from Frostburg, Md., and substituting therefor channel 257 at Frostburg. Received Oct. 23.

■ West Virginia University, Grandview, W. Va.—Requests amendment of rules to allocate and reserve for noncommercial educational TV use channel 9 Grandview. Received Oct. 25.

■ Rock River Television Corp., Rockford, Ill.—Requests amendment of rules to make following changes in TV allocations table: Rockford: add channel 23; Freeport: delete channel 23 and add 51. Received Oct. 28.

■ Honorable Alvin E. O'Konski, Washington — Requests institution or rulemaking proceeding looking towards following changes in table of TV allocations: Ironwood, Mich.: delete channel 12+; Merrill, Wis.: add 12+. Received Oct. 30.

PROPOSED TELEVISION ASSIGNMENT TABLE OF NAEB

The following proposed table of UHF assignments was designed by the National Association of Educational Broadcasters using an electronic computer. It contains a total of 2,600 assignments, including some 900 reserved for educational television.

Channels not enclosed in parentheses are in operation, or construction permits for operation on them have been issued. Channels in parentheses are the new assignments made by the computer. In both cases an asterisk (*) denotes channels reserved for educational television.

The NAEB is seeking to have the FCC issue the table as an alternative to its own proposed plan of UHF assignments, which was issued two weeks ago. FCC engineers are now comparing the two tables. The NAEB proposal does not change any VHF assignments (Also see story this issue).

ALABAMA

Alexander City, (62)
Andalusia, (33, 66, *14)
Anniston, (*34)
Auburn, (65, *44)
Birmingham, 42, 6, 13, *10 (83, *58, *64)
Cullman, (70)
Decatur, 23
Demopolis, (43, *18)
Dothan, (72, *17)
Dozier, *2 (76)
Enterprise, (36, 82)
Eufaula, (78)
Fayette, (77, *61)
Florence, 15 (*27)
Gadsden, (21, 66)
Guntersville, (*50)
Huntsville, 19, 25, 31 (*48)
Jasper, (67, *14)
Mobile, 5, 10, *42 (48, 58, 80, *19)
Montgomery, 20, 32, 12, *26
Munford, (*40)
Mount Cheaha State Park, *7
Opelika, (*54)
Ozark, (56)
Scottsboro, (82, *53)
Selma, 8 (24)

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Petoskey, (39, *17)
Pontiac, (44, *22)
Saginaw, 57 (67, *19)
Sault Ste Marie, 10 (34, 66, 8, *28)
Traverse City, 7 (29, 42, *23, *71)
West Branch, (59, *31)

MINNESOTA

Albert Lea, (44, 77)
Alexandria, 7 (49)
Appleton, (22, *10)
Austin, 6 (*31)
Bemidji, (20, 39, 9)
Brainerd, (32, 41, *21)
Cloquet, (36)
Crookston, (26)
Detroit Lakes, (38)
Duluth, 3, 6, 10 (57, *17, *8)
Ely, (44, *24)
Eveleth, (40)
Fairmont, (42)
Faribault, (54)
Fergus Falls, (27, 57, *14)
Grand Rapids, (48, *18)
Hastings, (72)
Hibbing, 13 (65)
Hutchinson, (46)
International Falls, (*11)
Little Falls, (19)
Mankato, 12 (50, 80, *18)
Marshall, (53)
Minneapolis-St. Paul, 4, 5, 9, 11, *2 (43, *26, *56)
Montevideo, (28)
Moorhead, (60, *35)
New Ulm, (30, 76)
Northfield, (*20)
Owatonna, (48)
Pipestone, (69, *23)
Red Wing, (60)
Rochester, 10 (*36)
St. Cloud, (29, 62, *16)
Stillwater, (66)
Thief River Falls, (31, 10)
Virginia, (28, 74, *15)
Walker, 12 (30)
Willmar, (33, 75, *24)
Winona, (47, 73, *17)
Worthington, (74, *14)

MISSISSIPPI

Biloxi, 13 (60, *40, *78)
Booneville, (73, *38)
Brookhaven, (33)
Canton, (68)
Clarksdale, (56, *18)
Cleveland, (43, *15)
Columbia, (*16)
Columbus, 4 (*35)
Corinth, (17)
Greenville, (48, *27)
Greenwood, 6 (*40)
Grenada, (52)
Gulfport, (51)
Hattiesburg, (44, 71, *28)
Holly Springs, (*34)
Indianola, (65)
Jackson, 3, 12, 25 (50, 72, *38, *63)
Kosciusko (*19)
Laurel-Pachuta, 7
Leland, (76)
Louisville, (54)
McComb, (45, *14)
Mathiston, (*32)
Meridian, 11, 30 (*21)
Natchez, (35, *23)
New Albany, (81, *51)
Newton-Decatur, (46)
Pascagoula, (69, *22)
Philadelphia, (66)
Picayune, (62)
Sardis, (*39)
Starkville, (74)
State College, (41, *2)
Tupelo, 9 (57, *29)
University, (*62)
Vicksburg, (55, *22)
Yazoo City, (59, *17)

MISSOURI

Birch Tree, (34, *18)
Bowling Green, (56, *24)
Cape Girardeau, 12 (61)
Carrollton, (46, *16)
Carthage, (39, 82)
Caruthersville, (44)
Chillicothe, (38)
Columbia, 8 (53, *59)
Farmington, (38)
Flat River, (62, *16)
Fulton, (75, *43)
Hannibal, 7 (69)
Jefferson City, 13 (31, *25)
Joplin, 12 (*29)
Kansas City, 4, 5, 9, *19 (52, 58, *42, *68)
King City, (41, *22)
Kirksville, 3 (57)
La Plata, (79, *15)
Lebanon, (44)
Lowry City, (45, *17)
Marshall, (71, *26)
Maryville, (51)
Mexico, (33)
Moberly, (*20)
Nevada, (66)
Poplar Bluff, 15 (52, *26)
Rolla, (27, 48, *14)
St. Joseph, 2 (30, 39, *14)
St. Louis, 2, 4, 5, 11, *9 (40, 49, 67, *28, *58)
Sedalia, 6 (76)
Sikeston, (20, 74)
Springfield, 3, 10 (28, 56, *22)
Warrensburg, (21)

MONTANA

Anaconda, (47, 2, *29)
Billings, 2, 8 (21, 40, *15, *11)
Bozeman, (14, 23, 41, *9)
Butte, 4 (57, 6, *20, *7)
Cut Bank, (20, *14)
Deer Lodge, (38)
Dillon, (24, *15)
Glasgow, (25, *15)
Glendive, 5 (23, *17)
Great Falls, 3, 5 (28, 34, *17)
Hardin, (27, 4, *18)
Havre, (35, 9, 11, *16, *26)
Helena, 12 (51, 10, *18)
Kalispell, (35, 44, 9, *15)
Laurel, (31)
Lewistown, (19, 13)
Livingston, (32)
Miles City, (22, 28, 3, 10, *16, *6)
Missoula, 13 (27, 8, *16, *11)
Shelby, (23)
Sidney, (21)
Whitefish, (55, *26)
Wolf Point, (33, *20)

NEBRASKA

Albion, (35, 8, *14)
Alliance, (14, 24, *13)
Bassett, (15, 28, *7)
Beatrice, (16, 63)
Broken Bow, (26)
Chadron, (20)
Columbus, (19, 55)
Fairbury, (21)
Falls City, (33)
Fremont, (36, 75)
Grand Island, 11 (23, 52)
Hartington, (80, *33)
Hastings, 5 (57)
Hay Springs, 4 (41)
Hayes Center, 6 (27)
Kearney, 13 (39, *17)
Lexington, (29, 45, *3)
Lincoln, 10, *12 (44, 79, *27)
McCook, 8 (19)
Nebraska City, (69)
Norfolk, (30, 59)
North Platte, 2 (16, 25, 44, *9)
Omaha, 3, 6, 7 (31, *15, *48)
Superior, (4)
Ord, (58, *18)

Scottsbluff, 10 (30)
Wayne, (76, *24)
York, (46)

NEVADA

Boulder City, (32, 4)
Carson City, (26)
Elko, (20, 10, *14)
Ely, (15, 3, *6)
Fallon, (20, *14)
Goldfield, (16, 5)
Hawthorne, (27, *15)
Henderson, (26, 48)
Las Vegas, 2, 8, 13 (20, 54, *14, *10)
Lovelock, (18)
McGill, (21, 8)
Reno, 4, 8 (22, 43, 2, *16, *5)
Tonopah, (25, 9)
Winnemucca, (19, 7)

NEW HAMPSHIRE

Berlin, (24, 41, *18)
Claremont, (53)
Concord, (*15)
Durham, *11
Hanover, (*28)
Keene, (73, *51)
Laconia, (34)
Littleton, (52, *46)
Manchester, 9 (*81)
Portsmouth, (47)
Rochester, (57)

NEW JERSEY

Asbury Park, 58 (*69)
Atlantic City, 46 (64, 74, *33)
Bridgeton, (*62)
Freehold, (*80)
Linden, 47
Long Branch (36)
Montclair, (*75)
Newark *13
New Brunswick, *19
Trenton, (41, *63)
Vineland, (72)

NEW MEXICO

Alamogordo, (26, 35, *16)
Albuquerque, 4, 7, 13, *5 (14, 36, *20)
Artesia, (15, 31)
Atrisco-Five Points, (30, 42)
Belen, (24)
Carlsbad, 6 (36, *19)
Clayton, (36, *20)
Clovis, 12 (43)
Deming, (33)
Farmington, (15, 39, 12)
Gallup, (18, 28, 3, 10, *8)
Grants, (16, 26)
Hatch, (22, 46, *12)
Hobbs, (38, 50)
Las Cruces, (38, 54, *14)
Las Vegas, (21, *15)
Lordsburg, (23)
Los Alamos, (17, 33)
Lovington, (32, 56, *20)
Portales, (14, 25, 52, *3)
Raton, (53, *23)
Roswell, 8 (*10)
Santa Fe, 2, 11 (25, *9)
Silver City, (15, 45, 6, *10)
Socorro, (48, *19)
Truth or Consequences, (49, *17)
Tucumcari, (39, *19)

NEW YORK

Albany-Troy, 13 (29, 42, *23)
Amsterdam, (83)
Batavia, (67, 79, *29)
Binghamton, 12, 34, 40, *46 (68, *62)
Boonlowville, (76, *20)
Buffalo, 2, 4, 7, *17, *23
Carthage, 7
Dunkirk, (*76)
Elmira-Corning, 18 (42, 66, *24)
Geneva, (55)
Glens Falls, (39, 67, *21)
Gloversville, (*47)
Hempstead, (*53)
Hornell, (75, *45)
Ithaca, *14 (64)
Jamestown, (*60)
Johnstown, (58)
Kingston, (54)
Lake Placid, 5 (55, *45)
Malone, (*66)
Massena, (77, *14)
New York, 2, 4, 5, 7, 9, 11, 31, *25
Ogdensburg, (24, *18)
Olean, (*54)
Oneonta, (52, *36)
Oswego, (72)
Patchogue, (77, *49)
Plattsburg, (*49)
Poughkeepsie, (65, *48)
Riverhead, (55)
Rochester, 8, 10, 13, *21 (27, 83, *33)
Saranac Lake, (*27)
Schenectady, 6, *17
Syracuse, 3, 5, 9, *43 (74, *80)
Utica-Rome, 2 (25, 41, 71, 82, *15)
Vail Mills, 10
Watertown, (50, 70, *16)

NORTH CAROLINA

Ahoskie, (49)
Albemarle, (60)
Asheville, 62, 13 (49, 79, *21, *73)
Boone, (*46)
Chapel Hill, *4 (27)
Charlotte, 3, 9, 36, *42 (80, *18, *58)
Clinton, (*34)
Columbia, (30, *19)
Durham, 11 (75, *63, *81)
Elizabeth City, (36, 52, *17)
Enfield, (*41)
Fayetteville, (62, *21)
Franklin, (83, *27)
Gastonia, (*70)
Goldsboro, (67, 79, *16)
Greensboro, 2 (*30, *51)
Greenville, 9 (70)
Halifax, (*29)
Henderson, (65)
Hickory, (*14)
High Point, 8 (17)
Jacksonville, (28, 58, *18)
Kinston, (38, *22)
Lenoir, (78)
Lumberton, (50, 66, *23)
Marion, (*41)
Mount Airy, (69, *22)
New Bern, 12 (47)
Raleigh, 5 (54, *43)
Red Springs, (*44)
Roanoke Rapids, (57, *20)
Rocky Mount, (59)
Salisbury, (68, *39)
Sanford, (72)
Shelby, (*16)
Sladesville, (35, *14)
Statesville, (*20)
Washington, 7 (76)
Wilmington, 3, 6, (45, 55, 61, *15, *26)
Wilson, (46, *25)
Winston-Salem, 12 (77, *47, *56)

NORTH DAKOTA

Bismarck, 5, 12, (26, *17, *3)
Bottineau, (40, *31)
Devils Lake, (14, 8)
Dickinson, 2 (24, *14, *4)
Ellendale, (32, *19)
Fargo, 6, 11, *13 (44, 66, *25)
Grand Forks, 10 (15, 53, *2)
Jamestown, (29, 39, 7, *18)
Lisbon, (48, *23)
Minot, 10, 13 (15, 43, *6)
Pembina, 12 (59)
Rugby, (20)
Valley City, 4 (56)
Wahpeton, (68, *17)
Williston, 8 (30, 11, *18)

OHIO

Akron, 49 (29, *23)
Ansonia, (*44)
Ashtabula, 15 (*43)
Athens, *20 (36, 76)
Bellefontaine, (*75)
Bowling Green, *70 (59)
Bryan, (*43)
Cambridge, (52, *26)
Canton, (61)
Chillicothe, (67, *25)
Cincinnati, 5, 9, 12, *48 (61)
Cleveland, 3, 5, 8 (41, *25, *51)
Columbus, 4, 6, 10, *34 (47, *56)
Coshocton, (*77)
Dayton-Xenia, 2, 7, 22 (42, *16)
Defiance, (64)
Findlay, (19)
Fostoria, (81)
Greenville, (71)
Hillsboro, (*50)
Kent, (*17)
Lima, 35 (62, *24)
Lorain, (57)
Mansfield, (*31)
Marietta, (68, *53)
Marion, (*83)
Newark, *28 (80)

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CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)
• SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
• DISPLAY ads $20.00 per inch—*STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.*
• All other classifications, 30¢ per word—*$4.00 minimum.*
• No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C., 20036.
APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Immediate need for assistant manager in small North Carolina market. First phone helpful but not essential. Good salary commission arrangement for producer. Send complete resume to Box N-74, BROADCASTING.

Wanted—Station manager, strong on sales and capable of complete management. Young man seeking a chance for advancement. Class one phone desirable but not absolute necessity. Reference must stand inspection. Send recent picture if available. Box N-110, BROADCASTING.

Help Wanted—Sales

Detroit—Immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box M-169, BROADCASTING.

Bright, middle of road, Eastern Iowa local station needs salesman who can handle short morning on-the-air shift. Job opportunity for presently employed announcer who has some selling experience and wants to increase his income. Need resume, references and picture first. Box M-260, BROADCASTING.

Broadcast service organization desires territorial representatives in midwest, New England, and Southeast. Complete sales training for qualified men. Opportunity equal to ability for ambitious men who can develop large, virgin territories—must be free to travel extensively. Send resume and references to Box N-62, BROADCASTING.

Sales manager—Ft. Lauderdale 10,000 watt fulltime needs experienced radio time sales manager. $7,500 plus fair override for top grade leader. Written replies only. Confidential. Box N-98, BROADCASTING.

Single market station needs salesman. Excellent income. Fulltime salesman and part time salesman, wanting fulltime sales work. Should apply to . . . Dale Low, KNCM, Moberly, Missouri. AM 3-1230.

Work and play in colorful Colorado, vacationland of the booming Rocky Mountain empire. Opportunity for salesman-announcer with production experience. Write KCOL—Fort Collins, Colorado.

Rockford, Illinois daytimer wants solid, experienced salesmen. 25% straight commission, half on draw, other half when account pays. Young organization. Terrific potential, metropolitan area. Phone, write or see Joe Salvi, WLUV Box 2201, Loves Park, Illinois. Phone 876-2337.

Chicago . . . has a new winner! Yes, WYNR is one year old and growing bigger every day. Our present sales staff cannot handle the load, especially since the latest pulse ratings. This is the spot if you are ambitious, hard working, and know Chicago radio. For those qualified, we have a liberal compensation plan and a real opportunity in the McLendon organization. Call or write sales manager.

Southeastern chain of 4 top-rated station expanding to 6. Birmingham, Jackson, Richmond, Tampa, Shreveport, Little Rock—seeking 2 executive-type salesmen with proven record. Excellent guarantee—insurance plan—moving expenses—management opportunity. Send resume & photograph in complete confidence to McLendon Broadcasting Company, 960-980 Milner Bldg., Box 197, Jackson, Miss.

Help Wanted—Sales (Cont'd)

Capable young salesmen who can prove their selling ability and advance to assistant managership. You will be selling for a tested and proven radio operation with a real powerful selling story on Negro radio. Good guaranteed salary to start with commission plan which will allow you to earn top salesman's pay. We need several men in Gulf coastal southern cities. Give full details about yourself and your experience, write OK GROUP, 505 Baronne St., New Orleans, La.

Announcers

Christian announcer needed for quality religious program and music station in midwest. $150.00 per week for top announcer, permanent. Send resume with first letter. Box N-14, BROADCASTING.

Announcer for staff work and play-by-play. Position calls for experienced man at solidly established, aggressive, well equipped eastern adult station near metropolitan market. Paid holidays, vacations and fringe benefits. Box N-68, BROADCASTING.

On your way up? This may be your move. Got gimmicks? Different voices? An inside heckler? Special approach to top 40? Make it interesting and exciting for teens and young adults and we'll do the same for you. Evening show. First phone helpful. If you're the guy—name your price. Top-rated east coast station requires good references, picture, tape, and personal resume. Box N-77, BROADCASTING.

Immediate opening in Rocky Mountain region, experienced morning man, production ability, first ticket, permanent position. Send tape, resume, photo & references. Salary open. Box N-109, BROADCASTING.

Eastern Iowa station needs announcer-salesman. Short morning shift, plus sales. Salary and commission. Job is opportunity for presently employed announcer who has some selling experience and who wants to increase his income. Need resume, references and picture first. Write Box N-123, BROADCASTING.

1st phone announcer with news background for afternoon and early p.m. news. Also includes some dj work. Gather, write and air local news. Typing essential. Jim Jae, KHMO, Hannibal, Mo.

Immediate opening for announcer with 1st phone. Send tape, photo & resume to KINY, 231 S. Franklin St., Juneau, Alaska.

Wanted: Experienced announcer. First class license helpful but not absolutely necessary. Send replies to WCLW, 771 McPherson St., Mansfield, Ohio.

South Florida 5 kw full time station has an opening for mature first-phone announcer. Heavy on production oriented around a good music format. No dj's. Send resume, salary requirements and audition tape to WDBF, Box 1420, Delray Beach, Florida or call 278-2894.

Here's what we offer you: A free motel room at one of the finest motels on the East coast, 20 minutes from D. C. Indoor and outdoor pool, free TV, air conditioning, cocktail lounge, restaurant and putting green. We also give you $65 per week spending money and more if you can do play-by-play. What do you do? You run an easy going record show from 5 p.m. to midnight Monday thru Friday and from 7 a.m. to noon on Saturday. You have all day to work another job or if you like to sell time for us, we pay a good commission. You must be a good announcer, have car, be dependable, and easy to get along with. Send tape, and background information to WSMD, Box 401, Waldorf, Maryland.

Announcers—(Cont'd)

Announcers with first phone. Also announcers with first and potential sales ability. Send resume and audition tape to: WSYB, Rutland, Vermont.

Announcer-engineer, first phone, wanted at once for new 5,000 watt WTIK, Durham, N. C. No maintenance required. Send photo—tape—work history, etc. References.

Golf reporters (broadcast) for west and north, send tape and resume to Sam Zack, WWOM Radio, New Orleans, La.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 212-TW6-1245.

Immediate opening for experienced pop music dj with expanding 5 station operation. Must be steady, reliable, happy, versatile man with good references. Western Pennsylvania daytimer, medium market near large metropolitan areas. Outstanding opportunity for small market man looking to move up. Rush audition, resume, photo, recent earnings to Jack Sandstrom, P.O.B. 211, Sharon, Penna.

Expanding negro-oriented station group needs experienced, educated personality announcers who will become active in community life. Send facts and tape. Tape will be returned upon request. Southern residents only. Tom Gibson, 6222 North Central Expressway, Dallas, Tex.

Immediate opening for 1st phone announcer for AM radio station, Gaithersburg, Maryland. Salary commensurate with experience. Call Nick Chaconas, Code 301-948-9400.

Wanted negro 1st phone combo. Little maintenance for small market daytimer. Call collect Ted Reynolds 919-654-3971.

Lou Emerson Reutsch! Where are you? Write Waldo Brazil, 652 M & M Bldg., Houston, Tex.

Technical

Christian chief engineer needed for quality religious program and music station in midwest. Top pay for right man, permanent position. Limited announcing required. Send resume with first letter. Box N-15, BROADCASTING.

Chief Engineer, 5 kw directional station midwestern major market. Must have directional experience and be able to do production and control room operation and maintenance. No announcing. Excellent salary. Box N-17, BROADCASTING.

Chief engineer in deep south 5 kw daytimer excellent starting salary, opportunity for advancement, fringe benefits for experienced first phone. Send resume including references. To Box N-64, BROADCASTING.

Immediate opening for chief engineer in single market daytimer. $85.00 weekly. Box N-75, BROADCASTING.

Experienced announcer-engineer, 1st phone. Early morning announcing shift. Good music; good staff; good pay. It's worth your while to contact us. Eastern Iowa. Salary open. Box N-84, BROADCASTING.

Florida. Experienced engineer announcer combo. Middle of road format. Excellent working conditions. Must have mature voice. Great opportunity for right man. Box N-93, BROADCASTING.

Technical—(Cont'd)

Wanted transmitter engineer. No announcing experience required. $65. forty hours. Western Pennsylvania. Box N-114, BROADCASTING.

Engineer-announcer or engineer-newsman wanted for bright music and news station. Habla, espanol helpful. Send full details KVOZ, Laredo, Texas.

Chief engineer, AM-FM maintenance experience essential. Some board work, limited announcing desired, not required. Send resume, salary. WBRD, Bradenton, Florida.

Engineer-announcer. Emphasis engineering. Contact Bud McClain, WFKY, Frankfort, Kentucky.

First-class engineer announcer. Must be experienced installation and maintenance of broadcast equipment, and fast dj operation. WTIX, New Orleans.

Wanted: Boardman-chief engineer. Interested all phases of radio. $375 to $450. Box 1077, Ephrata, Washington. SK 4-4686.

Production—Programing, Others

Get us the morning audience in exciting Southwest metro and your growth potential with group-owned middle-of-the-road regional is unlimited. You must be pd material with mature voice, humor, ideas, production ability. Tape, resume, photo, expected salary to Box N-50, BROADCASTING.

Staff man, all type of broadcasting. Emphasis on gathering and writing news plus play-by-play. Box N-94, BROADCASTING.

New 5,000 watt station in top 30 market looking for program director experience with good music format. Must have fresh ideas, good voice, and good record. Send full details and tape first letter. Box N-116, BROADCASTING.

Indianapolis radio station needs creative girl continuity writer with ideas, ability, imagination and ambition. Young staff. Ideal working condition. Send complete resume, picture, and samples Box N-117, BROADCASTING.

Lou Emerson Reutsch! Where are you? Write Waldo Brazil, 652 M & M Bldg., Houston, Tex.

Wanted skilled program man who can handle details of tape recording, program planning and management of Negro personnel in a Negro format station in New Orleans. Must have good imagination, copy writing ability, understand operation of radio recording and taping equipment. Good salary with chance for advancement. Write giving details of experience and complete background information. Write OK GROUP, 505 Baronne Street, New Orleans, La.

Situations Wanted—Management

General manager available soon. Excellent background and top flight record. Box M-162, BROADCASTING.

I have twelve years broadcast management experience and bachelor's degree. Am thirty-seven, have a family of four children and have investment income. I am interested in a permanent position as administrative assistant in radio in a University city. Box N-30, BROADCASTING.

General manager—top qualifications. Over 20 years experience, all phases. Box N-47, BROADCASTING.

Number one personality in three station market in Michigan desires to relocate to a central or southern California market, but will consider all offers. Three years experience. Box N-81, BROADCASTING.

General management wanted, prefer college town. Completely experienced. Heavy on sales. Box N-107, BROADCASTING.

Management—(Cont'd)

General manager: One of few experts in sales approach and programing of contemporary radio. Successfully managing now in medium market, Northwest. Seeking larger market management of contemporary radio station. Middle aged family man. Box M-118, BROADCASTING.

General manager—successful manager, salesman, programer, play-by-play. 10 years experience. Emerson graduate. Civic-minded. Family man. Want permanence with solid future. Kenneth M. Albridge, Brookside Terrace, Brattleboro, Vermont.

Announcers

Sports announcer, seven years experience. Excellent voice, finest of references. Box L-353, BROADCASTING.

San Francisco first phone personality available. Interested? Box N-45, BROADCASTING.

Chief announcer large market desired pd small to medium. Fifteen years air, sports, production. Six as pd. Excellent references. $125. Box N-49, BROADCASTING.

Rockies, Pacific northwest. Tight personality dj-newsman. Want permanent slot aggressive, well equipped outlet, $115. Available January. Box N-67, BROADCASTING.

Capable deejay newsman. Write and deliver news in professional manner. Box N-70, BROADCASTING.

Bright. Happy. Fast not rock and roll. Great production shows. Box N-71, BROADCASTING.

American holding top announcing spot Canada's most progressive fm seeking major market (prefer west coast) am or fm good music opening. 7 years am-fm-tv; U. S. and Canada. University, married, family, aggressive. Good wage brings highest quality program, production, news presentation. Box N-76, BROADCASTING.

Versatile announcer seeks position. Experienced; dj, news gathering and writing, sports-casting. (Prof. musician; knows music) will work diligently in any position for pleasant conditions and fair salary. Ambitious, reliable, sincere. Let's talk. Box N-88, BROADCASTING.

Clever, creative dj, draft-free, top 40 only. Box N-90, BROADCASTING.

Newsman seeks move into news department, preferably one of top ten markets. Believes news coverage way of life not just job. Have built top local news team in large city. Considered one of best on-the-scene men in state. Currently earning $160 plus talent. Journalism background. If you sensationalize, forget it. Married, 29, settled. Box N-97, BROADCASTING.

Copywriter-announcer. Radio station and advertising agency experience. Tape or copy available. Presently employed. Box N-102, BROADCASTING.

Superb copy, disk jockey, ideal gal too great, hire me, don't wait. Box N-103, BROADCASTING.

Announcer-disc jockey, first phone, presently employed, and one third years AM combo experience, desires move to fm operation in New York or Philadelphia metro area. Phone 201-EL 6-0891 morning or evening, or write, Box N-106, BROADCASTING.

D.J. announcer, authoritative newscaster, tight board, dependable, cooperative, not a floater. Box N-112, BROADCASTING.

Young man very anxious to enter radio. Age 21, high school, one year college. Will relocate. Box N-113, BROADCASTING.

Newscaster, deejay, authoritative, news, tight board, smooth selling sound, broadcast graduate, married. Mature, dependable, N.Y. area, weekends, consider others. Box N-120, BROADCASTING.

Announcer-DJ-bright personality experienced, tight board, authoritative newscast, negro, family man. Want to settle, not a floater or prima donna. Box N-121, BROADCASTING.

Announcers—(Cont'd)

Young dee jay/newsman—had a problem last place I worked, need another chance. Will work anywhere, fine top-flight, dependable performance. Box N-122, BROADCASTING.

Who is Alan London? An experienced emcee-announcer-personality-mime-puppeteer-dj-weatherman who meets challenges. Order air VTR. Box N-126, BROADCASTING.

First-phone announcer—in-experienced. Want to learn maintenance. Age 36, Box N-129, BROADCASTING.

At the risk of seeming boastful: 12 year veteran of the broadcasting and entertaining industry with an unusual broad record of experience & references to back it up desires to relocate in a major market with either personality or top 40 format. Will be desirous of some TV duties if available but this is not imperative. Latest affiliation for 3 years night time personality jock on 50,000 watter with 18 state coverage. Am a family man with no record of floating or boozing. Am looking for a top paying job where the boss expects and gets what he pays for. Complete brochure and tape on request. Box N-133, BROADCASTING.

Urgent-Florida and surrounding areas: Must relocate before Christmas. Three years radio, one year TV, prefer top forty-personality format radio with or without TV, will consider all offers. Presently morning man, midwest, medium market. Phone: Chet Smith, LaCrosse 5-0354, or write WKBH, LaCrosse, Wisconsin.

Personable ambitious announcer-dj. Seeking right offer from good music station. Three years experience, rich pleasant voice. Available immediately. Steve Irwin, 8 Pinetree Drive, Farmingdale, New York. 516 MYrtle 4-3685 evenings.

Dublin born disc jockey & announcer. Authoritative delivery. Great personality. Emphasis on news, sports. Barry M. Gordan, 1751 67th St., Brooklin, New York.

Personality deejay with eight years experience available. Good news delivery. First class ticket. Middle-road or mild top 40. Major markets only. Jerry Lee, 10700 Constitution N.E., Albuquerque. 299-8527.

First phone announcer, B.S. Degree in business administration. 25, experienced, married. Excellent credit rating. Desires to move up with well established top 40 station, but will consider good music. References. Contact Richard Sharpe, 1411 Stuart Street, Cleveland, Tennessee. 615-GR6-5343.

Major market newsman/announcer, heavy experience, well-rounded, craftsmanship . . . desires position of future, and much work. Available immediately. Sincere parties call/write/wire: Ken Lawrence, 16831 Greenfield, Detroit, Mich. 272-3541.

Experienced morning man, first phone, top references, married wants to settle in good station with opportunities for advancement. Will travel, now employed. Call Jay Jenson, 722-4585, Minneapolis.

Quality professional staffer. Six years radio. Anywhere southwest-California $85-$90. Bob Cohen, 234 Crescent St., New Haven, Conn. —UN 5-3528.

Technical

Chief engineer with many years experience. Installation, operation & maintenance both low and high power transmitters, also directional arrays. Available on two weeks notice. Box M-270, BROADCASTING.

Experienced chief engineer desires position willing to relocate anywhere. Box N-3, BROADCASTING.

Chief Engineer position—no announcing—age 27, good technical qualification, $130 week plus relocation. Box N-34, BROADCASTING.

Technical—(Cont'd)

Chief engineer: Presently chief at am, fm installation. Also have had tv-uhf transmitter experience. 15 years combined am-fm-tv and Industrial electronics experience. Family man, age 42, good references. West or northwest. Box N-66, BROADCASTING.

Chief AM/FM Proofs Directionals, some TV solid air work. Outstanding references. Box N-87, BROADCASTING.

22 yrs. electronic field. 14½ yrs. broadcast field. 6½ yrs. chief engr. 5 kw AM & FM installation. Desire employment as chief at 5 kw, or transmitter engr. at a 50 kw station. Age 45, family. Box N-108, BROADCASTING.

Experienced engineer wants permanent job at stable station, preferably as chief . . . will relocate anywhere. Salary open. Steve Burgess, 624 Oakley, Topeka, Kansas. CE 4-1026.

Arkansas or vicinity. First phone. Presently in communications. Jimmy Higgins, 2035 Sw. 59 Ave., Miami, Fla., 33155. Phone MO 7-7105.

Production Programing & Others

Versatile, dedicated, young radio and television broadcaster available November 1st. Excellent play-by-play and local and regional sports coverage. College graduate, 25, single. Past experience includes news, sports, program director and sales. Also interested in promotion, pubic relations and publicity work. Box N-16, BROADCASTING.

Experienced, authoritative, grown-up newscaster can provide delivery and copy that'll put some vitamins in those hourly lulls. Larger markets, location unimportant. Box N-19, BROADCASTING.

Let's talk turkey before Thanksgiving. Want job as program director. Main course—brightest sound of good music in U. S. You'll relish the fine production. The specialty—award-winning news operation. Will this cure your indigestion? Presently employed in similar capacity. Want more challenge. Box N-36, BROADCASTING.

Sales-writer-announcer. Old pro wants to do morning show and sell middle or major market. Extensive Rep. experience. Got potential good card and commission? Box N-65, BROADCASTING.

Artist with 12 years experience in all phases of art, promotional, etc. Seeking permanent position. Prefer deep south. Box N-69, BROADCASTING.

Is your programing dull? East coast personality has top notch interview program for syndication. Everything tailor made for your station. Biggest names in show business. Information and samples first program. Box N-73, BROADCASTING.

Veteran news-sportscaster with attractive authoritative presentation now employed in management and sales as well, wishes to exchange loyalty and guaranteed production with stable radio/TV in medium to large market. Write Box N-100, BROADCASTING.

TELEVISION

Help Wanted—Technical

Have immediate opening for experienced CATV engineer in construction and operation of proposed elaborate and large system. Send full particulars in initial response. Box N-7, BROADCASTING.

Wanted. Engineer trainee. No experience necessary. Must have first phone. Contact: Chief engineer, WCCA-TV, Columbia, South Carolina. Telephone 782-2525.

Wanted: First phone engineer with TV studio equipment maintenance experience. Write or call WCET, Cincinnati 19, Ohio, phone: 381-4033.

TELEVISION–Help Wanted–Technical

Continued

Immediate opportunity for young man with TV control room and VTR operations experience to advance towards maintenance also an opening for control room and VTR operations trainee. Send full particulars, availability and salary requirements at once to Chief Engineer, WENH-TV, Box Z, Durham, N. H.

Production—Programing, Others

Producer-director needed for community minded VHF in midwest. Must have experience. Car essential. Send pictures, salary requirements 1st reply. Box N-127, BROADCASTING.

Wanted—Experienced, seasoned TV traffic manager. Excellent opportunity with large southeastern market station. Must be able to assume management responsibility of traffic operations. Write or wire: WAII-TV, Atlanta, Ga.

Production manager for midwest medium market VHF. Experience necessary—must be able to assume responsibility of busy production department. Salary open. Write or wire Jack Berry, WNEM-TV, Saginaw, Michigan.

TELEVISION

Situations Wanted—Management

General manager available for television station. Mature, dependable, top record. Box M-161, BROADCASTING.

General manager/sales manager with 10 yrs. experience in all phases of Broadcast management wishes to affiliate with progressive company. Proven profit records. Salary—basic plus percentage with option to invest. Resume per request. Box N-83, BROADCASTING.

TV station manager. Available early 1964. Presently employed. 21 years experience broadcast management, last 9 in television. Fully knowledgeable all phases, sales supervision, operational economy, public relations, FCC, personnel, corporation, etc. Inquiry will bring full details in brochure. Seeking small or medium market or assistant to general manager in major outlet. Age 41, reliable, conscientious. Box N-95, BROADCASTING.

Situation Wanted—Announcers

Successful television announcer. Fourteen years radio and television. Experienced in supervision, production, announcing. Heavy on emcee, personality, some singing, weatherman, quiz shows, audience participation, news, commercials. Very qualified all phases broadcasting . . . solid man. Thirteen years same operation. Relocate anywhere for promising offer. Seeks new challenge . . . new opportunity. Let's talk business. Box M-269, BROADCASTING.

Announcer 15 yrs. radio. Desires TV. Won't someone give me a chance. Thanks. Contact. Carmine Diorio, Peru, N. Y.

Technical

Maintenance or assistant chief—good technical qualifications—age 27—$130 week plus relocation. Box N-35, BROADCASTING.

First phone. Transmitter operation, maintenance. Locate anywhere if permanent and solid opportunity, some experience. Box N-134, BROADCASTING.

Have you opportunity for engineer with 12 years TV experience including color, planing, construction. Box N-104, BROADCASTING.

Production Programing & Others

Experienced news director: Top-rated investigative reporter, excellent airwork, references. Consider exceptional staff job, major market. Box N-89, BROADCASTING.

Production Programing & Others

Continued

Highly qualified television production manager, producer-director and/or writer available. Nine years experience including 4 years teaching TV production at a major university. 33, married, college grad. Particularly interested in special events, public affairs or sports production but willing to discuss all opportunities. Resume upon request and available for personal interview. Box N-44, BROADCASTING.

Program manager. 12 years radio-television experience. Married, vet, journalism degree. Background in network relations, film buying, directing, production, announcing. Box N-91, BROADCASTING.

Producer-director-extensive videotape and remote experience. Degree and draft exempt. Seeking floor manager or directing position in medium to large market or independent videotape production Co. Complete resume available. Salary open. Will relocate anywhere. Box N-92, BROADCASTING.

Public affairs. Mature writer-narrator, have produced many outstanding public affairs series for metropolitan TV station. Frequent chairman and creative head for community's major campaigns and civic drives. Three-year member large University faculty, major magazines writing credits. Will give prestige station self-contained, respected public affairs department for full range station community relations. $12,000. Box N-96, BROADCASTING.

News director . . . professional newsman . . . college grad. . . . journalism major . . . top-rated, major markets . . . writing . . . reporting . . . broadcasting . . . radio & television . . . sincere . . . enthusiastic . . . mature . . . authoritative. Box N-99, BROADCASTING.

Versatile, dedicated, young radio and television broadcaster available November 1st. Excellent play-by-play and local and regional sports coverage. College graduate, 25, single. Past experience includes news, sports, program director and sales. Also interested in promotion, public relations and publicity work. Box N-128, BROADCASTING.

WANTED TO BUY

Equipment

Used equipment for 250 w, 1490 kc new station. What have you? Box N-8, BROADCASTING.

Wanted to buy; 5 kw AM transmitter. Must be in excellent working condition. Contact Paul A. Brandt, WCEN, Mt. Pleasant, Michigan.

Needed: 702-A oscillator unit for Western Electric transmitter 443A-1. WKHM, 441 Wildwood Ave. Jackson, Michigan.

Wanted: 350 feet hard copper 3-⅛ inch transmission line. L. Wittenberg, Chief Engineer, WISN Radio, 759 N. 19th Street, Milwaukee, Wisconsin.

Need Ampex 600 or Ampex 601 tape recorder. Also cartridge playback unit. Make trade or buy outright. Please specify price. Box N-72, BROADCASTING.

Wanted—Used field intensity meter, either RCA WX-2 or Clark 120. State condition, price, date of last calibration. Box N-101, BROADCASTING.

FOR SALE

Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Templebar 2-3527.

FOR SALE—Equipment—(Cont'd)

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

Used UHF 1 kw RCA transmitter excellent condition, immediate delivery. A bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

UHF transmitter for sale: One used RCA TTU-1B UHF transmitter in excellent condition available immediately. A bargain. Includes spare parts and monitoring equipment. Contact Jim Hoke, Chief Engineer, WGHP-TV, Sheraton Hotel, High Point, N.C.

963 foot Kimco Tower, 6-bay RCA superturnstyle channel 6 antenna and 25 kw DuMont transmitter. WITI-TV, Milwaukee, Wisconsin. Phone: UPtown 3-1919.

FM surplus equipment: Gates M5534 exciter, Gates M-5689 Sub-Carrier generator 67 kc, Gates M-5688 Sub-Carrier inserter and power supply with mute, Andrews 1308—8 bay antenna with wrap around heaters. Best offer, write Wierzbicki, Box 289, East Lansing, Michigan.

Limiting amplifiers, guaranteed new, trouble free workhorse, new model. Western Electric 1126D, no thumping, original cost $950.00. Cash $250. Box N-78, BROADCASTING.

For sale: EMT 140 Reverb unit, excellent—$1600 or best offer. Presto series 14 3-speed mastering lathe & 1-D head with Van Eps suction equipment and miscellaneous accessories—hardly used—best offer over $1000. Fairchild 530-G turntable, operating condition—$140. Crosby stereo sum-difference mixing amp and demodulator-monitor, excellent—make offer. WBAI, 30 E. 39 St., NYC. 212-OX 7-2288.

Seeburg—selectomatic 200 with broadcast control unit, SBCU-1, also RCA 73B professional recorder with microphone complete —make offer. Frank C. Carman, KLUB, Salt Lake City, Utah.

3 brand new, fully guaranteed Eimac 4X500A tubes. $100 each, or all 3 for $275.00. Would trade for new transmitter tubes we use. . . Have Gates BF1A FM transmitter for sale. Exciter in good condition, and can be used as 250 watt transmitter as is. Final needs conversion. $600 gets transmitter, FOB LaGrange. WLAG-FM, Drawer 189, LaGrange, Ga.

Recording Lathe. Fairchild 199, including head & amplifier with variable equalizators. 33-$\frac{1}{3}$ & 78, excellent, $350. Box N-80, BROADCASTING.

Amplifiers, remote, Collins 212-U, almost new; Gates Monitor MON-4; Langevin Monitor AM-138-M; RCA Program BA-3A, BA-13A; RCA Booster BA-2C. Power supplies, Gates PWR-10, Raytheon RC-11. Box N-79, BROADCASTING.

Two 200 foot Blaw Knox self-supporting towers now operating 5 kw directional. 5 kw—RCA transmitter. Excellent condition. WAAB, Worcester, Mass.

Have super Universal studio ZOOMAR lens. Will sell for $5,000. Can demonstrate for you in Syracuse. General Electric Co., H. L. Perdiue, Phone Collect 315-456-6298.

Doolittle FM frequency and modulation monitor, model FD-11. In excellent condition—$800.00. Charles W. Brewer, WHIN, Gallatin, Tennessee.

Langevin equipped custom console and rack panel—6 mos. old, priced to sell now! Preamps—levelines—slide wire and rotary mixers—program equalizers A.P.I. meters etc. Also Presto 6N—cutting lathe. Steve Sampson, 1664 D Newport Blvd., Costa Mesa, Calif., phone 714-548-2701.

Gates RCM-12 remote control 150 watt Raytheon transmitter. 250 watt Western Electric transmitter antenna turning unit. GE limiter. Farrisfield strength meter, model 32. Box N-105, BROADCASTING.

For Sale: Complete Rust remote series F control unit, never used because of directional pattern. $795. Also 3 Collins cartridge playback units. $401.11 each and one recording amplifier, $313, used one year. KDEY, Boulder, Colorado.

Equipment—(Cont'd)

Disc cutting system, RCA BA-1A pre-amp, Macintosh MC30 amplifier, Altec 439A compressor, presto 1-D head, Rekokut TR-12H table, M12S spiral lathe, equalizers, hot stylus, suction equipment. Now in operation. $650 complete, will sell individually. Braeger Recording, 1919 Taylor, Racine, Wisconsin.

BUSINESS OPPORTUNITIES

Part-ownership opportunity to right man. Must have successful management experience, program oriented and strong local news background. Regional operation. Not top 40. 5 kw fulltime in growth area of California. Salary in five figures, plus percentage. Send salary, complete resume and picture. Box N-60, BROADCASTING.

Owner-manager completing seventh year in competitive SE market looking for managership on major market. Can invest 50 to 150,000. Successful history of creative sales and programing with profits. Desire a growing market. All replies confidential. Box N-124, BROADCASTING.

Established FM stereo station Southwestern area needs active investor up to 49% capable of full management. Box N-119, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

Recording studio, serving southeast from metropolitan area, fully equipped, A-1 reputation, strong potential. Reply Box M-70, BROADCASTING.

Bingo cards for radio and television programs, personalized. Forsyth Manufacturing, 1930 W. 41 Ave., Denver 11, Colorado.

PGA Golf Tournaments fed to your station (28 feeds). $1.00 per 1,000 (city pop.). Write Tee-Putt Productions, 614 N. Rampart, New Orleans, La.

Job hunting? Open more doors with a professionally written resume that proves you're the right man! Free information. Career Development Institute, Box B-341, Beltsville, Md.

"TALK TO YOURSELF" is a new file of comedy banter for disc jockeys who can do two voices. Quick time fillers $5.00—Also, available new "SOUND EFFECTS BITS" using stock sounds for maximum laughs . . . $5.00. . . Show-Biz Comedy Service (Dept. T) 65 Parkway Court, Brooklyn, N. Y., 11235.

168 hours—A complete summary of the week in review, accenting the major stories of the past 168 hours. A perfect 15 minute program, spiced with actualities, and the sounds of the news—Air Mail Special Delivery for week-end broadcasting. Top audience response—Added depth and prestige —amazingly low cost. Write Box N-125, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

INSTRUCTIONS—(Cont'd)

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and graduate placement list. Don Martin School of Radio and TV Arts & Sciences, 1653 North Cherokee, Hollywood, Calif. "No cram school."

San Francisco's Chris Borden School graduates are in constant demand. 1st phone and "modern" sound. Plenty of jobs. Free placement. Illustrated brochure, 259 Geary St. Starting date for next class January 13, 1963.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 8, March 11, May 13. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated schedule. For the man who must get his 1st phone in a hurry, the Los Angeles Division of Grantham schools now offers the proven Grantham course in an accelerated schedule. Next class begins January 13. For free brochure write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif.

FCC license in six weeks. Total cost $285. Our graduates get their licenses and they know electronics. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. CA 7-0529.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance, Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

1st ticket class . . . 6 week course resident, or correspondence Live and study in Denver, Colorado. The greatest! Write for bulletin. Next resident class starts January 13. Signal Broadcasting, 431 W. Colfax, Denver, Colorado, 80204. Also announcing station operations course and TV production.

RADIO—Help Wanted—Announcers

Negro Jockey—New York Metro Station
This is a top position. Must be strong rocker with plenty of experience. Would-be's and has beens pass this one up please. References will be thoroughly checked if we decide you're the man. Tape, resume and picture, all replies strictly confidential,
Box N-115, BROADCASTING

Production Programing & Others

PRODUCTION MANAGER

We need a Production Manager with major market experience. He must be truly creative in both writing and actual production work. He must have minimum of five years experience including major market background. He must have a good air voice and be capable of handling his own show.

We are not interested in "Top 40" Production Manager or an on-the-air screamer.

We are looking for a young adult who can take directions as well as having ability to create on his own.

We are major market 50,000 watt station. If you are interested, answer with air check of actual DJ show; a tape of produced material, and complete resume including references.

This position is open now.

Box N-131, BROADCASTING

Situations Wanted—Management

MANAGEMENT "PRO" AVAILABLE
Seventeen years in RADIO: 9 as General Manager; the rest as Sales Manager, P. D., News Director and talent. Presently managing successful AM in competitive medium market. Strong on national and local sales; programing; administration. Top references from present and past employers. Box N-82, BROADCASTING.

Announcers

An Open Letter To The Program Directors Of All Quality Radio and TV Stations In The Twenty Top Markets

Due to a change in station ownership resulting in a conflict of broadcasting philosophy between the new management and me, I am compelled to leave a wonderful position and seek the same, hopefully, with you.

I am in a top metro market conducting the number one afternoon program in the area (Pulse: nine station market survey). It is a Qualtity personality program with Quality music. I also write and direct a successful bi-monthly series of one-hour specials; music documentaries.

My wish is to do complete job for an organization in which I can believe; one which is dedicated to high broadcasting principles. My background in broadcasting is extensive and accomplished as my record and my references will corroborate.

Box N-130, BROADCASTING

TELEVISION

Help Wanted—Announcers

NEED
Staff announcer/weatherman
Ability to fill for news and sports director desired. Ad-lib ability necessary. Send photo, audio tape or SOF with resume. Salary commensurate with experience and potential. Write Jeff Evans, Operations Manager, WRDW-TV, Augusta, Georgia 29841.

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4825 10th Ave. So.
Minneapolis, Minn. 55417

MISCELLANEOUS

OKLAHOMA CITY
Metro area Station changing format to include paid Religion on a daily basis. For avails and rates, write:
Box N-86, BROADCASTING

WANTED TO BUY—Stations

EASTERN
or
Southeastern day time or full time radio station. Pennsylvania, New York, Delaware, Jersey, Maryland, preferred. Proven record of earnings. Confidence. Respected. References. Down payment up to $200,000.00.
Box N-85, BROADCASTING

FOR SALE—Stations

FM Radio Station For Sale

Located between San Farncisco and San Jose, California. Breaks even on small gross. 1000 watts in fast growing community. Cash price, $62,000.00. No brokers. Send bank reference with inquiries. Box N-63, BROADCASTING.

FOR SALE:	Complete FM Station (in working order) asking price $2,000.00
General Electric	—1000 watt transmitter BTIA some replacement final tubes
Gates	—Exciter, 91.3 mgc.
General Electric	—Frequency Monitor BMIA
RCA	—4 Bay Halo Antenna 3.4 gain
Gray	—Turntable equalizer
General Electric	—Model 4BC1A1 Console with power supply

48 Patch Panel

CONTACT KUOP-FM, UNIVERSITY OF THE PACIFIC, STOCKTON, CALIF.

To buy or sell Radio and/or TV properties contact:
PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

FOR SALE—Stations—(Cont'd)

ONLY $60,000, TERMS
Kilowatt Daytimer
Only station in industrial county within 150 miles of Pittsburgh.
Box N-132, BROADCASTING

STATIONS FOR SALE

CALIFORNIA. One of the more desired markets in this fast growing state. Priced at $145,000. Terms.

NEW ENGLAND. Exclusive. Full time. Priced at $85,000. 25% down.

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Los Angeles 28, California

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S. E.	single	daytime	45M	cash
South	medium	profitable	80M	29%
N. C.	metro	daytime	125M	50%
M. W.	major	daytime	600M	29%

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Springfield, (59)
The Dalles, (22, 46, *16)

PENNSYLVANIA

Allentown, 67 (*73)
Altoona, 10 (52, 64, *36)
Bethlehem, 51
Bloomsburg, (50)
Bradford, (28)
Chambersburg, (47)
Clearfield, (41, *3)
Du Bois, (62)
Easton, 57
Erie, 12, 35, 66 (*26, *48)
Harrisburg, 21, 27, 71 (*55)
Indiana, (74, 83)
Johnstown, 6, 19 (80, *25)
Latrobe, (14)
Lebanon-Lancaster, 8, 15
Lewistown, (82)
Lock Haven, 32 (69)
Meadville, (56)
Oil City, (39)
Philadelphia, 3, 6, 10, 17, 23, 29, *35 (*45)
Pittsburgh, 2, 4, 11, 22, 53, *13, *16 (*71)
Reading, 61 (*79)
Scranton, 16, 22, 44 (78, *56)
Shamokin (*77)
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Warren, (65, *31)
Washington, (75)
Wilkes-Barre, 28 (*38)
Williamsport, (20)
York, 43, 49

RHODE ISLAND

Providence, 10, 12, 16 (72, *66)

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Bamberg-Denmark-Barnwell, (17)
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Clemson, (*50)
Columbia, 10, 19, 25 (65, *35, *59)
Conway, (69, *14)
Florence, 13 (*33)
Gaffney, (74)
Georgetown, (24, 49)
Greenville, 4, *29 (45, 82, *71)
Greenwood, (*69)
Lancaster, (76)
Laurens, (*53)
Myrtle Beach, (20, 53)
Newberry, (*43)
Orangeburg, (54, 63, *27)
Rock Hill, (*64)
Spartanburg, 7 (*32)
Sumter, (57, *31)
Union, (48)

SOUTH DAKOTA

Aberdeen, 9 (36, *16)
Belle Fourche, (42, *25)
Brookings, (15, 45, 71, *8)
Florence, 3 (54)
Freeman, (77, *43)
Hot Springs, (38, *15)
Huron, (44, 12, *34)
Lead, 5 (11, 31, 48)
Madison, (66, *21)
Mitchell, 5 (31, 47, *25)
Mobridge, (21, *15)
Pierre, (23, 33, *10, *14)
Rapid City, 3, 7 (44, *9)
Reliance, 6 (46)
Sioux Falls, 11, 13 (39, 61, *17, *27)
Sturgis, (54, *19)
Vermillion, *2 (67, *51)
Watertown, (26, 82, 3, *20)
Winner, (40, *19)
Yankton, (*49)

TENNESSEE

Athens, (43, *14)
Bristol, Tenn.-Va., 5 (*57)
Chattanooga, 3, 9, 12 (41, 69, 78, *24, *51)
Clarksville, (58, *16)
Cleveland, (81)
Columbia, (26)
Cookeville, (74, *33)
Crossville, (77, *46)
Dyersburg, (14, 80)
Elizabethton, (*67)
Fayetteville, (*72)
Gallatin, (55)
Greeneville, (19)
Humbolt, (82, *22)
Jackson, 7 (*33)
Johnson City, 11 (*38)
Kingsport, (28)
Knoxville, 6, 10, 26 (*56)
Lawrenceburg, (36)
Lebanon, (68)
Lexington, (43, *11)
McMinnville, (49)
Maryville, (*75)
Memphis, 3, 5, 13, *10 (28, 67, *16, *50)
Morristown, (17)
Murfreesboro, (30, *20)
Nashville, 4, 5, 8, *2 (28, *39)
Oak Ridge, (*65)
Paris, (54)
Pulaski, (56)
Shelbyville, (52)
Sneedville, (*2)
Tullahoma, (80)

TEXAS

Abilene, 9 (23, 36, 55, *17)
Alice, (50, *26)
Alpine, 12 (33)
Amarillo, 4, 7, 10 (45, *2)
Andrews, (44, 62)
Athens, (79, *16)
Austin, 7, 24, 67 (*48, *73, *83)
Ballinger, (45, 57)
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Baytown, (23)
Beaumont, 4, 6, 12 (*34, *50)
Beeville, (56, 74, *30)
Big Spring, 4 (51, *30)
Bonham, (83)
Boquillas, (19, 29, 8)
Borger, (27, 40)
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Breckenridge, (53, *33)
Brenham, (17)
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Brownsville-Harlingen-Weslaco, 4, 5 (48, 60, 78, *23)
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Canyon, (51, *18)
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Childress, (20, *14)
Clarksville, (*14)
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Coleman, (26, 77)
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Denton, (*2, *82)
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Edinburg, (89, *70)
El Campo, (27)
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Falfurrias, (31, 69)
Fort Stockton, (5, *17)
Fort Worth, 5, 11 (31, 52, 64, *18, *40)
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Kilgore, (51)
Killeen, (30, 51)
Kingsville, (66)
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Lampasas, (42, *21)
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Marshall, (46, *17)
Mexia, (22, 63)
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Monahans, 9 (49)
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Nacogdoches, 19 (*30)
New Braunfels, (75)
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Pampa, (32, 56, *23)
Paris, (71)
Pasadena, (80)
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Perryton, (53, *19)
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Rosenberg, (82)
San Angelo, 3, 8, (35, 61, 6, *14, *25)
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Sherman, (*45)
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Marion, (*33)
Martinsville, (26)
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Petersburg, 8
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Hoquiam, (49, *26)
Kelso, (*31)
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Omak-Okanogan, (38, *18)
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Tacoma, 11, 13, *56, *62 (79)
Toppenish, (57, 68)
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Fairmont, (*72)
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Lewisburg, (*21)
Martinsburg, (*76)
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Moundsville, (81)
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Chilton, (*50)
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Eau Claire, 13 (*28)
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Green Bay, 2, 5, 11 (*22)
Janesville, (*67)
Kenosha, (*64)
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Madison, 3, 15, 27, *21 (72, *43)
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Marinette, (43, 70, *27)
Marshfield, (14, 30)
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Menasha, (77)
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Milwaukee, 4, 6, 12, 18, 24, *36, *10 (59, *46)
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Oshkosh, (66, *16)
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Richland Center, (*51)
River Falls, (*38)
Sheboygan, (68, *28)
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Wisconsin Rapids, (65, *53)

WYOMING

Buffalo, (14, 33)
Casper, 2 (18, 28, *6)
Cheyenne, 5 (51, *19)
Cody, (29, 47, *38)
Douglas, (26)
Evanston, (23, 67)
Gillette, (30, 41, *24)
Green River, (26, 42)
Lander, (4, 24, *15)
Laramie, (21, 27, *8, *15)
Lusk, (34, *16)
Newcastle, (50, *21)
Powell, (57, *20)
Rawlins, (11, 25, *14)
Riverton, 10 (35)
Rock Springs, (13, 32, 48, *20)
Sheridan, (7, 12, 23, 39, *17)
Thermopolis, (43, *16)
Torrington, (40, *22)
Worland, (46, *19)



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OUR RESPECTS to Ralph William Beaudin

One of radio's new breed is a veteran fighter for medium

Radio is people talking to people.

Modern radio needn't be frantic, tense or keyed up. It's a relaxed sound, a professional sound, but every second is planned and used efficiently.

Radio is more effective than television when radio is used properly, and is far more effective than newspapers.

Competition makes for better radio. It separates the good management from the bad.

Radio's biggest problem today: people who are in radio and don't believe in it.

This is the way one of radio's strongest boosters today, Ralph W. Beaudin, president of ABC-owned WLS Chicago, feels about his business. Now but a few months away from his 36th birthday, Mr. Beaudin has packed a lifetime of drive and enthusiasm into less than a decade with radio.

Civic Honors ▪ Just a few weeks ago the Chicago Junior Association of Commerce and Industry felt that Mr. Beaudin's drive and enthusiasm in behalf of WLS—and in behalf of WLS's involvement in its community—merited civic recognition. Mr. Beaudin was chosen one of "Chicago's Ten Outstanding Young Men for 1963."

One pioneer Chicago broadcaster made the observation on that occasion that Mr. Beaudin's greatest contribution to Chicago has been to inject a real spark of competition into local radio. He does not deny that, of course, but Mr. Beaudin hastens to point out that now there are three top stations constantly jockeying for first position and each represents an entirely different and distinct program format.

This is a very healthy situation, he feels, and completely refutes the critics who claim all radio sounds alike and is no good. "There is tremendous diversity in radio today," he says, and the medium continues to become even more diversified and specialized.

"This is the reason radio will always be so strong: it is so flexible," Mr. Beaudin observes. He sees also a trend of the big advertiser now in TV putting some of his money back into radio.

Dollar Sign ▪ Among the sources for new business in radio today is the TV advertiser who is testing radio, Mr. Beaudin notes, and he thinks this is a good sign for the medium. Radio also can be sold successfully at night even though listening has dropped off and left chiefly a teen-age audience. WLS is 75-90% sold out at night, he notes, mostly with national accounts.

"We have sold nighttime because we have gone out after it," he explains. "The business is there," he adds, and it's not beer, wine, cigarette or adult movie accounts, all of which are turned down after 9 p.m. when the teen-age audience predominates.

The new generation within advertising agencies today grew up with TV and for them TV is the glamour medium, Mr. Beaudin notes. The result is "there are very few people who really know how to use radio."

House Divided ▪ But this problem is not as disturbing to Mr. Beaudin as another which "really makes me mad"—radio's divided house. Too many of the industry's leaders "have no respect for radio at all outside of their own station," he claims. The practice confuses advertisers too, he feels, who come to believe that all radio is bad.

Mr. Beaudin's firm instructions to his sales staff: "Never knock the competition. Sell hard against them, but do it on the qualities you have available in your own operation."

Among his other policies: very few meetings, no memo writing, an open door and clear delegation of authority and responsibility to department heads for details. Decisions are made promptly as problems arise.

Typical of his program policy: Despite intensive support of a broad range of community and public service activities, not a single spot is aired which WLS has not specially produced and which does not feature the voice of some local citizen.

Hard Work ▪ Ralph William Beaudin was born March 9, 1928, in Omaha where his father was a steam fitter in a packing house. Ralph was 10 when his father was killed in an auto accident so most memories of his younger years are filled only with hard work.



Mr. Beaudin

He had a parttime job in the display department of Montgomery Ward and then worked full eight-hour shifts after school during his second and third years of high school. One job was in a packing plant and another as riveter on B-25 bombers in a defense plant. In 1945 he joined the Marines and during one home leave earned his high school diploma through passing a special written test to make up for missing credits.

Mr. Beaudin was released from the Marines in 1949 after making private first class "six times" during a time when promotions were rare. But with the Korean outbreak he was called back into service and jumped to corporal. During one winter's fighting in front line trenches with the First Marine Division, he recalls, they "never saw the inside of a building."

Released a second time, Mr. Beaudin again returned to Omaha and joined the classified staff of the *World-Herald* there.

Radio's Impact ▪ When he had a chance to join KOIL Omaha in 1954, Mr. Beaudin recalls that he quickly learned that radio's impact is greater as a local selling medium. "I learned you could create response immediately with radio even on a small budget," he says.

In 1955 he switched to KOWH Omaha and in June 1957 he was offered the managership of WBNY Buffalo. His immediate success there drew the attention of ABC officials and later that year he was offered managership of ABC's newly acquired KQV Pittsburgh.

After carefully studying the Pittsburgh market and the radio needs there he accepted the KQV job and began major rebuilding of that property in staff, programing and physical plant. In early 1960 when ABC obtained full ownership of WLS, Mr. Beaudin again was offered the challenge. And again he delayed a decision until after careful study of Chicago and its needs. He was even more thorough in his community surveying and contacts after taking over, noting this is something the successful manager has always done even before the FCC thought of the policy.

Mrs. Ralph Beaudin is the former Darlene Tomjack of Ewing, Neb. They now live in the Chicago suburb of Palatine where he is active in civic affairs. They have four children, Janet 9, Dana 6, David 4 and Kathryn 2. The Beaudins enjoy golf, bowling and cards—his biggest thrill came in a pinochle game: "a triple run of diamonds."

Now for the real test

TO judge by the response to the offering of stock in Subscription Television Inc., at least some people are eager to gamble on the future of pay TV. A first public issue of nearly $16 million worth of shares was snapped up on the first day.

Although its launching was undeniably auspicious, STV needs a lot of proving before anyone will know whether it can float. It has some conspicuous assets, especially the rights to baseball games of the Los Angeles Dodgers and the San Francisco Giants. It also is beset by unknowns. Nine free television program services are available in Los Angeles and five in San Francisco. Both cities are exceptionally well supplied with other entertainment sources. Can STV offer enough added attractions to create a whole new communications system for which people must pay?

If the answer turns out to be yes, look for wired pay TV to stretch across the country. If that happens, free television on the air is bound to lose programs, audience and revenues. The prospect, remote or real, adds to the already numerous risks of the television business.

Trial by jury

WORD that at least two of the four Minneapolis-St. Paul television stations that were fined $500 each for technical violation of the sponsor identification rule intend to litigate is heartening. It could result in the first trial by jury involving an FCC sanction.

The fines assessed by the FCC could be paid by these stations out of petty cash. But the station's have elected to contest the action on principle. The outcome is important to every broadcaster and to every citizen.

Levying of the fines against the stations is another in the virtually unbroken series of penalties and sanctions meted out by the FCC in the three years since it acquired police court authority. And these are the lesser penalties; only 10 days ago it ordered the deletion of KWK St. Louis for running two contests that were admittedly phony, but nevertheless a first offense. If implemented, the KWK order will wipe out an investment of $2.3 million, plus loss of employment of 40 people and loss of service, even if temporary, to the public.

In all these cases, and in others, the FCC has relied upon a tortured definition of "willful and repeated" in describing the violations, as detailed elsewhere in this issue.

KWK is exercising its right of appeal. This appeal is provided for by law, since the station has exhausted its remedies before the FCC.

In the Twin Cities proceedings a precedent is involved. There is no provision in the law, as amended in 1960, for direct appeal from a forfeiture. The stations, to precipitate action, can refuse to pay the fines. That puts the burden on the FCC which, to sustain its position, must sue through the attorney general. The stations can get a jury trial.

The facts are simple. The four stations broadcast an identical spot announcement twice within the same hour favoring a proposed ordinance to forbid Minneapolis stores from doing business on Sundays. They broadcast the announcements, received the same evening on video tape, without identifying the sponsor as the Downtown Council. The FCC insisted these constituted "willful and repeated violations." The stations said they were inadvertent.

The stations had nothing to gain or lose in identifying the sponsor. There were extenuating circumstances. There was nothing willfully deceptive about the actions and certainly no grammar school pupil would regard a twice-transmitted spot within the same hour as "repeated." Webster's Collegiate defines repeated as "again and again."

We hope all four stations join in the litigation and that the NAB takes up the cudgels too. A trial by jury is the constitutional way. Let 12 private citizens have a hand in judging the veracity and culpability of their home-town stations, rather than seven bureaucrats in Washington.

The easy way out

THE door to federal censorship of broadcasting has been opened a little wider by an FCC ruling on political broadcasts in Kentucky. As reported in this publication last week, the FCC, in response to a request from broadcasters, advised Kentucky stations that Republican spots contained a "distortion" of a statement by President Kennedy and were therefore in violation of the commission's 1949 statement of policy on editorializing.

Although the FCC ruling did not forbid the stations to broadcast the spots, it was as effective as an injunction would have been. Stations that had been carrying the broadcasts ceased doing so, and others that had been awaiting word from the FCC rejected the broadcasts after the agency was heard from.

The spots purported to present an extract from a Kennedy news conference. We happen to agree that the quotations were taken out of context, but that is unimportant to the case at hand. What is important is that the FCC was effective in preventing some spots from being aired. As a practical matter the agency applied prior restraint, which is censorship.

It must be said that the FCC was given what amounted to an invitation to do what it did. By asking for a ruling, the Kentucky broadcasters abdicated their own responsibility for making a decision. Anyone who runs to Uncle Sam for help must not be surprised if he is subjected to uncle's advice and uncle's discipline.

The Kentucky incident is another illustration of the erosion of broadcaster responsibility and the acquisition of federal power. If the trend continues, more and more broadcasters will beseech the government to tell them what is acceptable and what is not, and the government will move closer and closer toward the status of an ultimate programing authority. In the long run all those station managers and program directors could be fired and their places taken by anyone who can read a government order.



Drawn for BROADCASTING by Sid Hix

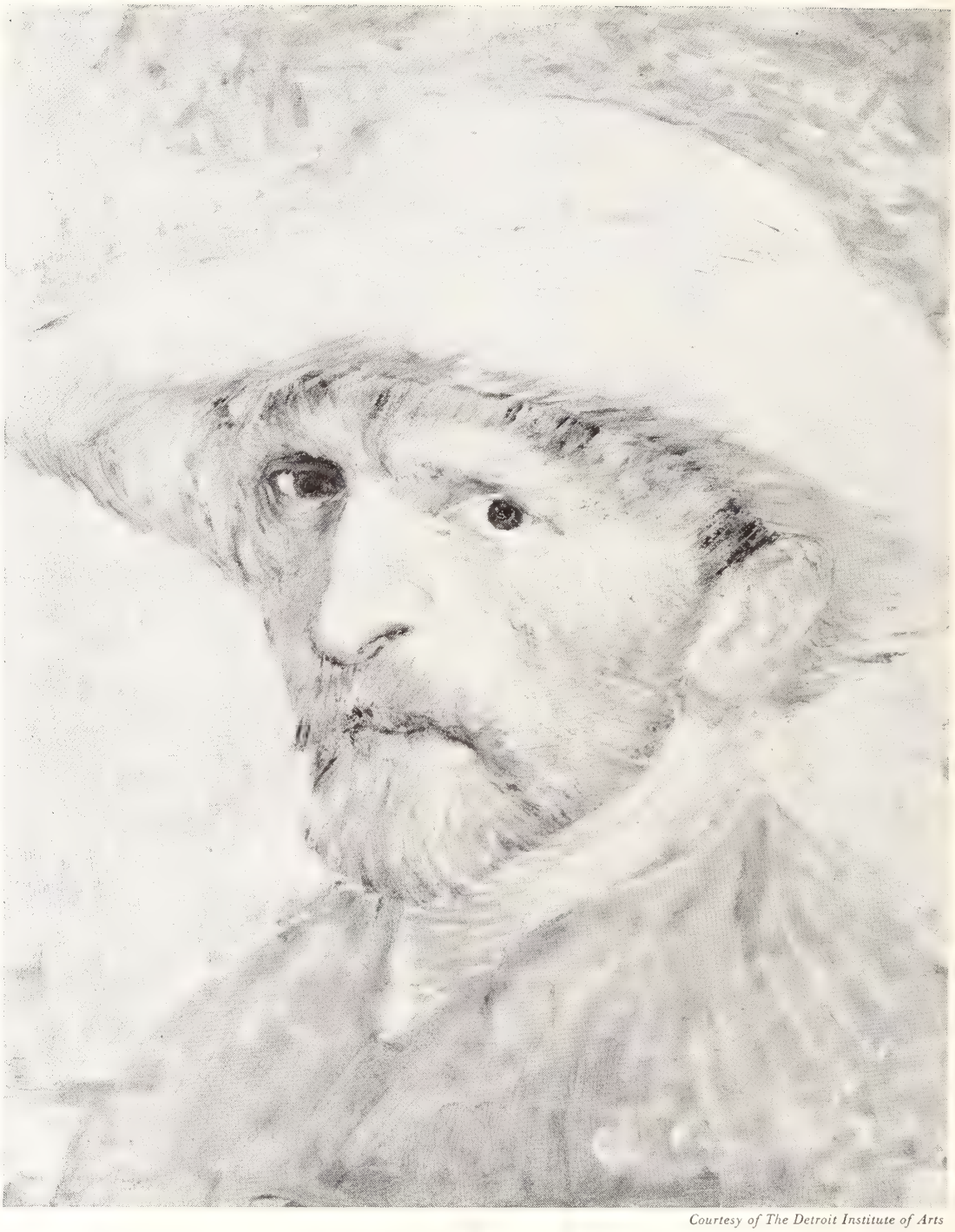
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NOVEMBER 18, 1963

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KVTV SIOUX CITY
KVTV SIOUX CITY

In the farm rich Siouxland Market* crop yields are reaching all time highs. In this country a bountiful harvest means prosperity. It means there's a great demand for goods. In Siouxland the consumer provides the demand; KVTV, Channel 9, provides the consumers. To reach and sell this prosperous market (225,500 TV homes in all) specify KVTV, Channel 9, Sioux City. See your Katz man.

* SIOUXLAND MARKET — 4 State, 48 county area surrounding Sioux City, Iowa.

Homes estimated—ARB Area Survey, March, 1963

THE KATZ AGENCY, INC.
National Representatives

KVTV
CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC

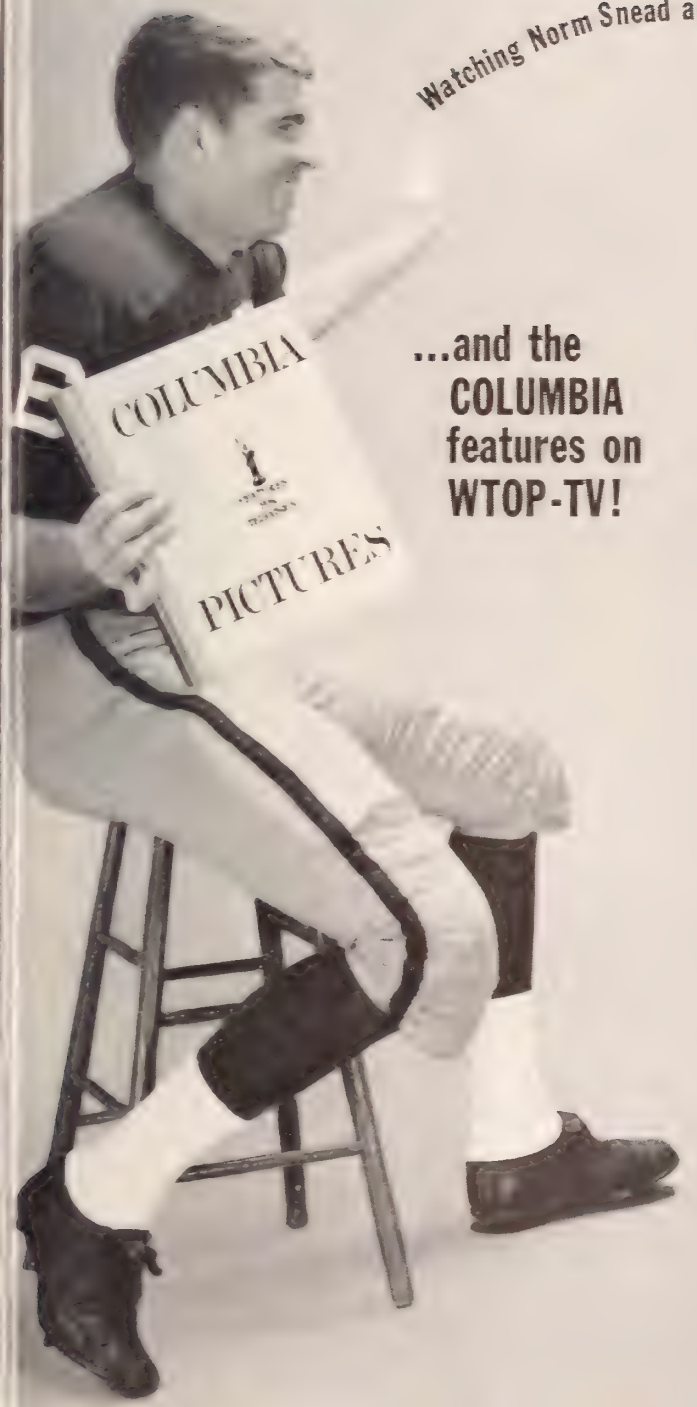


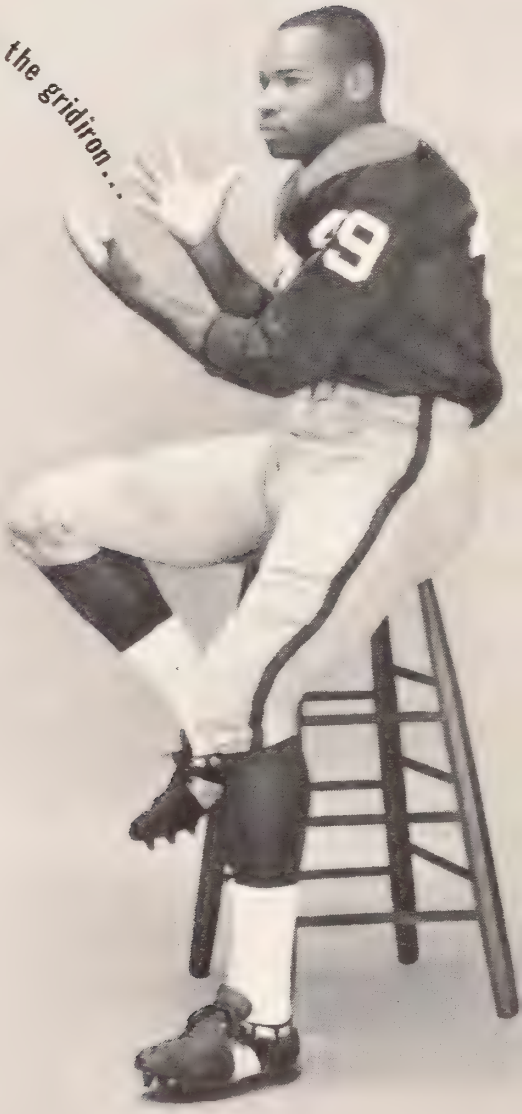
PEOPLES BROADCASTING CORPORATION

KVTV	Sioux City, Iowa
WNAX	Yankton, South Dakota
WGAR	Cleveland, Ohio
WRFD	Columbus, Ohio

TWO GREAT PASS TIMES IN D.C.

Watching Norm Snead and Bobby Mitchell on the gridiron...





...and the COLUMBIA features on WTOP-TV!

e COLUMBIA features can be currently seen in more than 150 markets

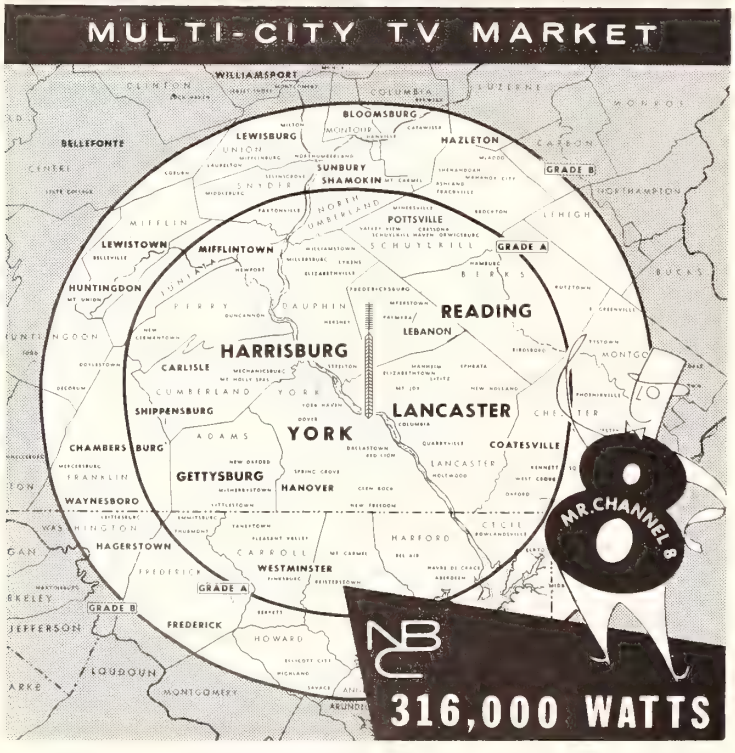
Distributed exclusively by
SCREEN GEMS

SUPERIOR DEALER SUPPORT

retail dealer sign / tobacconist
circa 1840
The Bettmann Archive



Channel 8 delivers it! Your advertising message telecast on WGAL-TV does an outstanding job at winning dealer enthusiasm for you, because of its potential capacity to stimulate consumers to buy. *Whatever your product,* WGAL-TV increases dealer-support, sales, and profits.



WGAL-TV

Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.• New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Nothing sacred?

Unless there's sudden reversal, FCC will attempt to require TV networks to make public their contracts with all affiliated stations. Spirited discussion of proposal at executive session last week disclosed divided opinion, but majority indicated support. Opposition argued action would constitute revelation of confidential private contracts, would tend to force standardization of agreements and hence be first step in rate-making in contravention of specific provision in Communications Act declaring broadcasters are not common carriers.

Consideration of network affiliation contracts is entirely apart from FCC's current exploration of network programing practices and proposed limitations as to program syndication and ownership. Staff is redrafting original proposals prepared by Ashbrook Bryant, network study chief, for further consideration.

The codes in buying

Fear of antitrust reprisals is discouraging at least some other advertising agencies from adopting Kenyon & Eckhardt's recently announced policy of favoring stations that subscribe to National Association of Broadcasters codes. Private talks about possibilities of joint action among agencies to accord preference to code stations in advertising placements have all come to same dead end: Lawyers have advised of antitrust hazards. One possible solution: special dispensation from attorney general, for which some experts say there's precedent.

Shoe never fits

Life is rarely easy for management groups involved in negotiating TV film commercial codes with Screen Actors Guild and American Federation of Television and Radio Artists. Three years ago advertisers and agencies were displeased when networks spearheaded negotiations and achieved settlement that, in buyers' view, sold out TV spot area in exchange for concessions in network contracts. In current talks, film commercial producers are mighty unhappy, charging advertisers and agencies are "running" talks, ignoring producers' suggestions and keying demands to wishes of "just a few" large advertisers (see story, page 66).

CBS and Canadian wire

CBS will exercise option to acquire substantial control or possibly 100% ownership of community antenna system in Vancouver, British Columbia, one of largest in country, with 17,000 connections and potential of 75,000 homes (BROADCASTING, Nov. 11). Option acquired by Merle S. Jones, president of CBS Television Stations, will be exercised before Jan. 1 and will mark CBS's entry in CATV field. CBS contemplates no acquisitions in U. S. but will consider purchase of other systems in Canada.

Vancouver (across from Bellingham, Wash.) system is appraised at $4 million and is owned by Vancouver Cablevision Ltd. B. J. (Bud) Shepard and Syd Welch, of Vancouver, present owners, would continue to manage properties after CBS purchase at undisclosed figure. While system now has 17,000 connections, overhead lines installed would serve 40,000 homes, with saturation regarded as 75,000 homes, although overhead lines would cover 120,000 homes. It's presumed that Messrs. Shepard and Welch would manage any other CATV systems in Canada acquired by CBS.

One alone

Although indications are that FCC Chairman E. William Henry may find himself all alone on commercial limitation proposals, commission nevertheless plans to go ahead with its oral argument Dec. 9. CBS-TV has asked for permission to televise day-long argument and commission plans hearing in spacious Interstate Commerce Commission auditorium rather than its own small hearing room.

After pummeling by Rogers committee fortnight ago (BROADCASTING, *Nov. 11*) *and adverse Senate action it seemed evident last week most if not all of Chairman Henry's colleagues will desert him. Action originally was taken on rulemaking by 4-3 vote, with then Chairman Newton N. Minow and Commissioners Lee, Cox and Henry voting for; Commissioners Hyde, Bartley and Ford against. Commissioner Lee, who in large measure was responsible for instigating proceeding, has stated repeatedly that he is not wedded to idea but simply advocated proposal to clear atmosphere.*

Sticky question

Kentuckians are wondering whether FCC's controversial ruling on political broadcasts could have affected outcome of gubernatorial elections fortnight ago. Louie B. Nunn, Republican candidate, lost by mere 13,150 votes out of 880,000 cast, to Democrat Edward T. Breathitt. After FCC ruling (BROADCASTING, Nov. 4, 11), stations that had been carrying Republican spots at issue ceased doing so and others awaiting FCC edict rejected broadcasts after ruling. Question: If GOP had achieved planned radio exposure, could it have overcome 13,000 vote advantage of Democrat Breathitt?

Rainbow's end

On New Year's day televiewers in color-equipped homes across country may find themselves in unprecedented dilemma—a three-network color choice. Between noon and 1:30 p.m. EST, ABC, CBS and NBC will meet in head-on colorcasting competition. Scheduled for color that day: ABC-TV's Mummer's Day parade from Philadelphia (12-1:30 p.m.), Tournament of Roses parade on both CBS-TV (11:45 a.m.-1:45 p.m.) and NBC-TV (11:30 a.m.-1:45 p.m.). It's said to be first instance of simultaneous three-network color presentation.

The fervor lasts

FCC has not heard last of congressional wrath aroused by Omaha TV programing hearing. Senator Roman L. Hruska (R-Neb.), one of fiercest critics of agency's Omaha foray, is stocking ammunition for further assault. He is known to have sent copies of FCC Chairman E. William Henry's 66-page "Report of the Presiding Officer" to three Omaha TV stations which were subjects in inquiry. Reason: Senator Hruska wants their reactions—in detail—for scorching floor speech he's planning.

Season in the sun

CBS-TV affiliates board and top network executives have quietly scheduled meeting this week in Puerto Rico, but leaders indicate they don't expect much excitement to come out of it. It's regular meeting of two groups, to be held Tuesday and Wednesday at Dorado Beach hotel, and agenda reportedly calls for general discussions of new season's progress in programing and sales, probably also including plans in these and other areas (see page 88).

Dodd's dud

Senator Thomas J. Dodd (D-Conn.), who upset decorum of Senate fortnight ago with speech accusing it of lethargy, may have some explaining to do if he persists in his attacks. Connecticut legislator, who heads Senate Juvenile Delinquency Subcommittee, has been sitting on report of committee based on hearings held in 1961. Fact is he has sat on it so long that updating hearings (at taxpayers' expense) may have to be held, and his colleagues know this.

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Acquisitives* are big earners in Cleveland

Clevelanders rank second (26.4%) earning incomes over $10,000 annually among the nation's top twenty metro-county areas—just behind Washington, D.C. That's why Clevelanders have money to spend on luxuries of life.

*Ac-quis'-i-tive—given to desire, to buy and own.

ACQUISITIVES WATCH

LOS ANGELES *KGBS*	PHILADELPHIA *WIBG*	CLEVELAND *WJW*	MIAMI *WGBS*	TOLEDO *WSPD*	DETROIT *WJBK*	STORER BROADCASTING COMPANY
NEW YORK *WHN*	MILWAUKEE *WITI-TV*	CLEVELAND *WJW-TV*	ATLANTA *WAGA-TV*	TOLEDO *WSPD-TV*	DETROIT *WJBK-TV*	

WJW TV

WEEK IN BRIEF

J. Walter Thompson, for sixth year, leads in radio-TV billings; $160 million is $27 million above 1962 expenditures. Y&R ranks second with $127.1 million in BROADCASTING's 12th annual survey. See . . .

JWT RADIO-TV HITS $160 MILLION . . . 27

Wisdom of surveying community leaders questioned at Westinghouse public service conference. Mrs. Saarinen says all you'll hear are their views.Conference examines torrent of public service ideas. See . . .

COMMUNITY NEEDS IS MAIN TOPIC . . . 78

Retiring ANA chairman advocates "militancy" in fight against TV clutter. Meeting hears views on need for more audience information, including such new items as "temperament" and "psychological identification." See . . .

CALL TO ARMS FOR ADVERTISERS . . . 50

Harris chides broadcasters for reliance on ratings. Expresses belief that FCC's fairness doctrine may mean end of editorializing. Calls for licensees to be master in their own house. See . . .

CRITICIZES RATING 'STRANGLEHOLD' . . . 76

Collins-Pastore entente foreshadows renewed drive on commercial practices. Collins plans meeting with broadcasters, advertisers and agencies next month and Pastore calls for similar session on Hill. See . . .

SUMMIT MEETING PLAN REVIVED . . . 58

News of CBS plan to split stock sends price up by four points. Healthy third quarter, dividend payment and lead in TV programing makes CBS one of the 10 most active shares in exchange trading. See . . .

CBS PLANS TO SPLIT STOCK . . . 88

Broadcasters continue battle against government intrusion at Nashville NAB meeting. Delegates unanimously reject Henry's suggestion that citizens advisory councils be established. See . . .

NAB'S UNINVITED GUEST . . . 68

Henry tells Congress that staff is being given more authority to diminish backlog on station ownership changes. Delegation has helped in cases disposed, but new ones equal actions. See . . .

NEW AUTHORITY KEY TO LOCK . . . 73

House communications unit to meet today to give FCC activities the once over. On agenda of Rogers committee are commercials, fees and fairness. Texas Democrat fears FCC usurping legislative functions. See . . .

ROGERS SCREENING FCC ACTIONS . . . 70

Midwest says Plains Television petition for divestiture is groundless. Says Plains itself is more vulnerable to same charges, asks that request of UHF group for FCC action be dismissed or denied. See . . .

MIDWEST ANSWERS PLAINS . . . 74A

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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ALL ROADS LED TO NASHVILLE FOR THE WSM GRAND OLE OPRY 38TH BIRTHDAY CELEBRATION. From every state, from Canada, Australia, Ireland and England they came . . . to the WSM breakfast pictured above . . . to dance and frolic to the western music of Ray Price and George Jones . . . to dine with Capitol, Columbia, Decca, Dot, Mercury, RCA, Starday, United Artists . . . to hear discussions of industry problems . . . to see the annual awards to the top talent in country and western music . . . and then to jam the GRAND OLE OPRY HOUSE on Saturday night for the 1976th consecutive GRAND OLE OPRY broadcast over WSM. Here, after all, at WSM, in Nashville, is where it all began . . . the multi-million art and business that is country music.

FCC DENIES DROP-INS, 4-3

Loevinger's vote replaces Minow's in majority opinion

FCC has affirmed its decision denying drop-ins of seven short-spaced VHF channels.

Action was taken Friday (Nov. 15) in 4-3 vote turning down petitions for reconsideration of commission's original decision last May to reject drop-ins (BROADCASTING, June 3).

Deciding vote in long-standing and hotly contested case was cast by Commissioner Lee Loevinger, who joined commission after original decision. He supplied margin that majority lost when former Chairman Newton N. Minow left commission.

Other six commissioners voted as they did before — Chairman E. William Henry, Robert T. Bartley and Robert E. Lee, against drop-ins; Commissioners Kenneth A. Cox, Rosel H. Hyde and Frederick W. Ford, for them.

Chairman Henry made brief announcement of vote following special meeting. He said commission would issue formal opinion, setting forth reasons for action, at later date.

There were indications Commissioner Loevinger might issue separate statement.

Unless decision is appealed to courts, commission's action closes door on hopes of would-be applicants for proposed drop-ins.

But hardest hit is ABC, which hoped to pick up six new VHF primary affiliates in event drop-ins were approved. Network has VHF affiliate in one of proposed drop-in markets.

ABC officials Friday were not prepared to comment on what action, if any, network contemplated.

In originally denying drop-ins last May, commission held they were no longer needed to aid competitive position of ABC with respect to CBS and NBC and that approval of additional VHF channels would impede growth of UHF television. Commission also said enactment of all-channel set law last year has changed conditions since drop-ins were originally proposed in 1961.

At that time, commission said drop-ins were needed to provide service to seven markets, each of which now has two VHF stations. But with all-channel sets in distribution, commission said, UHF stations should be able to provide needed additional service.

Commission is expected to make similar arguments in opinion formally denying petitions for reconsideration.

ABC, however, has maintained that it needs additional VHF primary affiliates to come abreast of other networks. ABC says that six new VHF outlets would increase its coverage of TV homes from 93% to 95%. Network says this would put it in range of CBS and NBC, which each have about 98% coverage.

ABC also says that additional affiliates would increase network profit 50%, since no new costs would be involved in providing stations with programing.

Opponents of drop-ins maintained that if commission approved them it would be "breaking faith" with set manufacturers and others who have taken commission's word it would foster UHF television. They also argue that all-channel set law will result in sufficiently wide distribution of all-channel sets to enable UHF stations to survive in markets for which drop-ins had been proposed.

Long Wait Ahead ▪ But ABC, which has been fighting for additional VHF allocations since 1955, notes that according to most estimates, all-channel bill won't have effect for 7-10 years.

Markets which had been ticketed for drop-ins are Johnstown, Pa., channel 8; Baton Rouge, channel 11; Dayton, Ohio, channel 11; Jacksonville, Fla., channel 10; Birmingham, Ala., channel 3; Knoxville, Tenn., channel 8, and Charlotte, N. C., channel 6.

At commission meeting, reportedly, there was some discussion of approving some drop-ins, denying others. However, this proposal was not given serious consideration, sources said.

In The Beginning ▪ Commission action comes as climax to drawn-out and controversial proceeding that had genesis in multisided rulemaking issued two years ago. Among other aspects of plan dropped along way was one to deintermix eight markets by deleting their VHF channels and substituting U's.

That proposal created storm of controversy in Congress. Commission, then seeking passage of all-channel bill, agreed to drop deintermixture if all-channel bill were enacted.

After commission's original decision killing drop-ins in May, proposal was given new chance for life when former Chairman Minow left commission and Commissioner Loevinger succeeded him.

Petitions for reconsideration were filed, and commission agreed to hold oral argument on them. Commissioner Loevinger, who assured senators at Senate hearing on his confirmation that he would look into drop-in matter, agreed to participate in decision.

He thus became swing vote in case. But Friday, he swung to side of original position taken by commission.

Chicago exodus

Chicago TV blackout of "blood" game there Sunday (Nov. 17) between National Football League's Chicago Bears and Green Bay Packers didn't stop local fans from seeing contest on TV. They left town on special excursion trains and by car, flooding motels and hotels for hundreds of miles to watch out-of-town stations.

WREX-TV Rockford was host to some 100 Chicago agency folks at Dundee, Ill., restaurant for lunch and TV game. Motel in South Bend, Ind., used spots on WSBT there to tell passing tollway fans they could see game at motel via WSBT-TV. Game was sellout for weeks in advance.

Collins slaps FCC at Nashville meeting

Trend of government to establish "guidelines" to cover various areas of broadcast operations is disturbing industry and could eventually destroy present system, LeRoy Collins told closing session of NAB fall conference in Nashville Friday (Nov. 15).

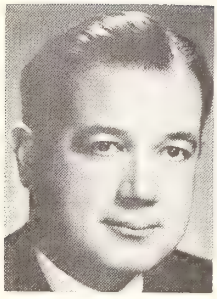
Broadcasters cannot effectively serve public if they must operate under rigid rules to cover all situations, president of National Association of Broadcasters said. In answer to question from floor, he said this did not include NAB codes because such guides for self-regulation are necessary.

Members of FCC realize that broadcasters believe commissioners are not acting in best interests of industry, governor Collins said. "The individual commissioners are concerned" because of this, and majority of commissioners now feel it would be unwise for FCC to enforce maximum on number of commercials station could broadcast, NAB president said.

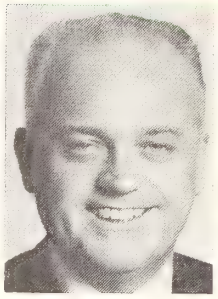
Governor Collins said NAB board of directors is effective and "independent" body with which he does not always agree. But, he said, when conflicts

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Traviesas



Mr. Stefan

Robert J. (Bud) Stefan, VP in charge of BBDO's Hollywood office, moves to New York as VP in charge of TV-radio department. **Herminio Traviesas,** VP and manager of TV-radio department at BBDO in New York, becomes head of Hollywood office. Mr. Stefan joined BBDO in Hollywood in 1952 as top TV executive after having been writer-producer-director-actor with Paramount TV Productions. At one time, he was actor on *Fibber McGee, Gildersleeve* and *Mr. Blandings* NBC radio shows. Mr. Traviesas had been with both NBC and CBS before he joined agency in 1950 to take charge of radio and TV activities on Lucky Strike account. He was elected VP in 1955 and manager of radio-TV in 1957.

King Harris, executive VP and director of western division of Fletcher Richards, Calkins & Holden, New York, appointed executive VP of Campbell-Ewald Co., Detroit, effective Jan. 1 when C-E acquires FRC&H's California operation (see story, page 36).

Douglas L. Smith, advertising and merchandising director of S. C. Johnson & Son, Racine, Wis., elected chairman of Association of National Advertisers, succeeding **Harry F. Schroeter,** VP in charge of advertising and marketing for National Biscuit Co., New York. **Thomas B. McCabe Jr.,** marketing VP of Scott Paper Co., Philadelphia, elected vice chairman of association (see story, page 51).

For other personnel changes of the week see FATES & FORTUNES

arise "we thresh them out in a friendly way." Governor's position that board must act if U. S. surgeon general's report on smoking links cigarettes with health problem (see page 68) was endorsed by individual broadcasters during Friday morning session.

During panel on controversy, NAB General Counsel Douglas Anello said FCC is "beginning to realize" that licensee compliance with July 26 statement on fairness is impossible. He predicted statement would be changed. Dwight Martin, WDSU-AM-TV New Orleans, maintained industry should not have to operate under formal fairness doctrine because individual station now places emphasis on complying with FCC rules rather than provoking thought and comment among audience.

Mr. Anello said "surest way" for licensee to get in trouble with FCC is to always air only one side of issue.

F. E. Lackey, WHOP Hopkinsville, Ky., and mayor of that city for past six years, said as politician-broadcaster he is in "sticky position" on question of fairness. Frank Abbott, WWGP Sanford, N.C., said station in small community has extra responsibility to present programs on local controversies.

HEW gets N.D., Ohio requests for ETV funds

Two new applications for federal grants for educational TV have been accepted for filing, Department of Health, Education & Welfare announced Sunday (Nov. 17). Applicants are: North Central Educational TV Association, Fargo, N. D., for $115,173 to activate channel 13; total project cost, $175,270. Ohio University, Athens, Ohio, for $149,347 to expand channel 20; total project cost, $169,130.

Greater Washington Educational TV Association, Washington, previous application amended, to ask for $338,077 to expand channel 26; total project cost, $528,929.

Perfected color kine system

NBC-TV is expected to announce within next two weeks perfection of color kinescope system that network has been working on since 1956. System was employed on test basis—but not broadcast—of taped *Sing Along with Mitch, Perry Como* and for such commercials as Chevrolet and Kraft Foods. Network will offer kine's use to companies to make films for reference files only.

PACT DEADLINE PASSES

SAG, AFTRA negotiations going on day-to-day basis

Negotiations between advertisers-agencies and Screen Actors Guild and American Federation of Television & Radio Artists were placed last Friday on day-to-day basis following expiration of contract deadline on that date.

Union spokesman in New York said both SAG and AFTRA are "unhappy" with latest offer made by joint advertiser-agency committee negotiating TV commercial code, but next step must await outcome of annual meeting of West Coast branch of SAG scheduled to be held in Beverly Hills, Calif., today (Nov. 18). AFTRA and East Coast branch of SAG already have granted strike authorization.

Earlier reports had circulated at Association of National Advertisers meeting encouraging hopes of early settlement of new contract (story page 66). Commented union spokesman: "If that's true, word didn't filter through to advertiser-agency committee negotiating in New York. We still consider their offer 'regressive.'"

Action by broadcasters preferable to senator

Broadcasters "should do something themselves" about tobacco commercials appealing to young people, said Senator Maurine D. Neuberger (D-Ore.) appearing on Metromedia's *Opinion in the Capital* over weekend.

Senator Neuberger, author of new book on steps to be taken if forthcoming government health report links lung cancer and smoking (BROADCASTING, Oct. 21), said, "As a lawmaker I am against making any more laws than we have to. If an industry can do something itself, I would prefer to see this."

Radio breakthrough

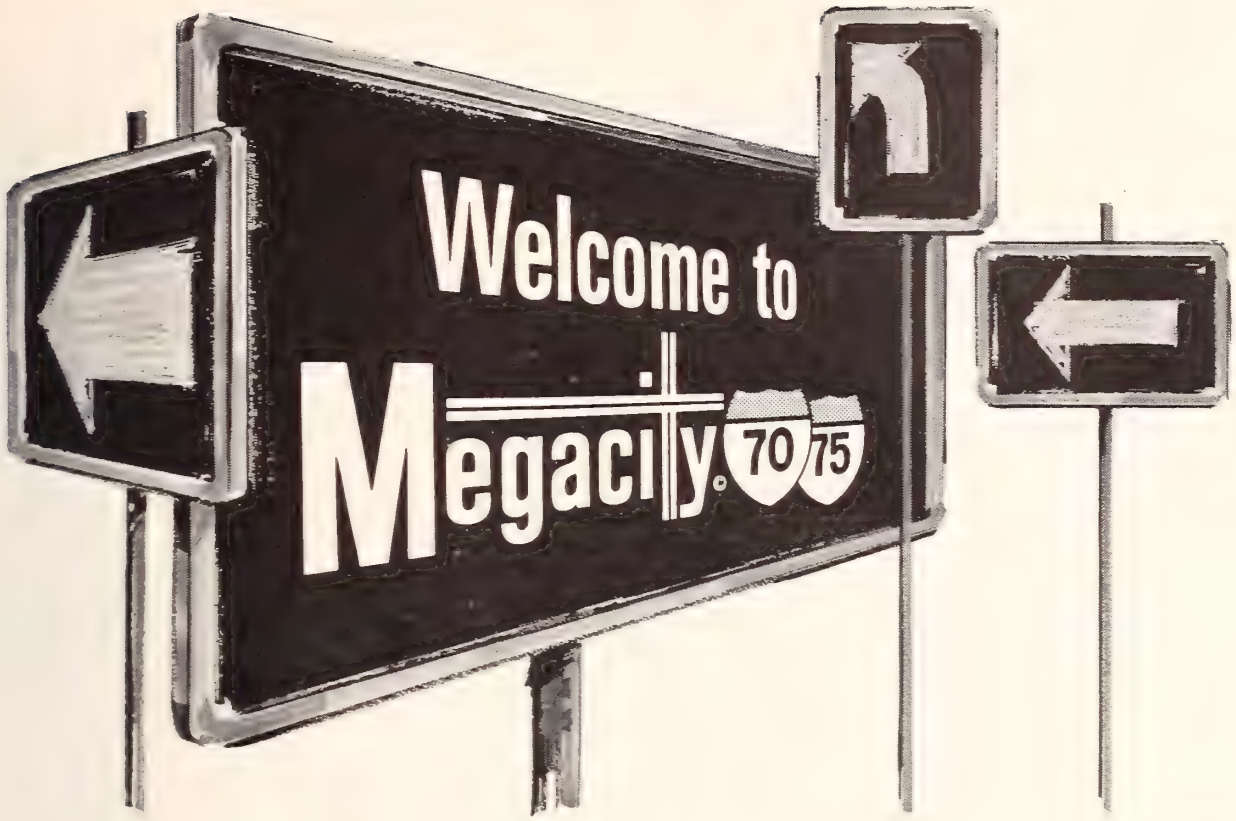
Courtroom recording of actual trials in Chicago's "skidrow" court were aired Sunday (Nov. 17) on WIND Chicago as half-hour special, *Day of Judgment.* It was first time Municipal Judge Hyman Feldman allowed radio in court.

NAB, church council to discuss TV

Broadcasters will meet with representatives of National Council of Churches in New York Dec. 9 on council's controversial policy statement on TV programing, it was disclosed Friday (Nov. 15).

Church group had asked for meeting following what it termed wide misunderstanding of council's statement urging broader federal government control of programing and other phases of broadcasting. John Couric, director of public relations for National Association of Broadcasters, told NAB conference in Nashville Friday that meeting will be closed. "We felt we could air our differences more completely" if news media are not present, he said.

NAB President LeRoy Collins will head delegation of 11 broadcasters who will discuss issue with NCC.



...the tenth largest consumer market in America

U. S. Routes 70 and 75 cross less than ten miles north of Dayton. Within 70 miles of that intersection live 3,500,000 people... many of them in seven metropolitan areas... with a buying power of over *seven billion dollars.*

At the center of Megacity 70-75 are our powerful transmitters reaching—via TV, AM and FM—a commanding segment of this rich market, and providing one of the best media buys in broadcasting today.

For proof of it listen to George P. Hollingbery —who knows Megacity 70-75, and knows how efficiently, effectively, and economically you can reach it.



WHIO-TV • CBS • CHANNEL 7

WHIO

WHIO-AM-FM • DAYTON, OHIO

Associated with WSB, WSB-TV, Atlanta, Georgia, WSOC, WSOC-TV, Charlotte, North Carolina and WIOD-AM-FM, Miami, Florida

WAVE RADIO AND TV

ARE

IN VARIABLY

EFFECTIVE

LOUISVILLE

BOTH NBC

BOTH REPRESENTED BY THE KATZ AGENCY

(Antique type from the Robinson-Pforzheimer Collection.)

memo from Fred Custer

10-20-63

Harvey:

TreeSweet Products recently ran a schedule on KPOL in which an offer of a free recipe book was made. Hundreds of listeners, from all over Southern California, sent post cards to TreeSweet requesting the book; which shows that we have a particularly responsive audience. But especially gratifying to us were the great number of unsolicited comments TreeSweet received like this one:

"Just wanted you to know that we enjoy KPOL's quality programming very much. We have 3 radios and all are tuned to KPOL. We think it's the best."

No kidding -- TreeSweet has all of the cards if you want to take a look. Material for an ad?

Fred

Get KPOL's 50,000 watts in next ad.!

KPOL

Distinguished Radio — Los Angeles

5700 SUNSET BLVD., LOS ANGELES 28, CALIF. • HOllywood 6-4123

REPRESENTED BY PAUL H. RAYMER CO.

DATEBOOK

A calendar of important meetings and events in the field of communications.

■ Indicates first or revised listing.

Nov. 17-19—Annual meeting of **French-Language Radio and Television Broadcasters Association,** Chateau Frontenac hotel, Quebec City.

Nov. 17-20—National Association of Educational Broadcasters national convention, **Hotel Schroeder, Milwaukee, Wis. Banquet speaker is FCC Chairman E. William Henry.** Other speakers include Robert Lewis Shayon ("Responsibility in Educational Broadcasting"), radio-TV critic for the *Saturday Review,* and Arthur Sylvester ("Broadcasting Public Affairs"), assistant secretary of defense for public affairs.

Nov. 17-20—Broadcasters Promotion Association annual convention, Jack Tar hotel, San Francisco. Joseph P. Constantino, KTVU(TV) Oakland-San Francisco, is convention general chairman.

Nov. 18—**Western States Advertising Agencies Association** dinner meeting at Sheraton-West hotel, Los Angeles, 7 p.m. Saul Bass, graphic designer, and Norm Owen, vice president for marketing services, McCulloch Corp., will discuss creative graphic communications and product marketing.

Nov. 18—**Hollywood Advertising Club** luncheon, 12 noon, Hollywood Roosevelt hotel. David L. Wolper, president of Wolper Productions, will speak on "The Arbitrary Position Of Networks Regarding Independent Documentaries."

Nov. 18—**Screen Actors Guild** annual membership meeting, 8 p.m., Beverly Hilton, Beverly Hills, Calif.

Nov. 18—Eighth annual **Edward Petry & Co.** seminar for promotion managers of Petry-represented radio and TV stations. Talks by firm's West Coast executives and promotion case histories by Petry stations. Jack Tar hotel, San Francisco, at 5-7 p.m.

■ Nov. 18-19—**NAB conference,** Texas hotel, Fort Worth.

■ Nov. 19—**National General Corp.** will demonstrate theatre color-vision at Village Theatre, Westwood, Calif., at 2:30 p.m., under actual operating conditions, with programing coming over AT&T lines shown on large screen through General Electric's Talaria projector.

■ Nov. 19—Dinner meeting of the **Hollywood Press Club,** to discuss subject: "Press Agents: Help or Hindrance to Hollywood?" Hollywood Roosevelt hotel.

Nov. 19—Argument, U. S. Court of Appeals for District of Columbia, on appeal by **WKDK Kingstree, S. C.,** from FCC decision denying license renewal. Federal Courthouse, Washington, D. C.

Nov. 19—**Broadcasting Executives Club** luncheon, Sheraton Plaza hotel, Boston.

Nov. 19-21—Television Bureau of Advertising holds its annual membership meeting, Sheraton-Blackstone hotel, Chicago.

Nov. 20—American Association of Advertising Agencies (AAAA) east-central region meeting, Statler Hilton, Cleveland.

Nov. 21—**National Conference of Christians and Jews** first annual Brotherhood Testimonial Dinner of the Broadcasting and Motion Picture Industries. Chairman: Thomas W. Sarnoff, NBC VP. Beverly Wilshire hotel, Beverly Hills, Calif. Formal. $100 a plate.

■ Nov. 21-22—**NAB conference,** Cosmopolitan hotel, Denver.

■ Nov. 22—Fourth annual conference of the Chicago chapter of the **American Marketing Association,** Sheraton-Blackstone hotel.

■ Nov. 22—**National Academy of Television Arts and Sciences,** New York chapter, holds "Close-Up" dinner and show lam-

If you lived in San Francisco...



...you'd be sold on KRON-TV

EVERY ACCOUNT

We know of every account on every station in the markets we rep... and we call on them all through the year... not just when a buy is coming up.

Our salesmen visit our stations.

Station Reps

BOB DORE

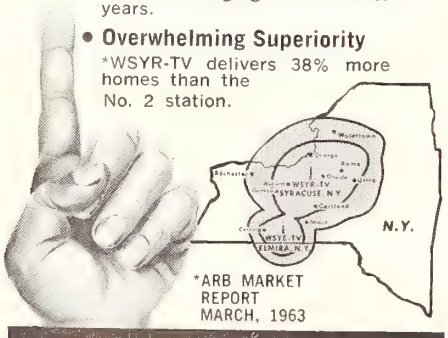
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11 WEST 42nd STREET, NEW YORK 36, N. Y.
CHICAGO LOS ANGELES SAN FRANCISCO

FIRST EVERY DAY

and here's why...

- **Exciting Local Programming**
  News, music, documentaries that actually out-rate network shows.
- **Great TV Personalities**
  Hard-selling WSYR-TV personalities, "Central New York's greatest salesmen," at work from before sun-up to signoff.
- **Best Technical Facilities**
  First in Central New York with color, videotape, completely equipped TV center, and the only channel with maximum power at maximum height.
- **Experience and "Know-How"**
  A veteran staff directed by executives averaging more than 20 years.
- **Overwhelming Superiority**
  *WSYR-TV delivers 38% more homes than the No. 2 station.



*ARB MARKET REPORT MARCH, 1963

WSYR • TV

NBC Affiliate

Channel 3 SYRACUSE, N. Y. 100 K.W.

Plus WSYE-TV channel 18 ELMIRA, N.Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

pooning comedian Jackie Gleason. Americana hotel, New York.

■ Nov. 22-23—**Minneapolis Advertising Club** workshop and eighth district **Advertising Federation of America** convention, Capp Towers hotel, Minneapolis. Opening day luncheon speaker will be Mark Cooper, AFA president. Other speakers include Norman Cash, president of Television Bureau of Advertising, and Edmund Bunker, president of Radio Advertising Bureau.

Nov. 22-23—Combined meeting of Wisconsin Associated Press newspaper and broadcasting members, Milwaukee.

Nov. 25—**American Jewish Committee Appeal for Human Relations,** dinner for broadcasting and advertising division at New York Hilton hotel in honor of William S. Cutchins, president of the Brown & Williamson Tobacco Co. Senator Thruston Morton (R-Ky.) is the speaker. Co-chairmen: Everett H. Erlick, vice president and general counsel of American Broadcasting-Paramount Theaters, and Sydney Eiges, NBC vice president.

■ Nov. 25-26—**NAB conference,** Fairmont hotel, San Francisco.

Nov. 26—Annual stockholders meeting, **Screen Gems Inc.,** New York.

Nov. 29-Dec. 1—Annual convention of the **National Association of Radio and TV Farm Directors, Chicago.**

DECEMBER

Dec. 2-3—**NBC Affiliates** annual convention: radio meetings and radio network luncheon-presentation followed by evening banquet on Dec. 2, TV meetings and NBC Board Chairman Robert W. Sarnoff address to joint radio-TV affiliates luncheon and an evening banquet on Dec. 3. Robert W. Kintner, NBC president, addresses radio and TV affiliates meetings. Beverly-Hilton hotel, Los Angeles.

Dec. 3-5—Winter conference of Electronic Industries Association, Statler-Hilton hotel, Los Angeles.

Dec. 5—Board of directors meeting of the **Association of Maximum Service Telecasters,** Riviera hotel, Palm Springs, Calif.

Dec. 5—**Association of National Advertisers** will hold a workshop on "New and Practical Ways to Evaluate the Effectiveness of Your Advertising," Plaza hotel, New York. Alfred Whittaker, vice president for marketing, Bristol-Myers Products Co., is program committee chairman. Speakers include: Gail Smith, General Motors Corp.; William Weilbacher, C. J. LaRoche; Wallace Drew, Coty Inc.; and William Gillilan, Ketchum, McLeod & Grove.

Dec. 5-6—Fourteenth conference of the Professional Technical Group on Vehicular Communications, Adolphus hotel, Dallas.

Dec. 6—Association of National Advertisers' workshop on planning and evaluation, Plaza hotel, New York.

Dec. 6—**Arizona Broadcasters Association** annual fall meeting, Paradise Valley, Phoenix. FCC Commissioner Frederick W. Ford will be principal speaker.

Dec. 9—**FCC** hearing on commercial time limitations, Washington, D. C.

JANUARY 1964

Jan. 3—Comments due on proposal to authorize on regular basis operation of **Midwest Program for Airborne Television Instruction Inc.** (MPATI) and to allocate six UHF channels for the purpose.

Jan. 3—Comments due on proposed expansion of **UHF table of assignments.**

Jan. 8—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. News analysis and forecast by a panel of Chet Huntley, Walter Cronkite and Ron Cochran.

Jan. 17-18—Midwinter meeting of **Oklahoma Broadcasters Association,** Enid. Paul Comstock, National Association of Broadcasters vice president for government affairs, will be featured speaker.

Jan. 21-23—National Religious Broadcasters convention, Mayflower hotel, Washington.

Jan. 21-23—Nineteenth annual Georgia Radio-TV Institute, co-sponsored by **the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens.**

Jan. 24-26—Mid-winter convention of the **Advertising Association of the West,** Bakersfield, Calif.

Jan. 24-26—American Women in Radio and Television board of directors meeting, Hilton hotel, New York.

■ Jan. 27-31—Annual winter meetings of **National Association of Broadcasters'** radio, television and combined boards, Far Horizons hotel, Sarasota, Fla.

FEBRUARY

Feb. 3-5—Second annual **Electronic Marketing Conference of the Electronic Sales-Marketing Association (ESMA),** Barbizon Plaza hotel, New York.

Feb. 5—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. National Association of Broadcasters President LeRoy Collins is speaker.

Feb. 5-7—National Winter Convention on Military Electronics, Ambassador hotel, Los Angeles. C. D. Perrine, executive vice president of General Dynamics/Pomona, is convention chairman.

Feb. 8-16—International TV and Equipment Market, Lyons, France.

Feb. 25—**International Broadcasting Awards** banquet, 8 p.m., Hollywood Palladium. Presentation of trophies for best commercials on radio and television in any part of the world for 1963.

Feb. 26-28—Ninth Scintillation and Semiconductor Counter Symposium, under the sponsorship of the Institute of Electrical and Electronics Engineers, the Atomic Energy Commission, and the National Bureau of Standards, Hotel Shoreham, Washington. Program committee chairman is W. A. Higinbotham, Brookhaven National Laboratory, Upton, L. I., N. Y. The deadline for abstracts is Dec. 1.

MARCH

March 4—**International Radio and Television Society** 24th anniversary banquet, Grand Ballroom, Waldorf-Astoria, New York. Gold Medal award for 1964 will be presented to Leonard H. Goldenson, American Broadcasting-Paramount Theatres president.

March 9—Symposium on electronics marketing, sponsored by the **Electronic Industries Association,** Statler Hilton hotel, Washington.

March 11-12—Annual meeting of Southeast Council of **American Association of Advertising Agencies** at Riviera motel, Atlanta.

March 23-26—International convention of **the Institute of Electrical and Electronics Engineers,** New York Hilton hotel and New York Coliseum, New York.

APRIL

April 5-8—Annual convention of the National Association of Broadcasters, Conrad Hilton hotel, Chicago.

April 6-9—Thirty-first annual **National Premium Buyers Exposition,** under auspices

■ Indicates first or revised listing.



5 of a series of original drawings by Baltimore artist Aaron Sopher

FAVORITE THROUGHOUT MARYLAND *UNITED STATES NAVAL ACADEMY, ANNAPOLIS, MARYLAND*

WBAL-RADIO 1090 NBC **BALTIMORE** *MARYLAND'S ONLY 50,000 WATT STATION*

NATIONALLY REPRESENTED BY McGAVREN-GUILD COMPANY, INC.

Ever take the PULSE of your HOOPER?

WILS did. We found our PULSE to be remarkably like our HOOPER. Both show how well Lansing likes Radio WILS . . . like this:

PULSE: May 1-21, 1963

6 AM-12 Noon WILS 12 Noon-7 PM

63% 58%

AUDIENCE ESTIMATE

HOOPER: Jan.-Mar. 1963

7 AM-12 Noon WILS 12 Noon-6 PM

62.3% 68.8%

SHARE OF RADIO AUDIENCE

Our PULSE audience composition showed WILS having from two to three times the adult listeners in each measured time period from 6 AM to 7 PM.

What earns this audience for WILS?

24 HRS. — We broadcast 24 Hrs.-A-Day.

48 NEWSCASTS — We have news 48 times a day . . . plus editorials

6 GREAT D.J.'s — We feature our D.J. Personalities. They are liked.

WILS — We go where the action is. We did 125 trailer remotes last year.

Why Lansing is your market

SALES MANAGEMENT Ranks us:

21st in Retail Sales per Household (3rd in Metro Cities over 200,000)

94th in Population and Households (always in the top 100)

Lansing is the state capital and the home of Oldsmobile and Michigan State University (more than 25,000 students).

For more information contact our rep (Venard, Torbet & McConnell, Inc.) or, write to:

RADIO 1320 37

WILS LANSING

5,000 WATTS / 24 HOURS A DAY

of National Premium Sales Executives, the Premium Advertising Association of America and the Trading Stamp Institute of America. More than 600 manufacturers expected to participate in exhibits. McCormick Place, Chicago.

April 7—Premium Advertising Conference of the **Premium Advertising Association of America**, McCormick Place, Chicago.

April 13—Newsmaker luncheon, **International Radio & Television Society**, Grand Ballroom of Waldorf Astoria, New York. Robert Moses, president of New York World's Fair 1964-1965 Corp., is speaker.

April 21-24—**Alpha Epsilon Rho**, honorary radio-TV fraternity, annual national convention in Los Angeles at the Hollywood Roosevelt hotel.

■ April 24—Spring conference of **Oregon Association of Broadcasters**, Village Green motor hotel, Cottage Grove, Ore.

April 30-May 3—Thirteenth annual convention of the American Women in Radio and Television, Mayo hotel, Tulsa, Okla.

MAY

May 6—Broadcasting follies and annual meeting of the **International Radio & Television Society**. Luncheon at Grand Ballroom of Waldorf Astoria, New York.

JUNE

June 13-16—Summer convention of the **Georgia Association of Broadcasters**, Callaway Gardens, Ga.

■ Indicates first or revised listing.

OPEN MIKE ®

We kid you not

EDITOR: Are you kidding?

Did the FCC staff actually write a letter to a station demanding explanations which, due to a switching error, got Senator Goldwater's picture on the screen for three seconds by mistake? What if the program material had been a presidential press conference instead of a Goldwater interview? Would there have been questions asked?

This is so utterly ridiculous as to be ALMOST beyond belief! — *Rex G. Howell, president*, KREX-AM-FM-TV *Grand Junction, Colo.*

[Some listeners complained to FCC which, in turn, asked for detailed report as to how cut-in was logged, whether charge was made, whether sponsor was identified (BROADCASTING, Nov. 4).]

Claim to uniqueness

EDITOR: Mr. Playfair (BROADCASTING, Nov. 4) might like to know that there is one radio or TV station that carries the initials of an individual 100%. It's WRGB Schenectady, N. Y., TV station named for Walter R. G. Baker, deceased vice president of GE.—*George W. Bailey, The Institute of Electrical and Electronics Engineers, New York.*

[Mr. Playfair's Nov. 4 letter explained his hobby of listing meanings behind call letters and asked for stations to help him.]

FM scores again

EDITOR: We were more than pleased to see our story regarding the drive-up bank window (BROADCASTING, Nov. 4). We can't tell you how much we appreciate this fine coverage in your good magazine.—*Chris J. Stolfa, station director,* KMBC-FM *Kansas City, Mo.*

[The featurette told how FM radio sold a discarded drive-up window.]

Bothered, but not bewildered

EDITOR: There was a time when I respected the FCC as a conscientious and fair-minded government agency performing a useful public function, but I no longer feel this way. . . . I feel very keenly about the trend of conformity and control expressed in the edicts issued by the various federal agencies, and thought you might be interested in knowing that there are a few kindred souls such as myself who still protest.

Keep up those good editorials. Who knows? Perhaps there is some balm in Gilead.—*J. E. Van Valkenburg, Baton Rouge, La.*

Hix certainly 'hath-a-way'

EDITOR: Our association would like permission to reprint the Sid Hix cartoon in your Sept. 16 issue in a forthcoming issue of the *META Newsletter.* —*A. F. Knowles, executive secretary, Metropolitan Educational Television Association of Toronto, Ont.*



"Take time off until that infected eye clears up . . . folks might think your program is being subsidized by a shirt company."

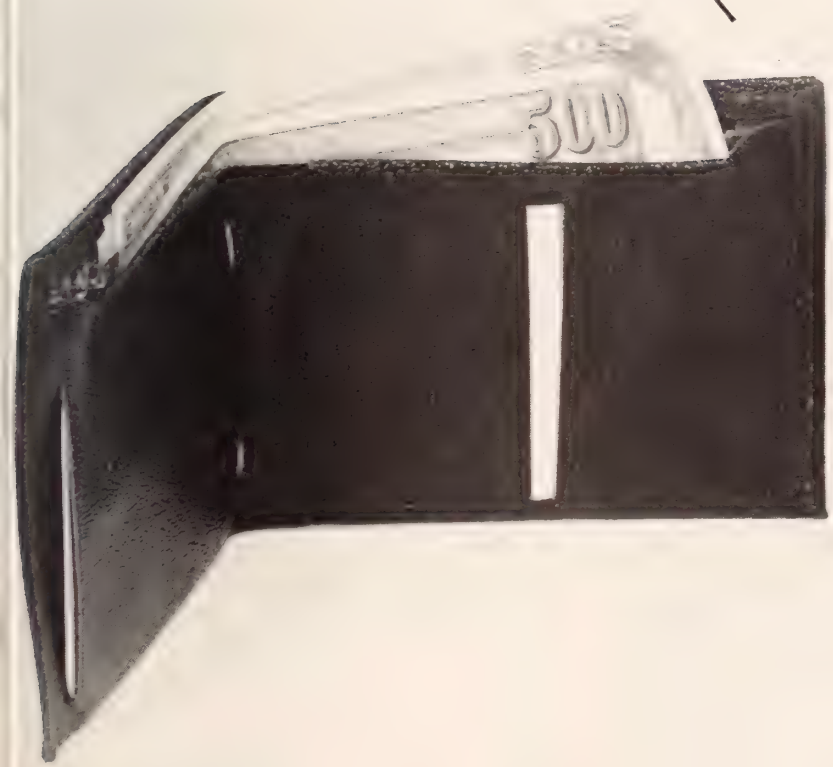
[Permission granted.]

Undaunted by wired jaw

EDITOR: Thank you very much for sending the back issues I requested and for extending my subscription to March 1965. This came at a very welcome time—I was recovering from a broken jaw in the hospital when the issues arrived. What an ailment for a radio announcer—but I'm doing my show

"WJXT is the key to the total regional market."

"When money talks, I listen!"





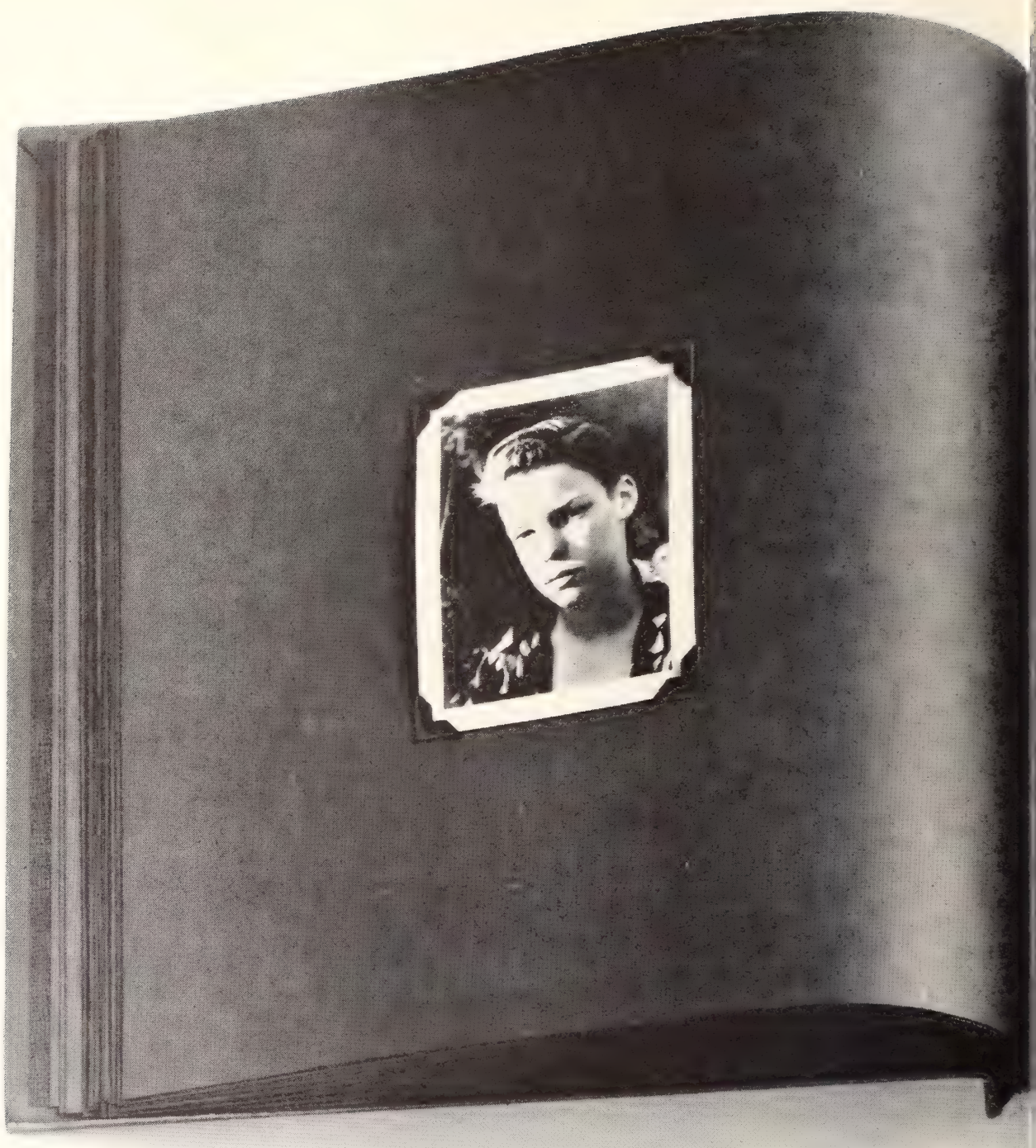
Key your sales to the television station that loosens purses in the *entire* North Florida/South Georgia region. WJXT is the only *efficient* way to swoop up sales in the *total* market . . . a booming bustling region of incredible growth! And it sounds good to advertisers . . . because more people get the picture!

Represented by TvAR

WJXT 4

JACKSONVILLE, FLORIDA

POST-NEWSWEEK STATIONS A DIVISION OF THE WASHINGTON POST COMPANY



The Face is Familiar–Now

At 13, Richard Chamberlain (yes, it's he) was a familiar face in his family's photo album. Today, some 15 years later, a nation-wide poll has named him the most popular actor in television.

The transition came about largely through his own special talent, but also as a result of NBC's practice of providing a showcase for promising young performers.

After all, it's one thing to hitch your network to the stars, once they *are* stars. It's another to sense the star-magic in a young unknown—and then back that hunch on network television.

That calls for a certain kind of creative climate. A brief glance at NBC's current television schedule, for instance, shows the youth movement in full bloom.

Witness such fine dramatic programs as "Mr. Novak," with James Franciscus; and "The Eleventh Hour," with Jack Ging. "The Richard Boone Show" offers a rare repertory opportunity to such versatile young players as Bethel Leslie, Laura Devon, June Harding, Robert



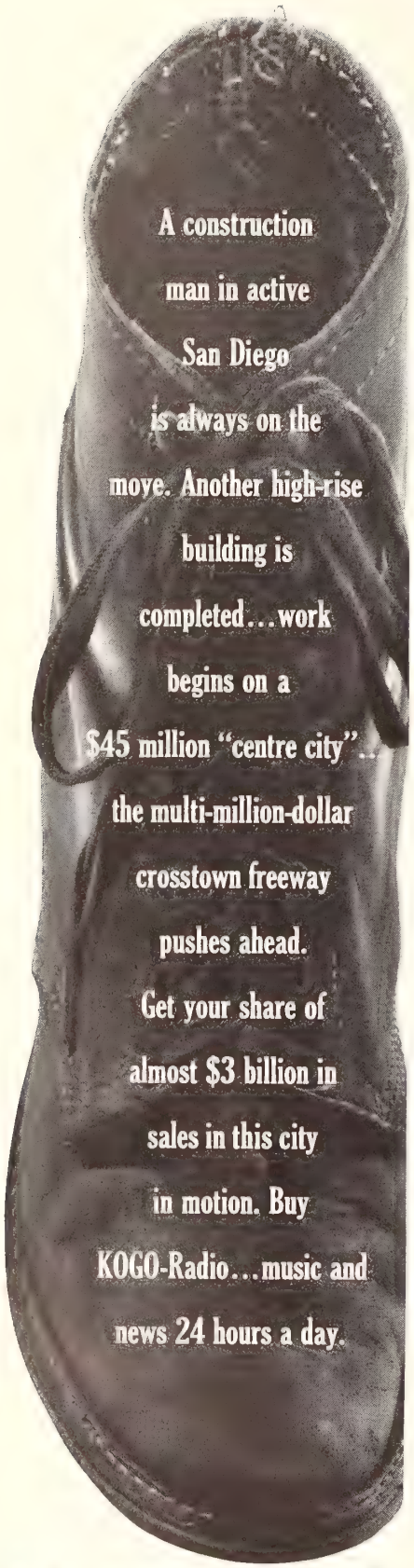
Blake and Guy Stockwell. As for the world of situation comedy, are there any young funnymen around who can hold the coats of NBC's Joey Bishop and Bill Dana?

In the field of variety programs, NBC boasts such exciting young entertainers as Andy Williams, star of his own specials, and Leslie Uggams, of "Sing Along With Mitch." And, among the young heroes of our adventure series are "The Virginian's" James Drury; "The Lieutenant's" Gary Lockwood, and "Bonanza's" Dan Blocker, Michael Landon and Pernell Roberts.

All of which should lead any student of television's future to a pretty safe conclusion: While nobody knows who in today's photo-album set will be *tomorrow's* young stars, it's no trick at all to pick the network on which they're most likely to succeed.

THIS IS NBC

...serving 410,000,000 people all over the world.



KOGO
RADIO
SAN DIEGO
NBC · A TIME-LIFE STATION
REPRESENTED BY THE KATZ AGENCY

anyway even with the jaw wired shut. It's not easy but it's not as hard as one would imagine.—*Ralph B. Hull,* KGON *Lake Oswego, Ore.*

Copies of 'Assault'

EDITOR: Please forward us 12 copies of your article "Assault and battery on Capitol Hill" (BROADCASTING, Nov. 11). *Richard D. Morgan, manager,* WPTA (TV) *Roanoke-Fort Wayne, Ind.*
(They're on the way.)

More should be done

EDITOR: We have just concluded our fifth annual Public Service Seminar [see story this issue]. KLZ Radio and TV present this session annually in cooperation with the Denver Junior League. It takes place in our studios, using our personnel and equipment, and is intended to teach a better use of the vast amount of time radio and TV give so willingly and freely to worthwhile activities.

I really believe this is the sort of thing that ought to be done more and more around the country and could accomplish a powerful amount of good for the broadcasting industry. In this one we were not talking to broadcasters but to people who represent "the public."—*Hugh B. Terry, president,* KLZ-AM-TV *Denver.*

Invitation to the 'Zoo'

EDITOR: We are trying to get the cooperation of other Pennsylvania stations in our area for . . . *Fun at the Zoo,* a series of 13 quarter-hour programs on America's first zoo.

WDAS has only one interest in this program and that is to publicize the zoo and its accessibility via turnpike and expressways to the area. We recently programed this series and, to my amazement, the listener response was so great that we are offering this complete series to any station that wishes to program it.

Typical program subjects: "The Elephants," "Animals as Pets in the Home," "Treatment for Snake Bites," "The Apes" and "The Cats."

Programs, time permitting, will contain a listener participation feature, "The Zoo Mailbag." Letters sent in by each station's listeners will be answered on the air.

There is no objection if stations wish to dub this program and offer it to schools for in-school listening.

Fun at the Zoo is emceed by Joe Bonaduce, public relations director and director of radio and TV film operations of the zoo.—*Bob Ardrey, program-promotion director,* WDAS *Philadelphia.*

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office
Copyright 1963: Broadcasting Publications Inc.

Get 8 out of 10 in one move.

WTTG can capture 8 out of 10 TV homes in the Washington area within four weeks with its Major Coverage Plan.*



It's your move...

Metropolitan Broadcasting Television
A division of Metromedia, Inc.
Represented Nationally by Metro TV Sales

WTTG TELEVISION

MONDAY MEMO from ALEXANDER H. GUNN, J. Walter Thompson Co., Chicago

Training programs: good people become better agency men

Organized training programs in the advertising agency business are fairly new. Relatively few agencies have them.

We're all conscious of the exploding requirements for advertising personnel and we know we ought to be training people. The fact is that training has always gone on in good agencies of all sizes.

All of us were trained but in most cases we were trained by people rather than by a program. Someone cared about us. They cared enough so that they could not stand the idea of our inheriting their jobs and doing them badly.

In JWT's Chicago office we have quite a group who got their first jobs with Thompson anywhere from 20 to 35 years ago. The group includes an executive vice president, two vice president-directors, one senior vice president, seven other vice presidents, several copy group heads and a number of other senior specialists. All came to us without any significant previous experience; Thompson trained them by whatever means available then.

New Generation ▪ In addition, there is a younger group who have joined JWT-Chicago since World War II and who did receive some sort of training though not in the programed way that it is done now. The list includes 10 account representatives, three of whom are vice presidents; seven copy writers, three of whom are group heads; five specialists in television and three senior people in media. All of these are entirely Thompson-trained.

Good training has to start with good people and good people are not exactly beating down the doors of advertising agencies. We were forced to recognize this about 10 years ago and began building up what has now become a rather large planned program of college recruitment.

This year we visited more than 70 universities and colleges. A full-page Thompson ad on career opportunities appeared in advance in the campus papers. Interviews and meetings with over 1,000 interested students were arranged through faculty advisors. Result: we hired about 50 recruits.

What kind of people are we looking for? Certainly not a type. We are looking for certain characteristics and aptitudes which happily can occur in a wide variety of people. Qualities like ambition, intelligence, creativeness, honesty and respect for the advertising business.

Chicago, New York Plans ▪ In the Chicago office we are normally working at any one time with 7 to 10 trainees. Each has a two-year program. He spends the most time in those departments where we are able to let him be an active participant. For three or four months he will run a traffic desk. Next he will serve as an assistant to one of our associate media directors or buyers.

For another several months he will be in the research department assisting in the field work, in the analysis of interviews, assisting in the pre-testing of copy propositions and similar chores. Then he will have shorter experiences in the creative department, TV production and programing and public relations. These are shorter simply because it is more difficult to arrange real working experience.

Through these consecutive assignments the man frequently finds that his own interests and talents may well fit him for quite a different job than he had first assumed.

New Yorks' plan isn't the same. When a college recruit joins our office there, we reach a mutual decision with him on the basis of his interests and our best analysis of his talents and decide where his initial working assignment ought to be. On this basis he may be placed in any of a number of departments—copy, television, media, research, merchandising, junior account representative or whatever.

This job will be his starting point but it is by no means considered a final choice. Somewhat analogous to a college education, this first assignment will be his major but he will minor in everything else.

Copy candidates are tested with written assignments and if successful are assigned directly to account copy groups. Those apparently destined for account management are usually assigned first to media, research or traffic. In any case, it is understood that this first assignment will last from 18 to 24 months.

Basic Seminars ▪ Another very important part of our New York training program includes lectures, presentations and panel discussions ranging from an introduction to the art department to a full-scale case study on the marketing plan for a major client product. The most sophisticated elements of these seminars are the advertising and creative workshops where groups of young men and women are given new product ideas and asked to develop complete marketing and creative campaigns.

These seminar programs are not limited to college recruits or new people in the office. Some of them are of such special interest that account supervisors and department heads attend and participate voluntarily.

At the end of the two-year period we achieve in our New York office somewhat the same result as we do in Chicago, though we have reached it by a different road. We have had a continuing chance to evaluate the man. And we have given him exposure to all the facets of advertising so that he can help judge the area of agency work in which he is most likely to be successful and happy.

We by no means think that either our New York or Chicago systems is perfect. We have other variants in Detroit, London, Frankfurt and other major offices. These, too, are constantly evolving towards something better.

Advertising's Heritage ▪ If I may be personal: Thompson in Chicago had only $5 million in billing when I arrived. What they did to me was not called training but I was fortunate in falling into the care of some fine advertising men who were proud of our business and wanted me to do it well.

It would be nice if all of us could be remembered that way.



Alexander H. Gunn, named senior vice president of J. Walter Thompson Co. in September, has been with that agency since graduation from the University of Illinois in 1931. As a management supervisor, his principal account responsibilities are Quaker Oats Co. and Portland Cement Association. Starting with JWT as trainee-copywriter, Mr. Gunn was copywriter and group head for eight years before moving into account management. A Chicago native, he is active in 4A's.

You can't cover Indianapolis with Indianapolis TV!

**The Indianapolis Market, we mean!*

WTHI-TV in combination with Indianapolis stations offers more additional unduplicated TV homes than even the most extensive use of Indianapolis alone.

More than 25% of consumer sales credited to Indianapolis comes from the area served by WTHI-TV, Terre Haute.

More than 25% of the TV homes in the combined Indianapolis-Terre Haute television area are served by WTHI-TV.

This unique situation revealed here definitely suggests the importance of re-evaluating your basic Indiana TV effort . . . The supporting facts and figures (yours for the asking) will show how you gain, at no increase in cost . . .

1. *Greatly expanded Indiana reach*
2. *Effective and complete coverage of Indiana's two top TV markets*
3. *Greatly improved overall cost efficiency*

So, let an Edward Petry man document the foregoing with authoritative distribution and TV audience data.

WTHI-TV*

CHANNEL 10
TERRE HAUTE,
INDIANA

**An affiliate of WTHI AM & FM*

CBS TELEVISION

Edward Petry & Co., Inc.

WTHI-TV delivers more homes per average quarter hour than any Indiana station*

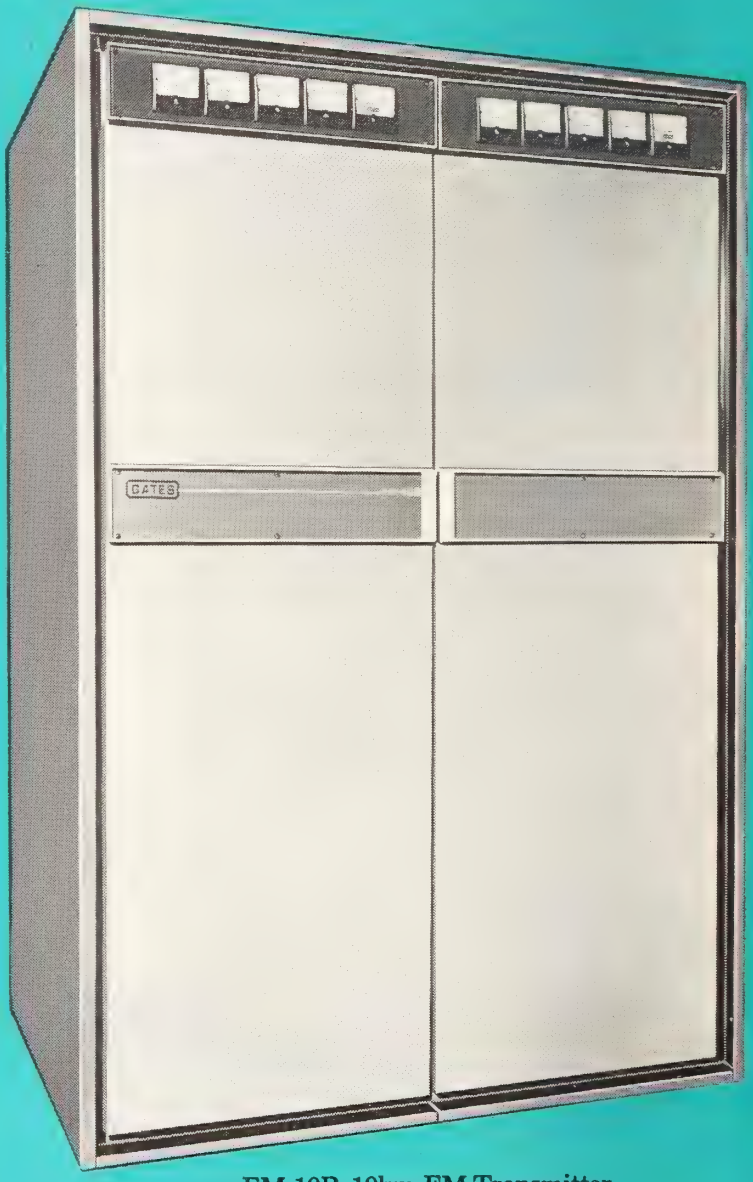
(March 1963 ARB)

*except Indianapolis

FM by GATES...



FM-1C 1kw FM Transmitter



FM-10B 10kw FM Transmitter

The difference in broadcast equipment is reliability . . .

GATES MAKES TH

. Featuring simplified direct crystal controlled cascade modulation

FM by Gates means "Cascade" modulation that is entirely new, greatly simplified, and more dependable. Direct crystal control of the mean carrier frequency makes it inherently stable. Why be satisfied with complicated, older circuits when Gates can give you these important improvements plus many more exclusive features.



Gates FM Stereo Generating Equipment. Top unit is the new Cascade FM Exciter M-6095 and the lower unit is the M-6146 Stereo Generator. Note the blank space at the bottom of the M-6146 for the easy addition of 2 sub-carrier generators.

M-6160 Sub-carrier Generator with mute

FEATURES

- **DIRECT CRYSTAL CONTROL**—gives positive control of the mean carrier frequency. No complicated electronic or mechanical frequency stabilizers required. A single, precision crystal in a temperature controlled oven does the job.
- **SIMPLIFIED CIRCUIT DESIGN** — featuring fewer stages. Compare the Gates FM exciter with the others.
- **SIMULTANEOUS STEREO/SCA PROGRAMMING** —many prominent stations coast to coast are using the Gates "Cascade" exciter for stereo.
- **REMOTE CONTROL**—circuits provided for switching from monaural to stereo and one or two SCA channels.
- **WIDE BAND FREQUENCY RESPONSE**—the Gates FM exciter accepts modulation in the 30-75,000 cycle range.
- **NO EXPENSIVE SPECIAL COMPONENTS** — all components in the Gates FM exciter are standard and easily available. No special, hard to obtain tubes, transistors or diodes are used.
- **STABILITY** — "rock-bound" reliability assured with Gates direct crystal controlled "Cascade" modulator.

DIFFERENCE

GATES

GATES RADIO COMPANY

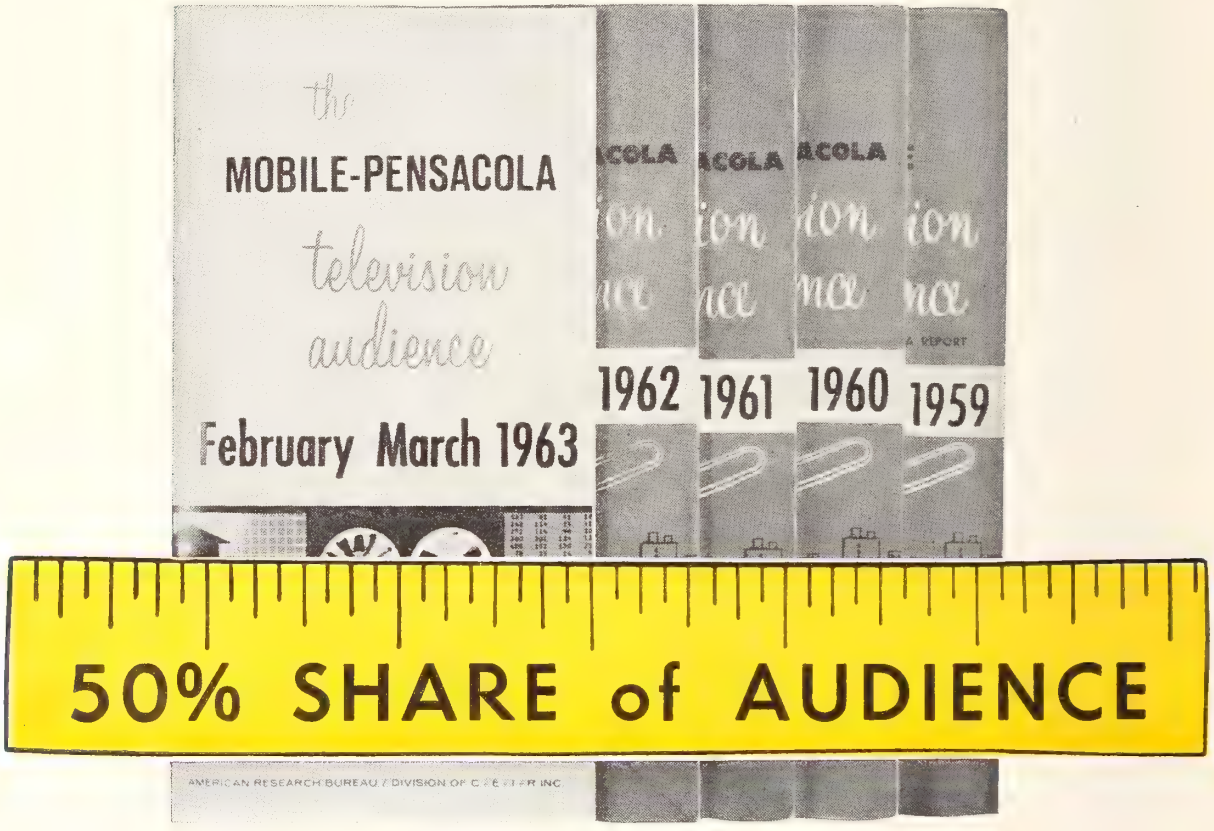
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NO OTHER STATION CAN MAKE THIS STATEMENT

5 CONSECUTIVE YEARS



Exception To The Rule

WKRG-TV — Mobile — Pensacola

has averaged 50% or more share of audience in every March ARB measurement since 1959, from 9 a.m. to midnight.*

Audience measurement data are estimates only—subject to defects and limitations of source material and methods. Hence, they may not be accurate measures of the true audience.

Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager

*3 station VHF market.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
November 18, 1963, Vol. 65, No. 21

JWT RADIO-TV HITS $160 MILLION

Big agency adds $27 million to '62 total; Y&R $33 million back

McCann jumps from 10th to fifth; Interpublic totals $130 million

Cut-off level of top 50 jumps from $7.7 to $8.95 million in '63

J. Walter Thompson Co. set a new $160 million mark this year by billing nearly $33 million more in radio-TV than Young & Rubicam, its nearest rival, and $27 million more than its own 1962 total.

JWT's spectacular rise came in a year that spotlighted several agencies with thumping broadcast billing increases.

In its new spurt, Thompson once again overturned previous records set during the 12 consecutive years BROADCASTING has surveyed the leading broadcast agencies on their radio-TV billings.

JWT has been No. 1 for six years straight, another first. It is the first agency to bill $145 million in TV only, a sum that's over $25 million ahead of Y&R in TV. In its sweep, Thompson easily picked up another first—$113 million billed in network TV.

Big Jump ▪ Thompson's $160 million level is exactly four times the broadcast billing reported in 1952 by the then leader, BBDO ($40 million).

JWT wasn't in the No. 1 spot TV ranking—Ted Bates & Co. was the leader with more than $56 million—but the spot TV estimate for Thompson was $32 million, a hefty total, and in radio it billed a substantial $15 million.

Y&R, a three-year-in-a-row leader in the mid-50's, was firmly entrenched with $127.1 million in the second position. Ted Bates & Co., slipping just a bit from its $115 million pinacle of last year, held third place with nearly $114 million.

BBDO, picking up a few more million in broadcast billing, was in fourth place with $104.5 million. The fifth spot went to McCann-Erickson, the surprise broadcast agency of the year.

McCann Gains ▪ McCann, the leader of the Interpublic agency complex, shot up from No. 10 last year to its new ranking by billing an estimated $94.5 million in radio-TV.

Next in rank and on a near par with McCann was Benton & Bowles, which by increasing its billing $8 million moved up to $92 million, bypassing Leo Burnett, which was seventh at $90.5 million.

Others in the top 10: Compton by virtue of more than a $10 million increase moved from No. 9 last year to No. 8 this year ($81.6 million). Dancer-Fitzgerald-Sample was next at $80 million followed by William Esty with $76 million.

More Mergers ▪ Against this top billing background is this important development in the field: the continuing trend toward merger and acquisition, along with the newly expanded Interpublic agency organization.

If the major Interpublic radio-TV agencies' broadcast billings were combined (McCann-Erickson, McCann-Marschalk and Erwin Wasey, Ruthrauff & Ryan) the total would come to nearly $130 million.

Among the leading merger moves: Post, Morr & Gardner combined with Keyes, Madden & Jones to form Post-Keyes-Gardner; Erwin Wasey is now an Interpublic subsidiary; Ellington & Co. and Donahue & Coe are merging but that marriage will not be completed until Jan. 1 (see page 34), and Campbell-Ewald already has moved to acquire branch offices of Fletcher Richards, Calkins & Holden (see page 36).

Another merger contemplated but now in abeyance is that of Post-Keyes-Gardner with Maxon.

Heavy Spot ▪ With one exception (William Esty), the top 10 agencies report substantial spot TV—and all, aside from leader Ted Bates, in the same general range: JWT had $32 million, Y&R $33.1 million, BBDO $35 million, McCann-Erickson $25 million, Benton & Bowles $30 million, Leo Burnett $34.2 million; Compton $35 million, and Dancer-Fitzgerald-Sample $30 million.

N. W. Ayer was tops in radio billing —$20.5 million for the year—and led in spot radio billing ($18 million). There were two leaders in network radio: Needham, Louis & Brorby and Campbell-Ewald, both at $4.5 million. At the lower end of the top 50, the "median" in combined radio-TV billings continued upward and lifted the "cut-off" level from $7.7 million in 1962 to $8.95 million in 1963. Two agencies (Reach, McClinton in the $7-million range, and Mogul, Williams & Saylor at $8.7 million) failed to place in the 50 list this year.

Following, in alphabetical order, are brief individual descriptions of the agencies in 1963's top list:

N. W. Ayer & Son: Combined TV-radio billing $67 million; $46.5 million in

The biggest agencies in these categories

In . . .	Agency . . .	Billings . . .
. . . Total broadcast billings	J. Walter Thompson	$160 million
. . . Total television billings	J. Walter Thompson	$145 million
. . . TV network billings	J. Walter Thompson	$113 million
. . . TV spot billings	Ted Bates	$56.36 million
. . . Total radio billings	N. W. Ayer	$20.5 million
. . . Radio network billings	Needham, Louis & Brorby Campbell-Ewald (tie)	$4.5 million
. . . Radio spot billings	N. W. Ayer	$18 million
. . . Biggest gain during year	McCann-Erickson	$28.2 million

television ($21 million in network, $25.5 million in spot); $20.5 million in radio ($2.5 million in network, $18 million in spot); TV-radio share of overall billing: 41%.

Ayer continues to show a constant yearly gain in broadcast billing, reflecting consistent, though unspectacular, increases in overall billing over the past few years.

Ayer's growth in radio-TV is in part due to increased budgets for Plymouth-Valiant, Pet Milk and Whitman Sampler (all radio). The major network TV accounts include AT&T (*Bell Telephone Hour*) on NBC-TV; Plymouth-Valiant's sponsorship on *Huntley-Brinkley* and *Bob Hope* (both NBC-TV); Bissell's network participations; duPont in NBC-TV's *Show of the Week;* Breck's underwriting part of ABC-TV's last season series, *Going My Way;* Corning Ware's participations; Hamilton Watch in a pre-pro football game show, Insurance Co. of North America's participations and Polk Miller Products Corp. (*Tonight* on NBC-TV). Atlantic Refining, Sealtest, Bissell, Canon Mills, Corning Glass, duPont, Pharmaco, United Airlines and Plymouth-Valiant dealer groups are among the spot TV advertisers.

Radio spot includes United Airlines, Atlantic, Plymouth-Valiant, Sealtest, Steinway Pianos (mostly FM), and some phone company advertisers, among others. Hanes Knitting, Whitman, Plymouth-Valiant and AT&T are in network radio.

Ayer is losing the John H. Breck, Whitman and U. S. Rubber Tire accounts, but added *TV Guide* and Menley and James Laboratories accounts.

Ted Bates & Co.: Combined TV-radio billing $113.84 million; $108.15 million in television ($51.79 million in network, $56.36 million in spot); $5.69 million in radio (all in spot); TV-radio share of overall billing: 79.7%.

Bates, dropping $1.15 million in broadcast billing from 1962 fell into third position, bypassed by Y&R which showed heavy increases in its broadcast allotment. Bates which placed 83% of its total billings in broadcast last year—the highest percentage for any agency in the 1962 BROADCASTING survey—dropped to 79.7% in broadcast share this year.

Among the agency's network television clients: American Home Products in CBS-TV shows *East Side West Side, Ed Sullivan, Gunsmoke, The Nurses* and *Red Skelton;* ABC-TV's *Lawrence Welk* (American Home Products also carries a heavy daytime schedule in addition to CBS and NBC news programs); Brown & Williamson in ABC-TV's *Ben Casey, Breaking Point, Channing* and *The Fugitive,*

TOP 50 AGENCIES .....

All dollar figures are millions

		Combined Broadcast Billing
1.	J. Walter Thompson	$160
2.	Young & Rubicam	127.1
3.	Ted Bates	113.84
4.	BBDO	104.5
5.	McCann-Erickson	94.5
6.	Benton & Bowles	92
7.	Leo Burnett Co.	90.2
8.	Compton	81.6
9.	Dancer-Fitzgerald-Sample	80
10.	William Esty Co.	76
11.	Foote, Cone & Belding	70.89
12.	Lennen & Newell	67.3
13.	N. W. Ayer	67
14.	Sullivan, Stauffer, Colwell & Bayles	64.4
15.	Grey Advertising	45
16.	Kenyon & Eckhardt	42.5
17.	Norman, Craig & Kummel	35.1
18.	Needham, Louis & Brorby	35
19.	Campbell-Ewald	34
20.	D'Arcy	31.2
21.	Campbell-Mithun	25
—	Cunningham & Walsh	25
23.	Ogilvy, Benson & Mather Inc.	24.7
24.	Maxon	23
—	Wade	23
26.	Gardner	22
27.	Doyle Dane Bernbach	21.4
28.	Erwin Wasey, Ruthrauff & Ryan Inc.	20.3
29.	Post-Keyes-Gardner	19.5
30.	Doherty, Clifford, Steers & Shenfield Inc.	19
31.	Tatham-Laird	18.4
32.	Fuller & Smith & Ross	17
33.	Papert, Koenig, Lois	16.24
34.	MacManus, John & Adams	14.8
35.	W. B. Doner	13.6
36.	McCann-Marschalk	13.4
37.	Geyer, Morey, Ballard	13.18
38.	North Advertising	12.9
39.	Grant	12.5
—	Parkson	12.5
41.	D. P. Brother	12.2
42.	Kastor, Hilton, Chesley, Clifford & Atherton	12
43.	Donahue & Coe	11.5
44.	Lawrence C. Gumbinner	11
45.	Edward Weiss	10.7
46.	Fletcher Richards, Calkins & Holden	10.6
47.	Guild, Bascom & Bonfigli	10.1
48.	Warwick & Legler Inc.	9.3
49.	Clinton E. Frank	9
50.	Honig-Cooper & Harrington	8.95

NOTE: For top 50 rankings of former years see BROADCASTING Yearbook.

.....AND THEIR 1963 RADIO-TV BILLINGS

Total TV	TV Network	TV Spot	Total Radio	Radio Network	Radio Spot	Broadcast Share of Agency's Total Billing	Broadcast Billing Change ($) From 1962	
$145	$113	$32	$15	$3.5	$11.5	52%	+27	1
119.8	86.7	33.1	7.3	2.3	5	56.7%	+12.1	2
108.15	51.79	56.36	5.69	....	5.69	79.7%	— 1.15	3
86	51	35	18.5	2	16.5	43.5%	+ 4.5	4
79	54	25	15.5	1.5	14	55%	+28.2	5
88.4	58.4	30	3.6	2.2	1.4	76%	+ 8	6
85.3	51.1	34.2	4.9	1.2	3.7	68%	— 8.3	7
79	44	35	2.6	1.3	1.3	74%	+10.6	8
75	45	30	5	0.25	4.75	73%	+ 5	9
62	54	8	14	2	12	80%	+ 4	10
65.73	50.9	14.83	5.16	0.28	4.88	56.93%	+13.6	11
62	45	17	5.3	0.9	4.4	54.3%	+ 6.8	12
46.5	21	25.5	20.5	2.5	18	41%	+ 2	13
54.6	35	19.6	9.8	....	9.8	72.8%	+16.6	14
42	22	20	3	1	2	60%	+ 5	15
37	24	13	5.5	0.7	4.8	50%	— 4	16
32.3	20	12.3	2.8	....	2.8	67%	+ 0.9	17
24.5	18.75	5.75	10.5	4.5	6	65%	+11	18
27.5	22	5.5	6.5	4.5	2	33%	+ 2	19
22	8.5	13.5	9.2	0.2	9	32%	— 8	20
23	13	10	2	0.5	1.5	48%	— 3.6	21
20	10	10	5	....	5	55%	+ 2	—
21	8.1	12.9	3.7	0.6	3.1	45.7%	+ 1	23
22	20	2	1	0.26	0.74	63%	+ 0.95	24
22.5	15.2	7.3	0.5	....	0.5	77%	+ 1.2	—
16	3.7	12.3	6	0.7	5.3	44.2%	+ 1	26
18.2	6.4	11.8	3.2	0.1	3.1	29.1%	+ 5.1	27
16.3	12	4.3	4	1	3	37%	+ 0.4	28
16.5	7	9.5	3	0.5	2.5	62.5%	+ 8.3	29
16.7	4	12.7	2.3	0.8	1.5	71%	— 0.7	30
17.8	8.8	9	0.6	....	0.6	64.5%	+ 2.8	31
15.2	11.8	3.4	1.8	0.5	1.3	28%	+ 4.8	32
16	12	4	0.24	0.1	0.14	70.4%	+ 7.1	33
11.2	10	1.2	3.6	1.2	2.4	23%	+ 7.1	34
8.5	3	5.5	5.1	0.2	4.9	80%	....	35
8.6	3.5	5.1	4.8	0.2	4.6	35%	— 0.2	36
10.34	5.69	4.65	2.84	1.08	1.76	26.9%	+ 0.58	37
12.7	8.6	4.1	0.2	0.1	0.1	67%	+ 3.36	38
9.3	2	7.3	3.2	0.4	2.8	40%	+ 0.5	39
12.5	11.9	0.6	....	....	....	83%	— 2	—
8.7	8.5	0.2	3.5	1	2.5	33%	+ 1	41
10	3	7	2	....	2	55%	+ 1	42
10	5.5	4.5	1.5	0.25	1.25	32.5%	— 0.4	43
7.3	5.1	2.2	3.7	....	3.7	47%	— 1.5	44
9.7	5.5	4.2	1	0.5	0.5	52%	+ 0.7	45
6.6	1.8	4.8	4	....	4	34%	*	46
9	5.2	3.8	1.1	....	1.1	55.7%	— 3	47
5	4.7	0.3	4.3	3.4	0.9	40%	+ 0.6	48
8.3	5.1	3.2	0.7	0.2	0.5	44.8%	— 1.2	49
7.1	....	7.1	1.85	0.15	1.7	54%	*	50

* Agency was not listed in top 50 last year.

CBS-TV's *The Defenders* and *The Nurses* and NBC-TV's *Eleventh Hour;* Colgate-Palmolive in ABC-TV shows *Arrest and Trial, Breaking Point, Combat, 77 Sunset Strip;* NBC-TV's *Dr. Kildare* and *Eleventh Hour* and CBS-TV's *Jackie Gleason.* Other network TV clients of Bates are American Chicle, Carter Products, Louis Marx, Mobil Oil, Standard Brands, Warner-Lambert and Waterman-Bic Pen Corp.

Major accounts in spot TV: American Chicle, American Home Products, American Sugar, Brown & Williamson, Carter Products, Colgate-Palmolive, Continental Baking, International Latex, Mobil Oil, Scott Paper and Standard Brands.

Bates places no network radio business but has American Home Products, Brown & Williamson, Continental Baking and National Biscuit Corp. in spot radio.

BBDO: Combined TV-radio billing $104.5 million; $86 million in television ($51 million in network, $35 million in spot); $18.5 million in radio ($2 million in network, $16.5 million in spot); TV-radio share of overall billing: 43.5%.

During 1963 BBDO added almost $5 million in business, traceable mainly to increased client spending in radio-TV. The agency had an "up" and "down" year in account switches, losing the $5 million VO-5 shampoo last spring but acquiring the $12 million Herbert Tareyton & Dual Filter Tareyton business last August.

Major network TV accounts include duPont on *Show of the Week* on NBC-TV; Armstrong Cork Co. on CBS-TV's *Danny Kaye Show;* Campbell Soup on ABC-TV's *Donna Reed Show* and CBS-TV's *Lassie,* and Lever Brothers on ABC-TV's *Burke's Law.*

Its active network radio accounts are Rexall Drug, the Dodge Division of Chrysler Corp., Bromo-Seltzer, Campbell Soup, Pepsi-Cola, duPont and Lucky Strike cigarettes.

Spot TV and radio spenders in the BBDO fold include Lever Brothers, duPont, New York Telephone, Pepsi-Cola, Schaefer Beer, Air France, Consolidated Edison Co. and Sheraton Hotels.

Benton & Bowles: Combined TV-radio billing $92 million; $88.4 million in television ($58.4 million in network, $30 million in spot); $3.6 million in radio ($2.2 million in network, $1.4 million in spot); TV-radio share of overall billing: 76%.

Benton & Bowles increased its billing in radio-TV by $8 million this year, the bulk of the boost in network TV. The agency thus followed a trend discernible at several other majors in the top 50.

As usual, B & B's mainstay spenders in broadcast are General Foods, Procter & Gamble, Philip Morris, S. C. Johnson, and this year, Texaco. The breakout: GFs' block on CBS-TV (*Danny Thomas, Andy Griffith, Phil Silvers, Lucy Show* and *Jack Benny*); P & G's *Dick Van Dyke, Petticoat Junction, Route 66, Hitchcock, Twilight Zone* and *Judy Garland,* all CBS-TV and *Grindl* on NBC-TV; Philip Morris's *East Side/West Side, Perry Mason, Hitchcock, Red Skelton, Jackie Gleason,* all CBS-TV; S. C. Johnson's *Skelton* and *Garry Moore;* Texaco's sports.

In spot TV, it's P&G, GF, Philip Morris, Beech Nut—a $7-8 million account gain in television this year—Squibb and Norwich Pharmacal. Philip Morris and Texaco are both in spot and network radio.

D. P. Brother: Combined TV-radio billing $12.2 million; $8.7 million in television ($8.5 million in network, $200,000 in spot); $3.5 million in radio ($1 million in network, $2.5 million in spot); TV-radio share of overall billing: 33%.

D. P. Brother is up slightly in its total billing, and its radio-TV figure increased about $1 million over 1962. General Motors is the major client at the agency, principally Oldsmobile, which is on *Garry Moore* and *Miss America Pageant* on CBS-TV and is a major spot TV advertiser. A. C. Spark Plug (division of GM) is on *Travels of Jaimie McPheeters* on ABC-TV. These accounts plus GM's Guardian Maintenance and Harrison Radiator are in spot radio, and on network radio, Oldsmobile sponsors *Lowell Thomas* (CBS) and *Chet Huntley* (NBC).

Leo Burnett Co.: Combined TV-radio billing $90.2 million; $85.3 million in television ($51.1 million in network, $34.2 million in spot); $4.9 million in radio ($1.2 million in network, $3.7 million in spot); TV-radio share of overall billing: 68%.

Leo Burnett's billings this year showed an estimated $8.3 million drop. Leonard S. Matthews, Burnett executive vice president, offered this explanation:

"This drop in billings for the most part is the result of our loss in late 1962 of the Chrysler Corp.'s corporate account. In addition, there has been in some areas the usual billing shrinkage between years. In our case, however, this shrinkage has been offset by increased expenditures by many clients and the acquisition of new accounts."

Burnett's network TV billings sustained the loss, taking an $8.1 million tumble, and moving the agency down to seventh place from number five position which it occupied last year. Burnett's share of billings going into broadcast dropped approximately 0.66%. From 1961 to 1962 the agency's total TV expenditures had climbed nearly $24 million.

Burnett clients are involved in 34

10-year track record of 1963's top 10 agencies

Billings in millions of dollars. Figures in parentheses ( ) indicate rank.

	1963	1962	1961	1960	1959	1958	1957	1956	1955	1954
JWT	$160 (1)	$133 (1)	$125 (1)	$126 (1)	$124.5 (1)	$113.5 (1)	$ 92 (3)	$70 (4)	$58 (4)	$50 (3)
Y&R	127.1 (2)	*115 (2)	95.7 (4)	106 (2)	102.5 (3)	95.2 (3)	100 (2)	82 (1)	72 (1)	60 (1)
Ted Bates	113.84 (3)	*115 (2)	117.5 (2)	105 (3)	95 (4)	84 (5)	76.5 (5)	55 (5)	37 (8)	27.5 (10)
BBDO	104.5 (4)	*100 (4)	100.8 (3)	91.5 (5)	88 (5)	88 (4)	85 (4)	80 (2)	60 (2)	59 (2)
M-E	94.5 (5)	66.3 (10)	†91.9 (5)	†105 (3)	†108 (2)	†102 (2)	†103 (1)	†76.4 (3)	†60 (2)	†46 (4)
B&B	92 (6)	84 (6)	83 (6)	80.5 (6)	75.9 (6)	66.5 (6)	54.5 (6)	53.8 (6)	39 (6)	29.2 (8)
Leo Burnett	90.2 (7)	*98.5 (5)	75.6 (7)	65.6 (7)	58.6 (7)	54.3 (7)	49 (7)	43 (7)	42.1 (5)	33.3 (6)
Compton Adv.	81.6 (8)	71 (9)	58.6 (11)	50 (11)	43.9 (11)	47.25 (9)	42 (9)	31.9 (12)	25.5 (12)	22.3 (12)
D-F-S	80 (9)	75 (7)	69.4 (8)	62.4 (8)	58 (8)	48.7 (8)	47 (8)	37.5 (9)	30 (10)	28.5 (9)
William Esty	76 (10)	72 (8)	60 (10)	56.25 (10)	41.5 (13)	39 (12)	32 (10)	40 (8)	39 (6)	31 (7)

* 1962 figure for Y&R was re-adjusted by Y&R. Old figure put Y&R in fifth place. Adjusted figure places it in second place tie with Ted Bates and drops BBDO and Leo Burnett to four and fifth places respectively.

† Includes billings of McCann-Marschalk, which are listed separately in 1962 and 1963.











Group effort makes a difference!

A nation was built on the principle that "in union there is strength." The principle is no less applicable in broadcasting today.

As a group, the five CBS Owned television stations are able to accomplish undertakings far beyond the abilities and resources of one station. Item: to produce annually a repertoire workshop series providing five-market exposure and opportunity for promising creative and performing talent. Item: to conduct an annual international program exchange, allowing viewers to see the best television foreign broadcasters have to offer, and foreign viewers to see programs typical of American culture. Item: to operate a Washington News Bureau for regional-interest coverage above and beyond the service of CBS News. Item: to marshal together the very best programming brains in the five cities to work for a common cause—*better local programming.*

The fruits of such group achievement provide ample reason why each of the CBS Owned stations is held in such high regard in its community.

CBS TELEVISION STATIONS ◉

A Division of Columbia Broadcasting System, Inc., operating WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis

network television shows: 18 on ABC-TV, 10 on NBC-TV and six on CBS-TV. Major network TV clients: Kellogg, Philip Morris, Allstate, Green Giant, Pillsbury, Procter & Gamble and Schlitz. Burnett has all of these in spot TV as well as Brown Shoe, Campbell Soup, Hoover, Parker Pen, Pfizer, Pure Oil, Sunkist, Swift, Vick Chemical and others.

The agency's billings in radio fell by an estimated $500,000 to $4.9 million. Spot radio clients: Allstate, Campbell, Green Giant, Kellogg, Philip Morris, Pillsbury, Pfizer, Procter & Gamble, Schlitz, Star-Kist, Sunkist, Commonwealth Edison and Pure Oil.

Burnett gained Vick Chemical billings during the year.

Campbell-Ewald Co.: Combined TV-radio billing $34 million; $27.5 million in television ($22 million in network, $5.5 million in spot); $6.5 million in radio ($4.5 million in network, $2 million in spot); TV-radio share of overall billing: 33%.

Campbell-Ewald has upped its broadcast billing $2 million. As a bulwark agency for General Motors—principally Chevrolet and also GM institutional, Delco division, United Motors Service division, GM Acceptance Corp.—Campbell-Ewald's billing reflects the giant corporation's involvement with radio and TV. Most of the broadcast placement is in network TV, the agency billing $1 million more in that area than a year ago (Chevrolet has all of *Bonanza* on NBC-TV, some of *Route 66* on CBS-TV). Most of the network is GM advertising, as is true in spot TV but with the addition of Firestone Tire & Rubber, Florida Citrus Commission and Florist Telegraph Delivery Association. These same advertisers use radio, except for Firestone and additionally Detroit Edison, GM Acceptance, Gump's, Swissair Transport.

Campbell-Mithun: Combined TV-radio billing $25 million; $23 million in television ($13 million in network, $10 million in spot); $2 million in radio ($500,000 in network, $1.5 million in spot); TV-radio share of overall billing: 48%.

C-M's billings in broadcast fell an estimated $3.6 million from the 1962 level concurrent with a 4% drop-off in the agency's share of total billing devoted to TV-radio.

The C-M billing decline halted an upward trend in the agency's radio-TV buying which had grown approximately $9.6 million between 1961 and 1962.

C-M has the following clients in network and spot TV and in spot radio: Pillsbury, Hamms, Northwest Orient Airlines, Top Value Stamps and Wilson Sporting Goods.

Compton Advertising: Combined TV-radio billing $81.6 million; $79 million in television ($44 million in network, $35 million in spot); $2.6 million in radio ($1.3 million in network, $1.3 million in spot); TV-radio share of overall billing: 74%.

Expanded participation by Compton clients during 1963 added slightly more than $10 million in the broadcast area as the TV-radio share moved upward to 74% as against 70% in 1962. Television claimed the lion's share of the increase—more than $8 million—but radio benefited too with a jump of more than $2 million.

Recruitment important

An advertising agency is billing and it is people, and J. Walter Thompson Co. which ranks up high in the rarified area both in worldwide and in broadcast billings, employs thousands of people. The more billing it handles, the more people it must employ.

JWT has to approach this fact in several ways — one important approach entails recruitment of potential advertising men and women from schools. A comprehensive description of JWT's practice is detailed by Alexander H. Gunn, a Thompson senior vice president in the Chicago office, in his MONDAY MEMO published in this issue (see page 22).

Robert W. Hawes, a vice president and director of personnel at JWT in New York, said last week that the recruitment program has had a "tremendous" effect and if the agency should have an "opportunity" to extend the program, it probably will do so.

Procter & Gamble and Alberto-Culver are the agency's "multi-millionaire" accounts, investing on a large number of daytime and nighttime shows. P&G participates on ABC-TV's *Outer Limits* and *Amos Burke* and NBC-TV's *Petticoat Junction* and Alberto-Culver on ABC-TV's *Jaimie McPheeters* and CBS-TV's *Gunsmoke*. Other network TV advertisers are American Dairy Association, Hotpoint Division of General Electric and Quaker Oats.

Heavy spot radio-TV investors in the Compton camp during 1963 were P&G, Alberto-Culver, Schick Safety Razor, American Dairy Association, and Quaker Oats.

Cunningham & Walsh: Combined TV-radio billing $25 million; $20 million in television ($10 million in network, $10 milllion in spot); $5 million in radio (all spot); TV-radio share of overall billing: 55%.

Broadcast billing at Cunningham & Walsh, on the decline in the past few years, particularly after the loss of the Texaco account, bottomed out in 1963 and began to climb. Estimates place this year's radio-TV billing at about $2 million above the 1962 total. The $2 million increase shows up in network TV.

Network TV clients of C&W include Andrew Jergens (*Eleventh Hour, Saturday Night at the Movies* and *Monday Night at the Movies* on NBC-TV; ABC-TV's *77 Sunset Strip* and five daytime shows—four on NBC-TV and one, ABC-TV), Glenbrook Laboratories (four NBC-TV daytime shows) and Boyle-Midway Div. of American Home Products (scattered on all networks).

In spot television C&W has J. A. Folger & Co., Andrew Jergens, Boyle-Midway and Glenbrook Laboratories. Spot radio accounts are J. A. Folger and Sunshine Biscuits.

Dancer-Fitzgerald-Sample: Combined TV-radio billing $80 million; $75 million in television ($45 million in network, $30 million in spot); $5 million in radio ($250,000 in network, $4.75 million in spot); TV-radio share of overall billing: 73%.

D-F-S's combined broadcast billings climbed $5 million over the 1962 level, the agency gaining one major account —Noxzema—during 1963, but losing the U. S. Army (recruiting services) billings estimated at $1,150,000.

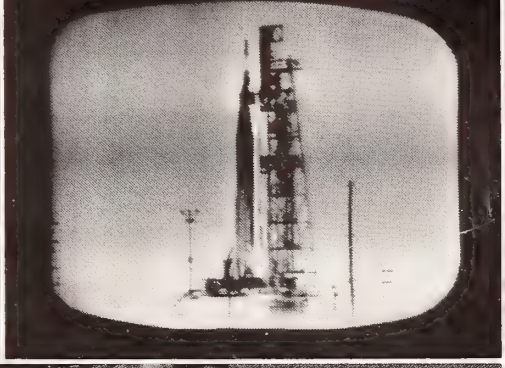
Dancer's major orders for nighttime network TV come from Sterling Drug (*Perry Mason* on CBS-TV, *Lieutenant, Monday Night at the Movies* and *Dr. Kildare* on NBC-TV and ABC-TV's *Patty Duke Show*) and General Mills (*Judy Garland* on CBS-TV, NBC-TV's *International Showtime* and *Mr. Novak* and ABC-TV's *Patty Duke Show*). Dancer's heavy daytime users include General Mills and Sterling in addition to Frito-Lay, Frigidaire and Procter & Gamble. Major spot TV business placed by Dancer is for Peter Paul Inc., Falstaff Brewing, Simoniz, General Mills, Procter & Gamble and Sterling Drug. Sterling is also the agency's major spot radio account.

D'Arcy Advertising: Combined TV-radio billing $31.2 million; $22 million in television ($8.5 million in network, $13.5 million in spot); $9.2 million in radio ($200,000 in network, $9 million in spot); TV-radio share of overall billing: 32%.

D'Arcy's estimated broadcast billing dropped by almost $8 million, although its overall billing climbed.

Among the clients active in network











News makes a difference!

On the CBS Owned stations, the news is *good*... and there's more of it!

For one thing, there's the vastly-expanded news schedule on the CBS Television Network—world and national news covered in depth each morning, afternoon and evening by such CBS News "names" as Cronkite, Reasoner, Wallace, Sevareid, Edwards. Local news reporting has also been stepped-up sharply, thanks to augmented local staffs, increased coverage of state capitals, and the stations' own Washington News Bureau for special reports from the national capital. Bear in mind, too, that the local correspondents—newsmen like Robert Trout in New York, Fahey Flynn in Chicago, Jerry Dunphy in Los Angeles, John Facenda in Philadelphia, Spencer Allen in St. Louis—are as big locally as Cronkite is nationally.

Today more than ever before, there's a big difference in news between the CBS Owned stations and their competition. This is one—*just one*—of the reasons why a CBS Owned television station has very special standing in the community it serves.

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TV are Studebaker-Packard on CBS-TV's *Mr. Ed* and Colgate-Palmolive on NBC-TV's *Harry's Girls*. Advertisers which bought time on daytime network TV were Colgate-Palmolive, Gerber Baby Foods and American Oil Co.

The network advertisers also were spot radio-TV buyers. Other spot purchases on the D'Arcy roster were Royal Crown Cola, General Tire, Laclede Gas and Plaid Stamps.

Doherty, Clifford, Steers & Shenfield Inc.: Combined TV-radio billing $19 million; $16.7 million in television ($4 million in network, $12.7 million in spot); $2.3 million in radio ($800,000 in network, $1.5 million in spot); TV-radio share of overall billing: 71%.

Broadcast billing at DCSS declined slightly with spot TV accounting for a loss of $400,000 and spot radio dropping $500,000. Network TV and radio were both up $100,000.

Spot TV clients included Eastman Chemical, Sucrets and Vitalis. Vitalis is also a heavy network TV user sponsoring a total of eight sports programs. Also using network TV: 4-Way, *Price Is Right, Queen for a Day, Trail Master,* and *Who Do You Trust?* Ipana, *Love of Life, Password, Pete & Gladys,* and *Secret Storm.*

Jax Beer and Mueller's Macaroni are spot radio accounts. Network radio clients include Mum and Narragansett Beer. Ammens uses both spot and network radio.

DCSS has not completed broadcast plans for its new accounts: Borden's Danish Margarine and Kava Coffee; Italian Line; Manhattan Shirts; Pet Milk, and Bristol-Myers's Softique.

Donahue & Coe: Combined TV-radio billing $11.5 million; $10 million in television) $5.5 million in network, $4.5 million in spot); $1.5 million in radio ($250,000 in network, $1.25 million in spot); TV-radio share of overall billing: 32.5%.

Donahue & Coe's broadcast billing fell $500,000 following a $100,000 decline from 1961 to 1962. Meanwhile the broadcast share dropped from an estimated 35% last year to 32.5% for 1963. The loss could be attributed mainly to a decline in spot radio placement.

Major spot TV accounts in 1963 included Bankers Trust Co., with a heavy budget in New York City, and Broxodent (division of Squibb). Those accounts using network TV were Dr. Scholl's, in several daytime NBC shows and Kiwi Polish Co. in *CBS Reports.*

Spot radio accounts are MGM, River Brand Rice, U. S. Tobacco Co. and Lydia Pinkham. Dr. Scholl's is a network radio user. Donahue & Coe is scheduled to merge with Ellington & Co., New York, on Jan. 1 (see story below).

W. B. Doner: Combined TV-radio billing $13.6 million; $8.5 million in television ($3 million in network, $5.5 million in spot); $5.1 million in radio ($200,000 in network, $4.9 million in spot); TV-radio share of overall billing: 80%.

Doner's overall broadcast billing figure stayed the same in 1963 with budgets shifting from network TV to spot. Major accounts using spot TV were Atlantic Brewing, National Brewing Hubley Toys and Henri's Food Products. Hubley was the agency's only network TV user.

Dial Finance Co. and Turtle Wax use spot radio as do Atlantic Brewing, National Brewing and Henri's Food Products.

Doyle Dane Bernbach: Combined TV-radio billing $21.4 million; $18.2 million in television ($6.4 million in network, $11.8 million in spot); $3.2 million in radio ($100,000 in network, $3.1 million in spot); TV-radio share of total billing: 29.1%.

DDB's combined billing continued to rise this year: $5.1 million over 1962. Spot TV clients include Jamaica Tourist Bureau (a newly acquired account). Colombian Coffee, Dreyfus, Thom McAn, Volkswagen, Crown Zellerbach, Rival Packing, 5-Day Laboratories, General Mills and West End Brewing Co. Clairol and Chemstrand use both network and spot TV.

Network TV advertisers include Polaroid with several participations on the networks, Chicopee Mills participating in several daytime NBC shows, General Mills a heavy sponsor in various NBC and CBS daytime and prime time programs and Cracker Jack with sponsorship in NBC-TV's *Tonight.*

Spot radio clients: Thom McAn, American Airlines, Sick's Rainier Brewing, West End Brewing, Import Motors and Brundage Motors.

Erwin Wasey, Ruthrauff & Ryan: Combined TV-radio billing $20.3 million; $16.3 million in television ($12 million in network, $4.3 million in spot); $4 million in radio ($1 million in network, $3 million in spot); TV-radio share of overall billing: 37%.

Radio-TV business at EWR&R rose slightly in 1963 as old-line accounts raised their investments in radio. The biggest spurt was in spot radio which climbed to $3 million from $2.4 million in 1962.

The Carnation Co. continued as EWR&R's pace-setting account with participations in such network shows as *The Virginian, To Tell the Truth, House Party, Password, As the World Turns* and *Monday Night at the Movies.* Other network TV advertisers were Van Camp Sea Food Co. on *Concentration;* Revere Camera Co. on *Tonight* and A. E. Stanley Mfg. Co. on various daytime shows including *Your First Impression* and *Play Your Hunch.*

Network radio business was placed for the Wynn Oil Co. and Devoe & Reynolds Co. Spot TV-radio buyers included United California Bank, Carnation, Frito-Lay Inc., Texas State Optical Co. and Gulf Oil Corp.

William Esty Co.: Combined TV-radio billing $76 million; $62 million in television ($54 million in network, $8 million in spot); $14 million in radio ($2 million in network, $12 million in spot); TV-radio share of overall billing: 80%.

Esty's broadcast billing climbed an estimated $4 million over the 1962 figure. Spot TV gained $2 million and spot radio a like amount. The agency's broadcast allocation remained at 80% of total billings.

Heavy network TV accounts: R. J. Reynolds Tobacco (*Saturday Night at*

Donahue & Coe-Ellington merger Jan. 1

An agreement to merge Donahue & Coe, New York, with Ellington & Co., New York, effective Jan. 1, 1964, was disclosed last week. The merged operation will have total billings of approximately $50 million. No decision has been made on a new name.

D&C billing is estimated in the neighborhood of $30 million, of which approximately $11.5 million is in the broadcast media. Ellington bills approximately $20 million with accounts largely in the printed media.

The merger is said to be the third largest in agency history, ranking behind Interpublic's recent acquisition of Erwin Wasey, Ruthrauff & Ryan, and in 1958 Erwin Wasey's consolidation with Ruthrauff & Ryan.

Donahue & Coe had a change in its fiscal set-up recently when E. J. Churchill, board chairman, sold a substantial interest in the agency to a group of executives including Don E. West, president, and Walter Weir, chairman of the executive committee.











Prime time makes a difference!

On the CBS Owned stations, prime time is truly prime. Never been better!

No need to point out that the CBS Television Network program line-up is stronger than ever. (How can you miss with Gleason, Silvers, Moore, Skelton, Ball, Van Dyke, Thomas, Kaye, Hitchcock, Sullivan, Griffith, Burr, "Beverly Hillbillies," "Nurses," "Candid Camera," "Gunsmoke" and so on?) Complementing this fantastic network array, the stations provide many locally-produced evening programs ranging from award-winning documentaries to symphonic concerts to full-length performances of Shakespeare. Whatever is of special interest to members of the local community.

A big difference in prime time? Ask the millions of New Yorkers, Southern Californians, Chicagoans, Philadelphians and St. Louisans who consistently look on their CBS Owned television station as their prime source of entertainment and information and news, year after year after year!

CBS TELEVISION STATIONS ◉

A Division of Columbia Broadcasting System, Inc., operating WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis

the Movies, and *Huntley Brinkley Report* on NBC-TV; *Glynis, Garry Moore* and *Beverly Hillbillies* on CBS-TV and ABC-TV's *Wagon Train* and *77 Sunset Strip;* American Home Products (predominantly in CBS-TV evening programs); Chesebrough Ponds (CBS-TV daytime programs and scattered evening minutes); Union Carbide (NBC-TV's *Saturday* and *Monday Night at the Movies, Eleventh Hour;* ABC-TV's *AFL Football, Arrest & Trial, Combat, Burke's Law* and *77 Sunset Strip;* CBS-TV's *The Great Adventure, Alfred Hitchcock Hour* and *CBS Reports*); Ballantine (*Jerry Lewis* and *Jimmy Dean* on ABC-TV and sports programs). Other network TV clients are Sun Oil, Pacquin Inc. and Thomas Leeming.

In spot television: R. J. Reynolds, American Home Products, Sun Oil, Chesebrough Ponds, Ballantine, Colgate-Palmolive, Union Carbide, Charles Pfizer and Kimberly-Clark. Spot radio accounts at Esty include R. J. Reynolds, Ballantine, Union Carbide and American Home Products. Network radio is placed for R. J. Reynolds and Sun Oil.

Fletcher Richards, Calkins & Holden: Combined TV-radio billing $10.6 million; $6.6 million in television ($1.8 million in network, $4.8 million in spot); $4 million in radio (all spot); TV-radio share of overall billing: 34%.

Eastern Air Lines's major broadcast use has helped push up Fletcher Richards's radio-TV billing to a new level, and the agency back into the top 50 listing. FRC&K in 1962 was in the $7 million area—just under the cut off point that year.

Eastern is in network TV (*Tonight* and *Today* on NBC-TV) as well as in spot TV and spot radio. Other network TV advertisers include A-1 steak sauce (daytime schedule), U. S. Keds (ABC-TV's *Ozzie & Harriet* and *Leave It to Beaver*), and Maypo in Saturday daytime programs. These advertisers also are in spot TV as are Cinzano vermouth, Hublein (A-1 and Maypo), J. P. Stevens and Folger's Coffee. Radio advertisers also include Cinzano, Stevens and Folger's.

Though Fletcher Richard's billing is at a substantial level, its future is as yet undetermined. Eastern Air Lines has invited bids from agencies, and its California operations have been acquired by Campbell-Ewald (see story below). Glamorene will be in broadcast in the future.

Foote, Cone & Belding: Combined TV-radio billing $70.89 million; $65.73 million in television ($50.9 million in network, $14.83 million in spot); $5.16 million in radio ($280,000 in network, $4.88 million in spot); TV-radio share of overall billing: 56.93%.

FC&B, now a public company, reported total agency billings for six months ended June 30, 1963, of $76.9 million, and it is estimated that the agency will bill $150 million in domestic and foreign business for the full year, up approximately $15 million from $135,274,370 for 1962; the latter total quoted in an agency prospectus.

The broadcast billing estimate for FC&B readjusted for new business (Kitchens of Sara Lee, S&W Fine Foods, Lanvin Perfumes and Wander Co.), shows a 3% gain in broadcast share of overall billings and data now available from the agency as a public company, shows a substantial gain of $13.59 million over the 1962 level of $57.3 million. A further gain in this area for the agency will be made Jan. 1, when Liebmann Breweries (Rheingold beer) with a broadcast budget estimated at $2.5 million moves to FC&B.

Heaviest network TV clients at FC&B are Clairol (*Wagon Train, Fugitive* and *Farmer's Daughter* on ABC-TV), Menley & James (*Wagon Train,*

Campbell-Ewald adds Richards West Coast accounts

Campbell-Ewald Co., Detroit-based agency giant which several weeks ago bought Chicago's Hill, Rogers, Mason & Scott, last week announced it has acquired all of the California operations of New York's Fletcher Richards, Calkins & Holden effective January 1 (BROADCASTING, Oct. 28).

A total of 22 new accounts are added to Campbell-Ewald whose current billings already top $100 million. One-third are in broadcast (see story page 27).

Thomas B. Adams, Campbell-Ewald president, said the negotiations have been underway for months and were completed last week. "The new West Coast division of Campbell-Ewald will be a complete and wholly integrated agency operation staffed by more than 80 advertising experts," he said.

Campbell-Ewald already has offices in Hollywood and San Francisco and after the new acquisition "there will be some consolidation of the offices" best suited to client needs, Mr. Adams said. Richards' California offices are in Los Angeles and San Francisco too.



Mr. Francis



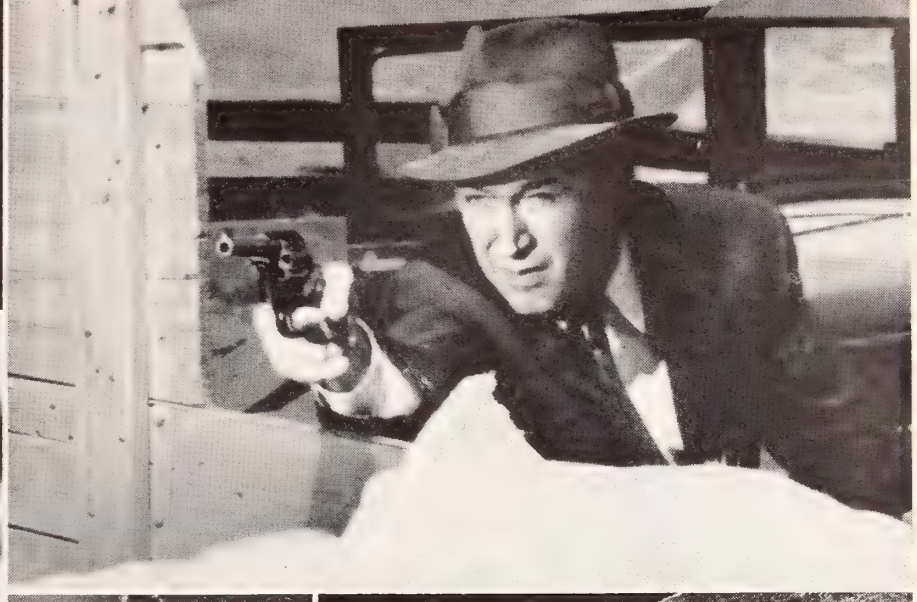
Mr. Harris

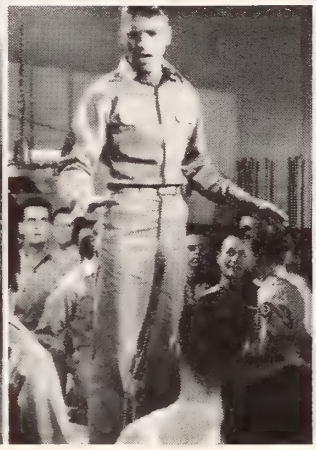
King Harris, who has been in charge of Richards' western division, will become an executive vice president of Campbell-Ewald and take charge of all the agency's West Coast accounts. Richard C. Francis continues as Campbell-Ewald vice president in charge of all Chevrolet account activities in Hollywood and Southern California and Milburn (Mel) Johnson also continues as vice president handling all Chevrolet account activities in Pacific Coast region.

Among the Richards' accounts acquired by Campbell-Ewald are J. A. Folger & Co. (coffee), Spreckles Sugar Co., Morris Plan of California, carbonated beverage division of California Packing Corp., Tar-Gard Co. and Chirandelli Chocolate Co.











Movies make a difference!

Local audiences agree: movies are better than ever on the CBS Owned stations—where viewers are currently enjoying a bonanza of recent movie blockbusters never before seen on television in their areas. Thanks to newly-purchased packages of movies produced by the big Hollywood studios and other important film centers of the world, viewers are getting first-run-on-television action yarns, comedies, dramas and musicals. All-time box office champs like "On the Waterfront," "From Here to Eternity," "Dark at the Top of the Stairs," "The FBI Story." Hitchcock cliff-hangers, DeMille spectacles, John Ford westerns. And a star roster that runs the gamut of filmdom "names": from Ava to ZsaZsa, from Brando to Wayne. No wonder such feature film programs as "The Early Show" and "The Late Show" are long-run favorites with audiences in five markets.

For sure, there's a *big* difference in the calibre of feature film programming! And no one knows it better than the CBS Owned television stations. Except, of course, the viewers.

CBS TELEVISION STATIONS ◉

A Division of Columbia Broadcasting System, Inc., operating WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis

and *Fugitive*, CBS-TV's *Judy Garland*) and Lever Bros. (CBS-TV's *Red Skelton, Bing Crosby* specials) with General Foods, Armour, Kimberly Clark, Hallmark, and S. C. Johnson also in the medium.

FC&B places spot TV for General Foods, Lanvin, Menley & James, Imperial (margarine) and TWA.

The agency's major spot radio accounts are Savarin, Lanvin, Equitable Life and TWA.

Clinton E. Frank Inc.: Combined TV-radio billing $9 million; $8.3 million in television ($5.1 million in network, $3.2 million in spot); $700,000 in radio ($200,000 in network; $500,000 in spot); TV-radio share of overall billing: 44.8%.

Clinton Frank's broadcast billing was off only a little more than $1 million from its 1962 level, but the share of total billing also was down from 50% last year to 44.8% this year. Biggest change: in network TV, the Frank agency dropped nearly $2 million as against last year's total, picked up, however, in spot TV and held steady in radio billing. Spot spenders included Allied Florists Association of Illinois, Continental Oil Co., Kemper Insurance Co., Toni Co., Wurlitzer, CVA Co. and Bosch Brewing. Kemper, Norge Sales Corp., Reynolds Metals, Toni and Wurlitzer are network TV billers. Radio: the florists, Bosch, Continental, Curtiss Candy, Dean Milk, Kemper, O'Brien Paint and CVA, all spot; Wurlitzer and CVA in network.

Fuller & Smith & Ross Inc.: Combined radio-TV billing $17 million; $15.2 million in television ($3.4 million in spot; $11.8 million in network), $1.8 million in radio ($1.3 million in spot; $500,000 in network); TV-radio share of overall billing: 28%.

FSR's total broadcast billing was up $9.9 million this year traceable in part to the acquisition of several new accounts. New accounts using spot TV, for example, are Warner Lambert Pharmaceutical, National Oil Fuel Institute, Scuffy, Bon Ami and CIT Financial. Mystic Tape, another newly-acquired account, is a network TV user.

Total TV billing jumped $5 million with spot TV increasing $1.8 million and network TV up $3.3 million over last year. Spot TV users include McCulloch-Scott, Borden Co., Dymo Industries, Libbey Glass and Mellon Bank. Lestoil, Lehn & Fink, National Cotton Council and American Chicle Co. use both spot and network TV. Other network TV users are Alcoa, Coats & Clark, Williamson-Dickie and Skil Corp.

Alcoa, Mellon Bank, Lehn & Fink, Patio Foods, Keystone Wire and Hercules Powder Co. are spot radio accounts. Hires Root Beer uses both spot and network radio.

Gardner Advertising: Combined TV-radio billing $22 million; $16 million in television (3.7 million in network, $12.3 million in spot); $6 million in radio ($700,000 in network, $5.3 million in spot); TV-radio share of overall billing: 44.2%

Gardner maintained its gradual growth in broadcast billings, raising its broadcast figure $1.25 million over the previous year while the agency's share of total billings going into the electronic media jumped 2.7%. Although the agency's television billings dropped approximately $200,000, radio gained an estimated $1.57 million, more than offsetting the TV decline.

Gardner places network TV orders for Ralston Purina Co. and Grove Laboratories. Spot television is placed for Anheuser-Busch, Ralston Purina Co., Pet Milk Co., Great Atlantic & Pacific Tea Co. and Sunray DX Oil.

Spot radio accounts: Pet Milk, Great Atlantic & Pacific Tea, Anheuser-Busch and Sunray DX Oil. Anheuser-Busch is also in network radio.

New accounts which are expected to strengthen Gardner's future broadcast figures are Whitman Candy and American Tobacco.

Gardner expanding

Growing boys and growing agencies need expanding elbow room. That's why St. Louis-based Gardner Advertising—annual billings tripled in eight years—is expanding its New York headquarters.

Now situated at 370 Lexington Avenue, Gardner will lease three floors in a new Manhattan building at 90 Park Avenue. Gardner also has an option to acquire another floor in the building which is now under construction. The new offices should be ready for occupancy by April 1, 1964.

In addition to St. Louis and New York, Gardner has offices in Hollywood, London and Milan, Italy.

Total foreign and domestic billings, reported to be $17 million in 1955, were over $53 million last year.

Gardner put close to $22 million into broadcast this year. (See story page 27).

Geyer, Morey, Ballard Inc.: Combined TV-radio billing $13.18 million; $10.34 million in television ($5.69 million in network, $4.65 million in spot); $2.84 million in radio ($1.08 million in network, $1.76 million in spot); TV-radio share of overall billing: 26.9%.

GMB's broadcast billings went up about $600,000 over the 1962 level, although the agency's share of total billings devoted to broadcast dropped from 28% to 26.9% in the same period.

Major accounts of Geyer in network television are American Motors and Lehn & Fink. These customers are also in spot TV along with Sinclair Refining Co., B. T. Babbitt and Rambler Dealer Associations. GMB has each of these TV accounts in spot radio and American Motors also in network radio. The agency resigned Max Factor during the year. GMB's gains in broadcast are attributed to increased TV-radio budgets of its clients—notably American Motors in co-sponsorship of the *Danny Kaye Show*—rather than to new clients moving into broadcast.

Grant Advertising: Combined TV-radio billings $12.5 million; $9.3 million in television ($2 million in network, $7.3 million in spot); $3.2 million in radio ($400,000 in network, $2.8 million in spot); TV-radio share of overall billing: 40%.

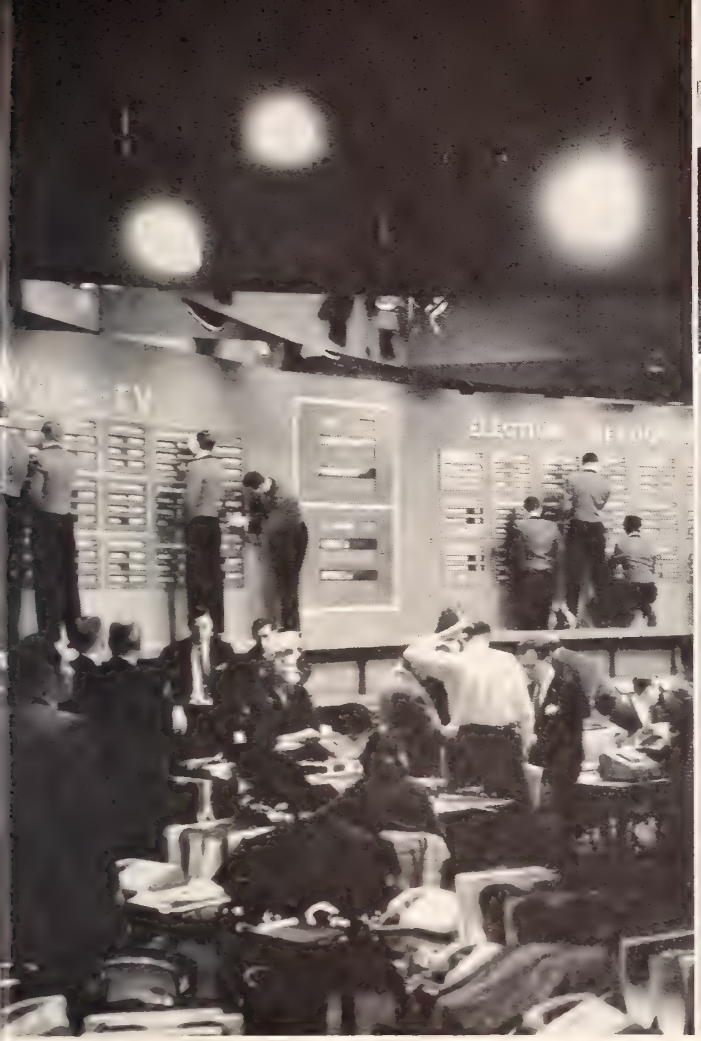
Grant's radio-TV billing gained approximately $500,000 over the year. The agency's broadcast share maintaining its 1962 level of 40%. The broadcast gain arrested a downward trend at Grant over the past several years.

The agency's major client in spot television is Dr. Pepper, an account which also uses network TV. In spot radio Grant billed for Gordon Baking Co. and Chicagoland Dodge Dealers.

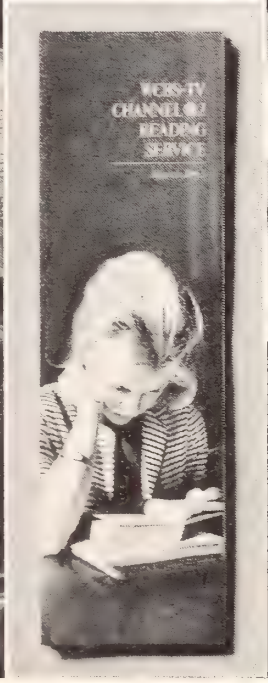
Grey Advertising: Combined TV-radio billing $45 million; $42 million in television ($22 million in network, $20 million in spot); $3 million in radio ($1 million in network, $2 million in spot); TV-radio share of overall billing: 60%.

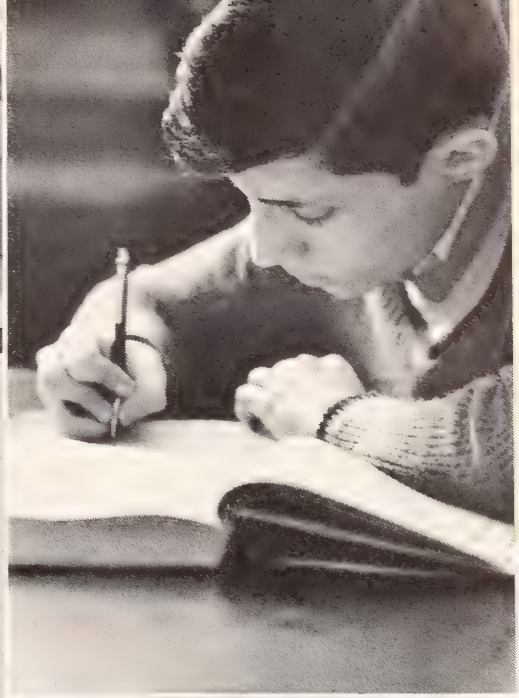
New accounts obtained by Grey during the year helped raise its broadcast billing by $5 million over the 1962 level. The agency acquired Ex-Lax and Grove Laboratories and portions of American Home Products, Bristol-Myers and Revlon, while dropping P&G's Lilt.

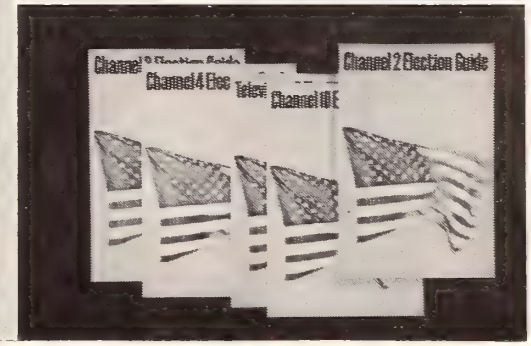
Heavy network TV spenders in the Grey portfolio are P. Lorillard on various sports programs and daytime shows; Revlon on the *Ed Sullivan Show;* Ideal Toy Co. on *Trailmaster, Rin Tin Tin* and various other daytime programs; Knomark on *Ed Sullivan Show* and Block Drug, Revlon and Mennen, which are minute buyers on various











Community service makes a difference!

As practiced by the CBS Owned stations, community service extends far beyond the dimensions of the television screen. *How* far may be seen from just two examples.

In cooperation with public schools and libraries, the stations prepare monthly lists of books relating to the content of noteworthy future programs, and distribute them through schools and libraries, to encourage students to read more, and to make their television viewing beneficial to their studies. Now into its third year, this Television Reading Service is reaching an estimated 1,570,000 students through more than 2100 public and parochial schools and libraries.

Supplementing their broadcast political coverage, the stations produce comprehensive illustrated local Election Guides which are distributed en masse to local civic groups, schools and colleges before every major election. The American Heritage Foundation has called this project "an outstanding contribution" to its campaign to get out the vote.

Add such off-air activities to what's done *on* the air, and you begin to understand why the five CBS Owned television stations are so highly esteemed by local officials, by opinion leaders, by educators—as well as by viewers—in five major communities.

CBS TELEVISION STATIONS

A Division of Columbia Broadcasting System, Inc., operating WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, KMOX-TV St. Louis

nighttime and daytime programs.

Spot investors are Bristol-Myers, Greyhound Corp., Ideal Toy Co., Lorillard, P&G, Revlon, Phillips-Van Heusen, Tidewater Oil Co., R. H. Macy & Co. and Ward Baking Co.

Guild, Bascom & Bonfigli: Combined TV-radio billing $10.1 million; $9 million in television ($5.2 million in network, $3.8 million in spot); $1.1 million in radio (all in spot); TV-radio share of overall billing: 55.7%.

GB&B's broadcast expenditures dropped by more than $4 million in 1963, though its overall billing advanced by about $2 million. The dip in radio-TV is attributable to a sharp decline in the radio-TV share to 55.7% from 84% in 1962.

Its major accounts in network TV are the Corn Products Division of Best Foods on *Dennis The Menace, Red Skelton Show, Mr. Ed* and the *Flintstones* and the Ralston Purina Co. on the *Danny Kaye Show, Glynis, Stump the Stars* and *Jackie Gleason Show.*

GB&B's advertisers in spot radio and television include the Carling Brewing Co. (Pacific Division), Clougherty Packing Co., Foremost Dairies, Pacific Northwest Bell Telephone Co., Ralston Purina, Corn Products, Mary Ellen's (Jams & Jellies) and Mothers Cookie Co.

Lawrence C. Gumbinner Adv.: Combined TV-radio billing $11 million; $7.3 million in television ($2.2 million in spot, $5.1 million network); $3.7 million in radio (all spot); TV-radio share of total agency billing: 47%.

Gumbinner's broadcast billing declined more than $1 million in 1963. Broadcast billing in 1962 was 52% of the agency total contrasted to this year's lower share. Gumbinner, late this year, resigned its key American Tobacco Co. account.

Network TV advertisers included: American Tobacco Co. for Dual Filter Tareyton cigarettes (*Combat, Our Man Higgins, Going My Way,* all on ABC-TV; *Have Gun, Will Travel,* and *The Real McCoys,* both on CBS-TV); Whitehall Laboratories (division of American Home Products Corp.) for Neet (daytime participations on ABC-TV; *The Nurses,* CBS-TV; *Empire,* NBC-TV); Chap Stick Co., a division of Morton Manufacturing Corp. (participations on NBC-TV's *Today* and *Tonight* shows).

Gumbinner's spot TV clients included American Tobacco Co., Browne-Vintners Inc., Bourjois Inc., Block Drug Co. (Rem cough medicine) and Ceribelli & Co. (Brioschi).

Gumbinner this year dropped its network radio accounts, and the agency's spot radio clients included Dual Filter Tareyton, Sacramento Tomato Juice (Bercut-Richards Co.), Block Drug Co. and Ceribelli & Co.

New accounts for the agency this year were Ceribelli & Co. (Brioschi), spot TV and radio; and Connecticut Mutual Life Insurance Co.

Honig-Cooper & Harrington: Combined TV-radio billing $8.95 million; $7.1 million in television (all in spot); $1.85 million in radio ($150,000 in network, $1.7 million in spot); TV-radio share of overall billing: 54%.

This San Francisco-based agency, in 49th place two years ago, dropped off the top 50 list in 1962 but reappears this year.

The agency has Clorox heavily in spot television with Thrifty Drug Stores, Signal Oil & Gas, United Vintners, C&H Sugar, Bubble Up and Interstate Bakeries also active in the medium. Network radio is placed by HC&H for Farmer's Insurance Group, also an active spot radio client. Other spot radio users are American Beauty Macaroni and Levi Strauss.

Kastor, Hilton, Chesley, Clifford & Atherton Inc.: Combined TV-radio billing $12 million; $10 million in television ($3 million in network, $7 million in spot); $2 million in radio (all spot); TV-radio share of overall billing: 55%.

Spot-heavy KHCCA is up $1 million in its broadcast billing. Though most of its billing in broadcasting comes from spot, the biggest gains this year were in network TV. Its impressive year in broadcast occured when it picked up $4.5 million in additional radio-TV business largely as a result of new broadcast clients. These are among the current active advertisers, namely Norcliff Labs, Isodine Corp., American Industries, Maradel Products, E. R. Squibb and Tropicana Products. Added this year: the $500,000 Matye Bath Products. Leaving the agency: Vi Penta Zestabs and Dyna-Jets and Sauter Laboratorie's Posidrun cough syrup, all under the Hoffman-Laroche corporate banner, an account worth about $1.2 million.

Kenyon & Eckhardt: Combined TV-radio billing $42.5 million; $37 million in television ($24 million in network, $13 million in spot); $5.5 million in radio ($700,000 in network, $4.8 million in spot); TV-radio share of overall billing: 50%.

K&E's broadcast billing slumped $4 million from 1962 figure, largely because of a cutback in network TV. Though spot TV and radio expenditures jumped substantially, these increases were not large enough to offset the decline in network TV.

The hefty $13 million in spot TV was achieved through spending by such clients as Beecham Products Inc., Edward Dalton Co., R. T. French Co., Isodine Pharmacal Corp., Lincoln-Mercury Division of the Ford Motor Co. and Pabst Brewing Co. Many of these companies were active in spot radio, as were the Magnavox Co. and the Quaker State Oil Refining Co.

Network TV clients include Beecham on *Monday Night at the Movies, Combat* and *The Fugitive;* Edward Dalton Co. on *Breaking Point* and *Burke's Law;* U. S. Plywood Corp. on the *Jerry Lewis Show* and Shell Oil Co. on *Young People's Concerts with Leonard Bernstein.*

Among the daytime network TV advertisers were R. T. French, Dalton and National Biscuit Co.

Lennen & Newell: Combined TV-radio billing $67.3 million; $62 million in television ($45 million in network, $17 million in spot); $5.3 million in radio ($900,000 in network, $4.4 million in spot); TV-radio share of overall billing: 54.3%.

A jump of almost $3 million in radio investment highlighted Lennen & Newell's broadcast buying pattern during 1963 as billing climbed more than $6 million.

The agency's principal network TV advertisers were the Best Foods Division of Corn Products on *The Red Skelton Show, Flintstones, The Nurses, Mr. Ed* and The Walter Cronkite news show on CBS-TV; P. Lorillard on the *Dick Van Dyke Show, The Ed Sullivan Show, The Joey Bishop Show, Monday Night at the Movies;* The American Gas Association on *AFL Football, Ozzie & Harriet* and *Wide World of Sports,* and Consolidated Cigar on the *Edie Adams*

East east and west west

Carl M. Post, president of the fast-growing Post-Keyes-Gardner, twitted both eastern and midwestern advertising practitioners last week about their respective provincial concepts of the agency business—concepts long divided chiefly by the Hudson River.

Speaking Tuesday before the Broadcast Advertising Club of Chicago about the long-term growth trends in the Great Lakes area and the hundreds of millions of billing dollars but a phone call or brief jet ride away, Mr. Post clinched his argument with a question: "Will New York become Chicago's largest suburb?"



Everything makes the difference!

By now it should be abundantly clear that there is a considerable difference between the CBS Owned television stations and others, no matter what criteria you use to measure them. Local audiences know it—and show it! Local community leaders and officials know it! Local and national advertisers and agencies know it! If you would like further information, your CBS Television Stations National Sales representative will tell you more about WCBS-TV New York, KNXT Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis. And demonstrate what a difference the words "CBS Owned" can mean to you.

LOS ANGELES
(and advertisers)
LIKE US
BECAUSE...

we're Los Angeles' conversation station. By being stimulating, entertaining, provocative and informative . . . our listeners listen.

As a result, advertisers like us because they know it takes a listening audience to become a buying audience.

Represented Nationally by the Katz Agency

KABC
conversation
RADIO 79

AN ABC OWNED RADIO STATION

Show. Daytime network TV spenders included Colgate-Palmolive, Best Foods and Reynolds Metals Co.

Network radio advertisers included Cities Service Co. and P. Lorillard, both of whom were active in spot radio, as were General Aniline & Film Corp. and Stokely-Van Camp. Spot TV buyers included American Chicle, Armstrong Rubber Co., Cities Service, Colgate-Palmolive, General Insurance Co. and Lorillard.

MacManus, John & Adams: Combined TV-radio billing $14.8 million; $11.2 million in television ($10 million in network, $1.2 million in spot); $3.6 million in radio ($1.2 million in network, $2.4 million in spot); TV-radio share of overall billing: 23%.

Broadcast billings at MacManus for 1963 almost doubled those of the previous year, moving the agency up from the bottom position it occupied last year on the 50-agency list.

The gains are partly attributable to acquisition of Pfizer Laboratories' Candettes billings and all of the United Biscuit Co. account. Principal network TV users through MacManus are Pontiac (*Victor Borge* and *Bing Crosby* specials; NBC-TV's *Today* and *Tonight* and scattered evening programs); Minnesota Mining & Manufacturing (NBC-TV's *Tonight* and *Fugitive* plus a daytime and evening scatter) and United Biscuit Co., Hartz Mountain, Pfizer Candettes and Dow Chemical with scattered evening and daytime schedules.

MacManus' major spot TV business is placed for Pontiac, Dow Chemical, Good Humor and United Biscuit. The agency has 3M in network radio and Pontiac, Cadillac, Good Humor and 3M in spot radio.

Maxon Inc.: Combined TV-radio billing $23 million; $22 million in television ($20 million in network, $2 million in spot); $1 million in radio ($260,000 in network, $740,000 in spot); TV-radio share of overall billing: 63%.

Maxon, up $950,000 in TV-radio billing over 1962 and holding steady with a 63% share in broadcast, continued to spend heavily in network television. Network TV gets about 56% of Maxon's total billing.

Gillette Safety Razor again accounted for a large chunk of the agency's network TV billing with a wide sports schedule and *Wagon Train*. Maxon has the H. J. Heinz Co. in NBC-TV daytime shows. Other network television customers are General Electric, Mohawk Carpets, Revere Copper & Brass, Sun-Maid Raisin and Pittsburgh Plate Glass.

Maxon fell off in radio billing approximately $750,000 through 1963. Gillette Safety Razor used both spot and network while H. J. Heinz, Staley Manufacturing, La Choy Foods and Stauffer Chemical purchased spot radio through Maxon.

McCann-Erickson: Combined TV-radio billing $94.5 million; $79 million in television ($54 million in network, $25 million in spot); $15.5 million in radio ($1.5 million in network, $14 million in spot); TV-radio share of overall billing: 55%.

McCann-Erickson, in its reckoning, claims it's undergoing an impressive year in broadcast, a surge that will push the agency to even a higher level in 1964. Agency estimates also indicate a higher share of total billing to be in radio-TV this year, accounting for a good part of the some $28 million increase over the past year. New Westinghouse TV business placed this year will be reflected after Jan. 1.

The gains are across the board, network and spot TV each up considerably. McCann-Erickson's client list has become more involved with higher budgets, official sources at the agency disclose. Additional boosts have come from Encyclopaedia Britannica and John Hancock and bigger budgets in broadcast by such advertisers as National Biscuit.

Highlighting the network activity are National Biscuit, which is in *Donna Reed* on ABC-TV, and *Great Adventure* on CBS-TV, and in daytime programs; Coca-Cola (*Rawhide* on CBS-TV, and participations), Buick's participations; U. S. Borax & Chemical Corp.; Humble Oil (specials); Ocean Spray, Nestle Co. and the Savings & Loan Foundation.

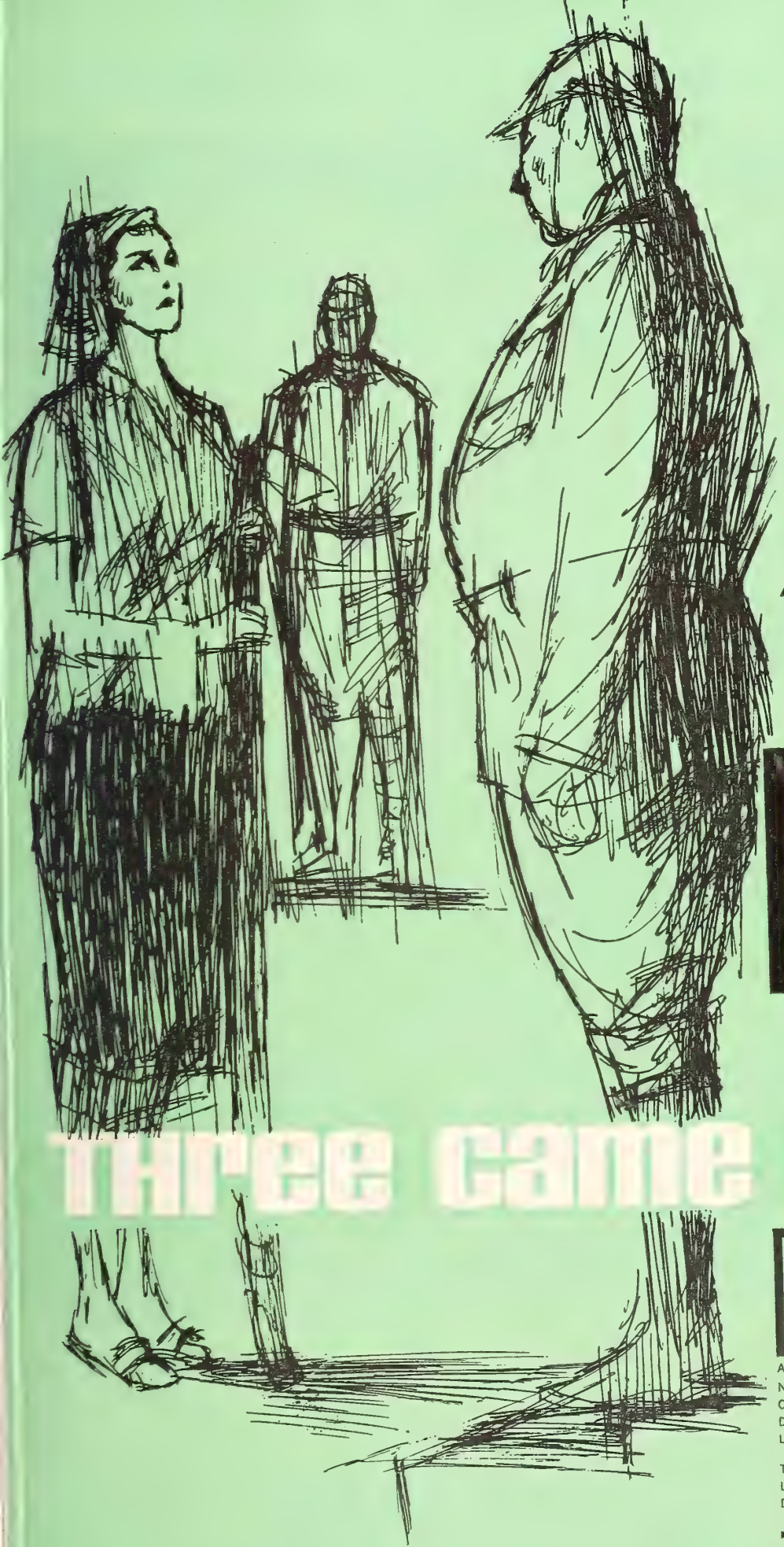
Spot activity comes from the bulk of these advertisers as well as from several packaged foods accounts.

McCann-Marschalk: Combined TV-radio billing $13.4 million; $8.6 million in television ($3.5 million in network, $5.1 million in spot); $4.8 million in radio ($200,000 in network, $4.6 million in spot); TV-radio share of overall billing: 35%.

The estimated broadcast billing at McCann-Marschalk fell slightly in 1963 as the agency invested a smaller portion of its overall media expenditures in radio-TV during the year.

The agency picked up various medium-sized accounts that were not active in the broadcast field during the year, but it lost two accounts that were broadcast-minded — National Airlines (approximately $3.5 million in billing) and Elgin National Watch Co. (about $1 million).

McCann-Marschalk, a subsidiary of Interpublic, numbered several clients which were active in network TV on a participating basis including Spiedel, Scripto and the Upjohn Co. Among spot buyers in the M-M fold were Standard Oil Co. (Ohio), the Pillsbury Co., Fanta Beverages, Genesee Brew-



Three came Home

VOLUME 8- "FILMS OF THE 50's" NOW FOR TV

FORTY-TWO OF THE FINEST FEATURE MOTION PICTURES FROM SEVEN ARTS



CLAUDETTE COLBERT
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TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193
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For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)
Individual feature prices upon request.

ing and International Nickel Co.

Needham, Louis & Brorby: Combined TV-radio billing $35 million; $24.5 million in television ($18.75 million in network, $5.75 million in spot); $10.5 million in radio ($4.5 million in network, $6 million in spot); TV-radio share of overall billing: 65%.

NL&B's share went up from 53% in 1962 to 65% this year, and the general level of broadcast spending increased with it, the agency showing a gain of about $11 million.

NL&B bills for Campbell Soup Co. in network (*Lassie* and *Donna Reed* in prime time and 18 daytime shows); S. C. Johnson, Kraft Foods, General Mills; State Farm Mutual Insurance Co. (*Jack Benny* on CBS-TV), and Humble Oil. Several of these accounts and Accent, Household Finance, Standard Oil (New Jersey) are in spot TV. Spot radio has 12 of its major accounts active, and network radio four of them (Mars Inc., Kraft, Accent and Campbell Soup). In addition, the agency has added Eli Lilly and Co. to its client list.

Norman, Craig & Kummel: Combined TV-radio billing: $35.1 million; $32.3 million in television ($20 million in network, $12.3 million in spot); $2.8 million in radio (all in spot); TV-radio share of overall billing: 67%.

NC&K's billing in broadcast rose slightly over the 1962 level, as the agency raised its investment in network and spot TV.

Its heaviest network TV spenders included Schick on *Outer Limits, Wagon Train* and *McHale's Navy;* Hertz Corp. on the *Jack Paar Show* and *Perry Mason* and Colgate-Palmolive and Revlon, which participated on both nighttime and daytime shows.

NC&K clients which bought spot TV and radio during the year were Colgate-Palmolive, Dow Chemical, Chesebrough-Pond's and Hertz.

North Adv.: Combined TV-radio billing $12.9 million; $12.7 million in television ($8.6 million in network, $4.1 million in spot); $200,000 in radio ($100,000 in network, $100,000 in spot); TV-radio share of overall billing: 67%.

North gained a healthy $3.36 million in broadcast while moving up an estimated 11 percentage points in its radio-TV share of total agency billings over the 1962 share. Approximately $3 million of the increase went to network television.

North's major clients in network TV are Toni Co., Dormeyer Division of Webcor and E. L. Bruce. These network accounts are also in spot TV along with Sears Roebuck (test marketing), Kitchens of Sara Lee and Boyle-Midway Division of American Home Products. North places spot radio for Englander Co. and Kitchens of Sara Lee and network radio for Dormeyer.

Ogilvy, Benson & Mather: Combined TV-radio billing $24.7 million; $21 million in television ($8.1 million network, $12.9 spot); $3.7 million in radio ($600,000 network, $3.1 million spot); TV-radio share of overall billing: 45.7%.

OBM's combined broadcast billing this year went up $1 million over last year, despite a drop of $1.6 million in TV billings and a more than 1% decrease in the TV-radio share of total agency billing. Radio, however, was up $2.6 million over 1962. Spot TV was up $100,000, but network TV lost ground. The agency's new accounts include American Express (network and spot radio); Nationwide Insurance (network and spot TV), and International Business Machines. No major accounts were lost this year.

OBM's network TV clients include Lever Brothers (*Defenders* on CBS-TV and daytime network participations); Bristol-Myers (*Ben Casey,* ABC-TV and *The Virginian,* NBC-TV).

The agency's spot TV clients are The Shell Oil Co., Helena Rubinstein, Maxwell House Coffee (General Foods), Pepperidge Farm products, Vim (Lever), Ban deodorant (Bristol-Myers), Dove soap (Lever) and Schweppes soft drinks. Radio spot advertisers are Tetley Tea, American Express, Schweppes and Shell. American Express also was a network radio user.

Papert, Koenig, Lois: Combined TV-radio billing $16.24 million; $16 million in television ($12 million in network, $4 million in spot); $240,000 in radio ($100,000 in network, $140,000 in spot); TV-radio share of overall billing: 70.4%.

PKL's second year on the top 50 list was marked by a $7.09 million increase in broadcast billing. Spot TV clients included Pharmacraft, Clark Oil Co., National Sugar Refining Co., Breakstone and National Airlines.

Network TV clients and their shows are Pharmacraft, with time in the *Richard Boone Show, Joey Bishop Show, Espionage* and *International Beauty Pageant;* Xerox in NBC documentaries and Consolidated Cigar Corp. in the *Sid Caesar Show.*

Spot radio accounts include National Airlines and the *New York Herald-Tribune.* Pharmacraft is in network radio.

Quaker Oats, in spot TV and also participating in several network shows, Piel's Beer, a heavy spot TV user, and National Airlines, a radio-TV user, were new accounts acquired by PKL during 1963.

Parkson Advertising: Total broadcast billing $12.5 million, all in television ($11.9 million in network; $600,000 in spot); TV share of overall billing: 83%.

Parkson handles J. B. Williams Co., which cut its total broadcast billings this year by $2 million from last year. This year, the advertiser was in *Lawrence Welk Show, What's My Line, Original Amateur Hour, House Party,* and had participations in two daytime programs, *To Tell the Truth* and *Password.* J. B. Williams also had sponsorship in *Evening News with Walter Cronkite, Huntley-Brinkley Report, Game of the Week* and *NCAA Football.* Spot TV spending this year decreased $200,000, while network TV was down almost $2 million.

Post-Keyes-Gardner Inc.: Combined TV-radio billing $19.5 million; $16.5 million in television ($7 million in network, $9.5 million in spot); $3 million in radio ($500,000 in network, $2.5 million in spot); TV-radio share of overall billing: 62.5%.

Post-Keyes-Gardner, formed last January in a merger between Post Morr & Gardner and Keyes, Madden & Jones, will have broadcast billings estimated at $19.5 million through through 1963, $8.3 million above the PM&G 1962 figure. The increased broadcast budget resulting from the merger raises P-K-G to 29th position in the 50-agency list. P-K-G puts 62.5% of its billing total into radio-TV compared to PM&G's 69% last year.

P-K-G's principal clients in network television are Brown & Williamson, Maybelline and American Cyanamid. These three are also in spot TV along with Burgermeister Brewing Corp., Old Milwaukee Beer, Frito-Lay and Florsheim Shoes. In addition to all the above accounts P-K-G has General Finance Co. in spot radio.

Sullivan, Stauffer, Colwell & Bayles: Combined TV-radio billing $64.4 million; $54.6 million in television ($19.6 million spot, $35 million network); $9.8 million in radio (all spot); TV-radio share of overall billing: 72.8%.

SSC&B's broadcasting billing share increased this year by almost 11% and hence helped push its radio-TV billing up $16.6 million over 1962. The increase was in both TV (up $12.6 million) and radio (up $4 million). Spot TV moved up $7.3 million, and network TV is up $5.3 million over last year. New accounts this year are Johnson & Johnson and Remington Rand. The agency dropped the Vick Chemical

So good to come home with...1-1-3



Short trip home—with the relaxing music
and satisfying news . . . on radio **1-1-3**

Detroit's good music station . . .

W-CAR
50,000 watts
1130 KC

One of a series in Detroit newspapers and The Adcrafter

Representation: AM Radio Sales

account.

SSC&B clients using spot TV include The American Tobacco Co., Carter Products, Lever Brothers, Thomas J. Lipton and The Sperry & Hutchinson Co. The agency's spot radio clients are American Tobacco, Noxzema Chemical and Sperry & Hutchinson.

The major network TV clients of SSC&B are: The American Tobacco Co. (nine programs including *Judy Garland, Jimmy Dean, The Greatest Show on Earth, Twilight Zone, Combat* and *Gunsmoke*); The Block Drug Co. (21 programs including *Combat, Jerry Lewis, Trailmaster, The Price Is Right* daytime and night shows, *Sing Along With Mitch, The Fugitive, Wagon Train, Today, Tonight, Burke's Law, Lawrence Welk* and *Rawhide*); Lever Bros. (10 shows including *I Love Lucy, Ed Sullivan, Jerry Lewis, Channing, Burke's Law* and *The Red Skelton Show*); Noxzema Chemical Co. (nine programs including *I Love Lucy, Ben Casey, Jack Paar, Channing* and *The Virginian*); Thomas J. Lipton Inc. (*Ed Sullivan, General Hospital* and *Calamity Jane*), and The Sperry & Hutchinson Co. (*Andy Williams*).

Tatham-Laird: Combined TV-radio billing $18.4 million; $17.8 million in television ($8.8 million in network, $9 million in spot); $600,000 in radio (all in spot); TV-radio share of overall billing: 64.5%.

A spurt in network and spot TV investment raised Tatham-Laird's broadcast billing in 1963 by almost $3 million. This increase was accomplished despite a dip in radio spending by its clients.

Heavy investors in daytime network TV are the Boyle-Midway Division of American Home Products, Whitehall Laboratories and General Mills (Pet foods) and Procter & Gamble (Mr. Clean).

Spot business was placed on behalf of Whitehall, Boyle-Midway, Butter-Nut Coffee and P&G, among others.

J. Walter Thompson: Combined TV-radio billing $160 million; $145 million in television ($113 million in network, $32 million in spot); $15 million in radio ($3.5 million in network, $11.5 million in spot); TV-radio share of overall billing: 52%.

J. Walter Thompson increased its broadcast billing substantially over last year, reporting a record figure of $160 million placed in radio-TV. The growth can be accounted by a hefty increase in overall billing, a rise in the percentage of business allocated to radio and television and an impressive array of broadcast-oriented clients.

The year was an excellent one in the new account area, with JWT picking up several major accounts, such as Alberto-Culver V-O Shampoo and Command hair dressing (approximately $7 million), Chesebrough-Pond's (approximately $2 million) and Singer Sewing Machine ($5-$6 million). The agency lost about $6 million from various accounts, notably Helene Curtis (Suave) and Pittsburgh Plate Glass, but its overall billing position was strengthened.

Another announced loss is the Rheingold beer account, worth about $7 million, but this transfer to Foote, Cone & Belding will take place in January and is not reflected in this year's figures.

JWT, as usual, is well represented on network TV. A sample of a few: Eastman Kodak and RCA on NBC-TV's *Wonderful World of Color*; Lever Brothers on CBS-TV's *Candid Camera*; Warner-Lambert on NBC-TV's *International Showtime;* Quaker Oats on *My Three Sons;* Scott Paper on *Eleventh Hour;* Ford on *Hazel* at NBC-TV; Liggett & Myers Tobacco's participations on the networks. JWT traditionally has a heavy daytime TV lineup.

Spot TV and radio investors during the year included Ford Motor Co. and various Ford Dealers, Seven-Up, Lever, Standard Brands, Quaker Oats and Champion Spark Plugs.

Wade Advertising: Combined TV-radio billing $23 million; $22.5 million in



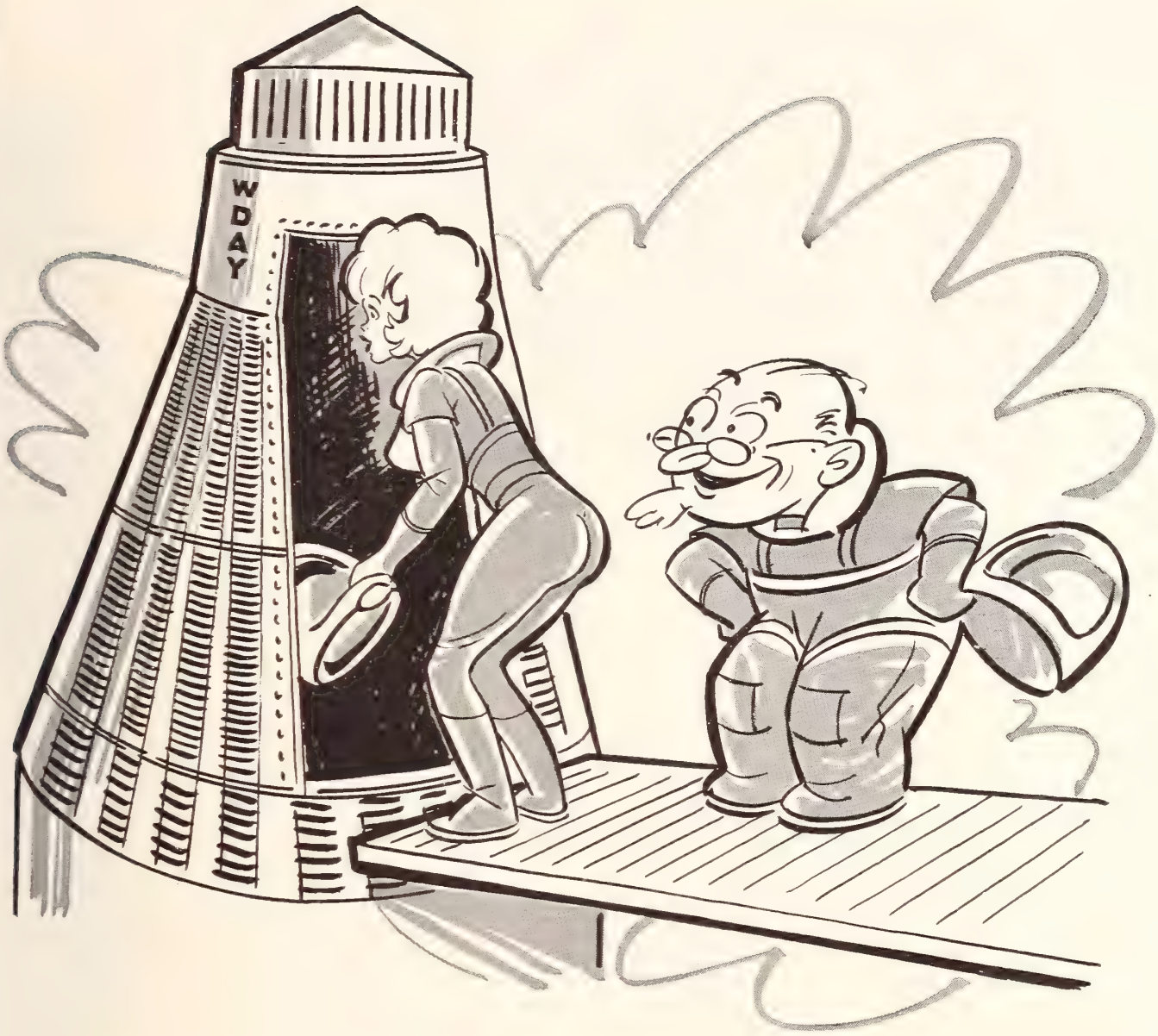
COMMERCIAL PREVIEW: Northwest Orient and its magic map

The upside-down approach is the most direct route to new customers this season for Northwest Orient Airlines, whose new heavy television spot campaign shows a topsy-turvy map of the U.S. and suggests: "To go South, fly Northwest . . . Northwest Orient that is!"

The spots center around Sam's Neighborhood Travel Agency, which can be set up anywhere. Sam attracts winter-weary citizenry and is more than willing to show the advantages of flight to Florida on NWA.

Placed through Campbell-Mithun, Minneapolis, the campaign is on TV stations in that city, Milwaukee and Madison, Wis., and Chicago. After Jan. 1 Tampa and Miami will be added to the schedules for "going-home" business.

A very successful user of saturation radio, Northwest also has used spot TV for the past five years. Agency producer: Mickey Hill. The spots were filmed at Elliott-Unger-Elliott, New York.



Us Hayseeds are in ORBIT!

Why is it, you suppose, that for years and years, the Fargo-Moorhead "Metro Area Retail-Sales-Per-Household" are at or very near the top in Standard Rate & Data's entire list?

It's because us Hayseeds are just plain *rich*, that's why! Get out your Encyclopaedia Britannica and turn to the Red River Valley . . ."One of the most fertile agricultural areas in the United States," it says!

Yes, it's true. As a consequence, dozens of top national advertisers give WDAY and WDAY-TV bigger schedules than you'd expect — often the *same* kind of schedules they set up for top-50-market areas. Ask PGW for the facts.

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

and

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

television ($15.2 million in network, $7.3 million in spot); $500,00 in radio (all spot); TV-radio share of overall billing: 77%.

Wade's broadcast share of overall billing fell sharply to 77% this year, down from 82% reported in 1962. Its combined broadcast billing moved up just a bit, chiefly in network.

Toni Co. and Miles Labs are the two major broadcast users at Wade, both are in network TV, spot TV and spot radio. Other spot advertisers at the agency are International Milling and Bond Clothes, among others.

Warwick & Legler: Combined TV-radio billing $9.3 million; $5 million in television ($4.7 million in network, $300,000 in spot); $4.3 million in radio ($3.4 million in network, $900,000 in spot); TV-radio share of over-all billing: 40%.

With an increase of $600,000 billing, Warwick & Legler's broadcast share rose 4% over 1962. The 1963 figures include Revlon and Ex-Lax billings prior to the time that these accounts left the agency.

The Mennen Co., Mail Pouch Tobacco Co., and Ex-Lax are heavy spot TV users. Network TV clients include U. S. Time Corp., with sponsorship in *Bob Hope Specials, Peter Pan, Hollywood and the Stars,* and *Best on Records,* Mennen, Revlon on *Ed Sullivan Show* and Ex-Lax.

Spot radio clients include Mennen, Mail Pouch Tobacco, Bank of Commerce, Trans Caribbean Airways, Ex-Lax and U. S. Time Corp. Clients using network radio are Mennen, Timex and Ex-Lax.

Edward Weiss: Combined TV-radio billing $10.7 million; $9.7 million in television ($5.5 million in network, $4.2 million in spot); $1 million in radio ($500,000 in both network and spot); TV-radio share of overall billing: 52%.

Weiss was up $700,000 over 1962. Major accounts in spot TV are Carling Red Cap Ale, which also uses spot radio, Helene Curtis, Little Crow Milling, Mogen David Wine, also a heavy network and spot radio user, and Wishbone Dressing.

Network TV users are Helene Curtis, Purex and Borg-Warner. Midas Muffler is a heavy spot radio account.

Young & Rubicam: Combined TV-radio billing $127.1 million; $119.8 million in television ($86.7 million in network, $33.1 million in spot); $7.3 million in radio ($2.3 million in network, $5 million in spot); TV-radio share of overall billing: 56.7%.

Young & Rubicam holds the number two spot in the broadcast agency field with reported billing of $127.1 million. Y&R's re-accounting of billing estimates made after BROADCASTING's survey for 1962 was published indicated its initial calculations were off substantially and the agency could actually claim second place in 1962 as well. The re-accounting placed Y&R's actual estimates for 1962 at $115 million in broadcast.

Y&R's increase of more than $12 million in radio-TV can be explained in part by its increased participation in the broadcast media for its various clients with its share rising to 56.7%, as contrasted with 47% last year. In addition, the agency picked up the Chrysler and International Latex business at the end of last year which added more than $15 million in billing this year. Y&R also obtained about $4 million in Breck business. At various times throughout the year the agency lost more than $15 million in billing from Beech-Nut, Johnson & Johnson and Singer Sewing Machine, but only part of this loss is reflected this year.

Sponsors in network TV during the year were General Foods on *I've Got A. Secret, Danny Thomas Show* and *Andy Griffith Show;* American Home Products on *East Side/West Side;* Bristol-Myers on *I've Got A Secret* and *Mr. Novak* and Procter & Gamble on *Grindl.* Nighttime minute sponsors included American Cyanamid Co., Goodyear Tire & Rubber Co., Sperry-Rand Corp., Chrysler Corp., Gulf Oil Corp. and the Drackett Co.

Spot TV and radio advertisers include American Bakeries Co., American Home Products, the Borden Co., Drake Bakeries Inc., General Cigar Co., International Latex, P&G, Bristol-Myers, Piel Bros. and Kaiser Industries.

'Post' stations take stand against FCC plan

WTOP-AM-FM-TV Washington editorialized against the FCC's attempt to regulate radio-TV commercials on Nov. 11.

The stations, connected in ownership with the *Washington Post,* generally considered to be a pro-administration newspaper, said the FCC proposal "seems to us to be an example of the FCC proposing to exceed its statutory power and move into an area where it has no business to be." Broadcasting, the editorial continued, "is not a public utility which must submit to all manner of willy-nilly public control. . . . There is a deep and justified fear that FCC regulation of commercials would be just a step away from FCC regulation of programing. An argument for commercial control could easily be used sometime in the future in behalf of program control."

The editorial concluded that Chairman E. William Henry's campaign "consequently . . . is being opposed by broadcasters and, fortunately, by a number of influential members of Congress."

Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager. Approximate cost is listed, where given by producer.

WGN Mid-America Videotape Productions, 2501 W. Bradley Place, Chicago 18.

United Air Lines, one 60, one 20 for TV, live on tape. Dale Juhlin, director. Agency: N. W. Ayer. Jim Cooper, agency producer.

Real Estate Company of America, three 60's for TV, live on tape. Dale Juhlin, director. Agency: Gourfain, Loeff & Adler, Chicago. Jack Flatley, agency producer.

Michigan Bell Telephone (service), one 60 for TV; live on tape. Dale Juhlin, director. Agency: N. W. Ayer. Jim Cooper, agency producer.

Pepper Sound Studios Inc., 51 South Florence St., Memphis 4.

Cotton Club Bottling Co., Cleveland (soft drinks), one 60 for radio jingle. Larry Muhoberac, production manager. Agency: Lustig Advertising, Cleveland. Lawrence Goldstein, account executive.

AAC and TMB Insurance Agencies Inc., Memphis, one 60 for TV, animation on film; three 60's for radio, jingles. Bud Smalley, production manager. Placed direct. Tom Bachelor, advertising director.

Montgomery Ward, one 60 for radio, jingle. Bud Smalley, production manager. Agency: Lufrano Associates, San Francisco.

Iowa Packing Co., Des Moines, Iowa (division of Swift), one 60 for radio, jingle. Vincent Trauth, production manager. Placed direct.

Jefferson Productions, 1 Julian Price Place, Charlotte 8, N. C.

Red Cross Brand Canned Foods (beans), two 60's, three 20's for TV, live on tape. Tom E. Matthews, production manager. Agency: Sonny Smith, Charlotte. Robert B. Hicks, account executive. Sonny Smith, agency producer.

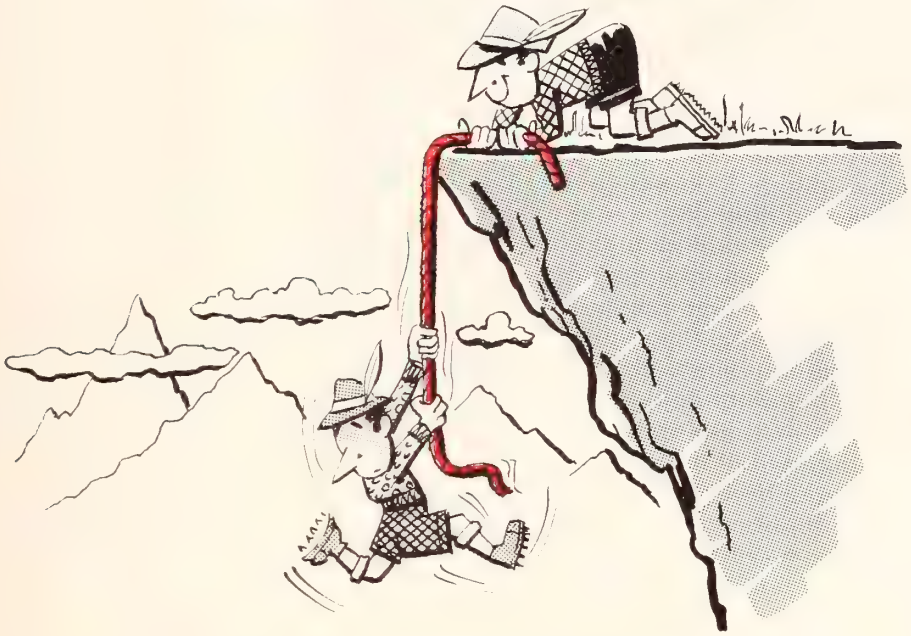
L&M Films, 621 North Dearborn, Chicago 10.

Otto Bernz Co. (Bernz-O-Matic spray paint), Rochester, N. Y.; one 60 for TV, live and animation on film. William Johnson, production manager. Agency: Rumrill Co., Rochester. Jack Finnie, account executive. Bob Knechtel, agency producer. Approximate cost: $1,800.

Indiana & Michigan Electric Co. (electric service), Fort Wayne, Ind.; one 60 for TV, live on film. William Johnson, production manager. Agency: Bonsib Inc., Fort Wayne. Richard Bonsib, account executive. Lou Jackobson, agency producer. Approximate cost: $900.

Huntington Laboratories Inc. (At Once germicidal cleaner), Huntington, Ind.; one 60 for TV, live and animated on film. William Johnson, production manager. Agency: Bonsib Inc., Fort Wayne. John Heath, account executive. Lou Jackobson, agency producer. Approximate cost: $900.

WHAT'S IN THE MIDDLE MAKES THE BIG DIFFERENCE



..and, IN PENNSYLVANIA, IT'S

WJAC-TV

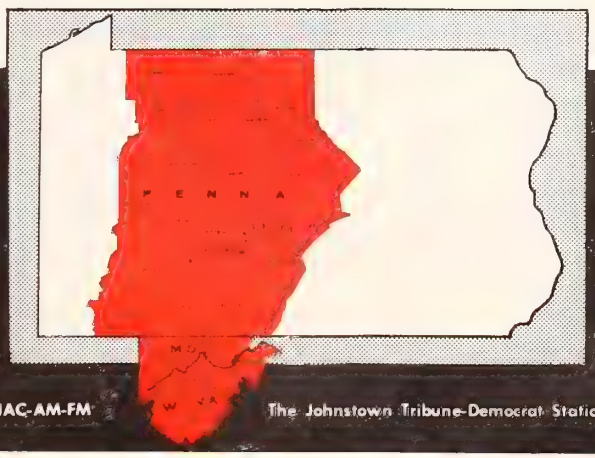
Don't slip up on the big Pennsylvania market! You need a firm grip on the middle -- the million dollar market in the middle. It's within easy reach when you buy WJAC-TV. The station that climbs high atop the Alleghenies to bring you America's 27th largest market.

SERVING MILLIONS FROM ATOP THE ALLEGHENIES

WJAC-TV

JOHNSTOWN · CHANNEL 6

Represented Nationally by Harrington, Righter & Parsons, Inc.



Affiliated with WJAC-AM-FM

The Johnstown Tribune-Democrat Stations

A call to arms for advertisers

ANA HEARS PLEA FOR 'MILITANCY' TO REDUCE TV 'CLUTTER'

A call for "militancy" by advertisers in their efforts to reduce "clutter" and maintain product protection in television was issued last week by Harry F. Schroeter, retiring chairman of the Association of National Advertisers.

The admonition was one of several in his report to the membership at the ANA's annual meeting, held Monday through Wednesday (Nov. 11-13) at the Homestead, Hot Springs, Va.

Other highlights of the three-day meeting included reports that foresaw the need for evaluating audiences in terms of "temperament" and "psychological identification" as well as the traditional demographic features, a lengthy session on the use of Negroes in advertising (page 52), studies of agency compensation and other areas of agency-advertiser relationships (page 54), a report on talent union negotiations (page 66), a plea for creation of a "positive action group" to advance understanding of the free-enterprise system, and a succession of case histories of successful advertising campaigns (page 54).

Take Heed ▪ Mr. Schroeter, reviewing ANA activities and suggesting future courses, cited rising advertising costs and called for "increased attention to both the prices we pay for space, time and production and to the productivity of our ads and commercials."

He called attention to ANA's part in the negotiation of talent contracts for TV commercials, which he said "is a major undertaking and will pay dividends," and to ANA's various media cost trend studies, which "direct attention to irregularities and out-of-hand situations."

"The productivity of our ads and commercials is equally important," Mr. Schroeter said. "Surrounding conditions can impair such productivity. We can and do oppose clutter in broadcasting or insufficient product protection, poor reproduction in printed media, shoddy editorial workmanship in all media. Again, we do not run the enterprises of others, but we can and should make known our views and suggestions.

"For instance, our groups working with publishers are making good progress. Elsewhere, in such as clutter and product protection in TV, improvement is more elusive. Militancy is required. To John Burgard and the broadcast committee I counsel perseverance so that recognition and adoption of our views may come not just from an FCC commissioner but from broadcasters and their groups as well."

Mr. Burgard, of Brown & Williamson, is chairman of the ANA broadcast committee, which has led the advertisers' fight both to insure adequate product protection and to reduce the "clutter" of credits, program promotional material, etc., between TV shows.

Mr. Schroeter called for improved standards for commercials and other advertising, "which are our own responsibility."

Keep A Weather Eye ▪ He also reported that "some ANA members" wonder whether "some agency trends" are consistent with the view that "top-secret" information made available by an advertiser to its agency should be treated as such by the agency. He did not elaborate, except to urge ANA to "observe all new developments closely." The time may soon come, he suggested, when "ANA may need to prepare a point of view."

In a report on "the marketing system of survival," Willard C. Wheeler, economics and business strategy consultant to the Chirurg & Cairns agency, said that facts that can make the difference between profit and loss in marketing are obscured by national averages, so that in most cases the national mass-market concept will have to be discarded and "each natural economic region, area and place" considered separately.

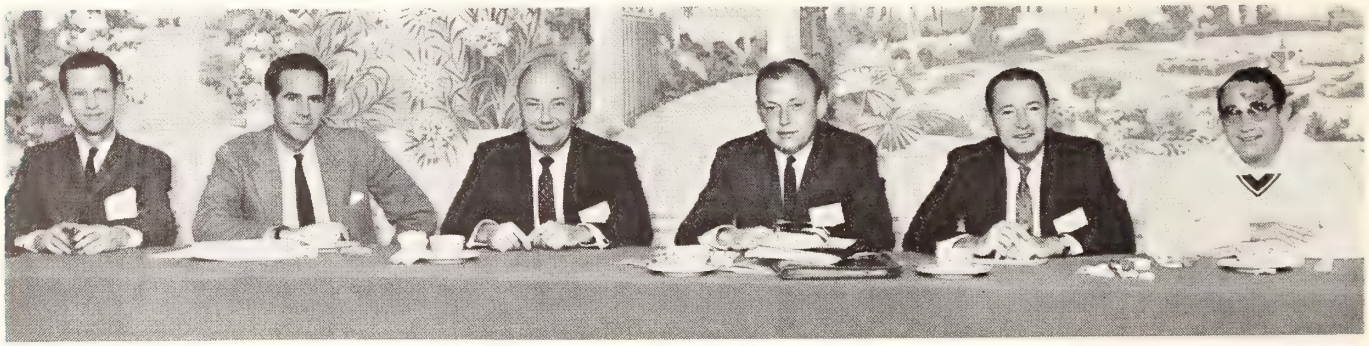
He described a "selective-selling strategy" in which each product must have "its own national basic sales idea and its own media list."

"Both the idea and the media," he said, "must be aimed at the most likely prospects and these prospects must be described not only in the usual demographic terms but also in terms of temperaments. The task of so describing the person most likely to buy the product, whether industrial or consumer, requires a high level of discernment by the advertising department, the agency and research.

"Timing is important. One type of person may be best when a new product is launched and a different type a year two or so later. Often this kind of thinking will give the answer as to how long to ride a given basic sales idea as well as media."

Basic Temperaments ▪ Mr. Wheeler described four basic consumer temperaments: (1) the leaders, amounting to about 10% of the population; (2) the early followers, about 15%; (3) the conformists, about 50%, and (4) the standpatters, about 25%.

"There are many creative thinking media directors who can make appraisals of print, broadcast and other media in terms of these four types of temperament," he said. "They can contribute



A progress report on current negotiations with talent unions for new contracts governing TV and radio commercials was presented by this group at the annual meeting of the Association of National Advertisers last week. They are six of ANA's representatives on the joint committee formed by ANA and the American Association of Advertising Agencies to serve as a policy group on broadcast talent union relations. Shown at the ANA meeting at Hot Springs, Va., are (l to r) Palmer D. McKay, Sun Oil Co.; John Tyner, Bristol-Myers; Harry F. Schroeter, National Biscuit Co., co-chairman of the joint committee; Kenneth Baumbusch, American Home Products; Joseph Beech Jr., Procter & Gamble, and Gail Smith, General Motors. See story page 66.

greatly to profits-from-advertising—and will.

". . . all types of media will be needed, but no medium will be able to stick to the claim that it is economically effective in reaching all of these types."

Edward L. Bond, president of Young & Rubicam, reported on three youth studies by Y & R and also predicted that media may be called upon, more and more, "to seek out, through their programing and editorial content, the people who might be willing to buy a brand on the basis of psychological identification, rather than on the basis of age, sex or marital status alone."

He said the Y & R youth studies indicate that tomorrow's market will be "stability-minded," "security-minded," cautious, conservative and with a sense of "copelessness," but also more "civilized" and sophisticated and more desirous of individuality, although plagued with a "continuing sense of frustration."

Sexy Soap ▪ "The mass market brand that is for everybody," he said, "may well be replaced in the future with brands possessing a variety of more unique 'personalities' with which people can achieve identity by association . . . we could well go into the 1970's selling soap, not as it's sold today—five different colors to fit any bathroom decor—but soap scented for sophisticated women, for efficient women, for athletic women, for sexy women, and so on."

The Y & R study, Mr. Bond said, found that 82% of the young people, "say the government should guarantee advertising's truthfulness." This and other evidences of insecurity found in the study, he said, may mean that consumers in the future will want "reassuring" advertising—"will want to take our word for it"—while the conservatism found in the survey may mean that advertising promoting "old" features of a product will be more successful than advertising that promotes the new.

Another agency head, Arthur C. Fatt, chairman of Grey Advertising, told the advertisers that the vaunted "revolution" in distribution is too long a word. What it is, he said, is an "evolution."

He said "Giantism" will dominate shopping centers 10 years from now, and that specialty stores will continue to increase and grow bigger, but that a counter-trend towards shopping at home is also evolving: "closed-circuit television and the phone will play an important role in speeding this development," he said. "So will coin-vending machines."

Klees Explains Plan ▪ In a closed session on agency-advertiser relationships Robert Klees of Beckman Instruments Inc. told how his firm, an industrial advertiser, and Erwin Wasey, Ruthrauff & Ryan worked out a new agency-compensation plan, effective last July, to assure the agency that it will make a net profit equivalent to 2% of billings on the account.

The problem with the traditional 15% media commission system in this case, he said, was that only $600,000 of Beckman's $2.5 million billing is commissionable. A monthly fee system was devised to make sure that the account is profitable to EWR&R. Any radio, television, marketing or research services performed for Beckman are billed separately.

Mr. Klees said the plan had "enhanced and measurably improved" the advertiser-agency relationship.

In the same session Earl Tiffany Jr. of Carter Products cautioned the advertisers that their agencies should make a profit on their accounts or "they will devote precious little time and energy to it."

But he didn't have too much sympathy with agencies' claims that they make a 1% profit. Since this applies to gross billings, he said, in manufacturers' terms it translates out to a 6.66% profit on "net sales."

"How many manufacturers' business do you know that are recording 6.66% profit after taxes?" he asked.

Progress Report ▪ In another closed session the ANA members were given a confidential and generally optimistic report on progress in the current negotiations for new commercial contracts with the American Federation of Television and Radio Artists and the Screen



L to r: Messrs. Allport, Schroeter and Smith

ANA elects new officers

Douglas L. Smith, advertising and merchandising director of S. C. Johnson & Son, was elected chairman of the Association of National Advertisers at its annual meeting last week. He succeeds Harry F. Schroeter of National Biscuit Co.

Thomas B. McCabe Jr., marketing vice president of Scott Paper Co., was named vice chairman. Peter W. Allport was re-elected president.

Four new directors were elected: Daniel C. Brown, Baumritter Corp.; Braddock Greene, National Distillers Products Co.; Samuel Thurm, Lever Bros., and M. E. Ziegenhagen, Babcock & Wilcox Co. George H. West, Consolidated Electrodynamics Corp., was re-elected to the board, and 10 other directors will continue in unexpired terms.

Mr. Smith, ANA vice president during the past year, has been active on the joint committee of the ANA and the American Association of Advertising Agencies for the Improvement of Advertising Content. Last year he was chairman of the advertising recognition program for the Advertising Federation of America and the Advertising Association of the West. He was with the Melamed-Hobbs agency in Minneapolis, Swift & Co. in Chicago and BBDO in New York before joining Johnson in 1955.



YOUR MONEY IS WORTH MORE IN *TAMPA ST. PETERSBURG*

Your advertising dollar goes three times farther on WSUN abc TV the pioneer station

WSUN abc TV

Tampa - St. Petersburg

Natl. Rep: VENARD, TORBET & McCONNELL
S. E. Rep: JAMES S. AYERS

Actors Guild (story page 66).

A plea for a campaign to increase public awareness of the fundamental importance of the free enterprise system was voiced by Alan G. Stoneman, president and chief executive officer of the Purex Corp.

He urged ANA to "set up a positive action group to develop ways and means of working both independently and with other business and professional groups and associations in a united front—a crusade, if you please—to utilize the resources of our business system to market and advertise economic understanding of our free enterprise system."

Two selections of television commercials were shown at well "attended sessions. One was a group of foreign commercials, the other was made up of winners in the 1963 American TV commercials festival.

IT ISN'T WHETHER BUT HOW

ANA discusses problem of using Negroes in commercials

The use of Negroes in advertising, particularly in TV commercials, held the attention of the nation's leading advertisers last week in one of the most freely moving sessions of the three-day annual meeting of the Association of National Advertisers (also see stories pages 50 and 54).

Leaders indicated after the closed session Tuesday afternoon (Nov. 12) that the big question raised by the advertisers was not whether to employ Negroes in their advertising, but how to. Several ANA members, including some smaller and essentially regional as well as major national advertisers, said they were adding Negroes to their commercials and print ads voluntarily, without prodding from Negro action groups.

The consensus, so far as it could be determined, appeared to be that Negroes should be properly represented as part of American life, but not at the expense of "good advertising." In general it was felt a gradually growing number of commercials would include Negroes. Some advertisers suggested that TV programing is employing Negroes to a greater extent than commerclais.

At least nine TV commercials and "four or five" print ads using Negroes were shown at the closed meeting. The commercials were for Oxydol, Anacin, All, Vitalis, RCA Victor, National Biscuit Co., Gillette, Soaky toys and Grapenuts.

Harry F. Schroeter of National Biscuit, retiring ANA chairman, and ANA President Peter W. Allport, who reported on the session at a news conference afterward, said no special effort was made to get such commercials to show as "examples," indicating that many other companies also are using "integrated" commercials. They said "a good many" advertisers have such commercials and print ads in preparation.

Most of the commercials shown at the meeting already have been used on the air, they reported. In many cases the Negroes appeared in background scenes. In some they had speaking roles.

No Adverse Reaction ▪ Mr. Schroeter said none of the advertisers indicated, in response to questions, that their companies had noticed any "adverse effects" from the commercials and ads. Some, he said, reported they had received "favorable comments."

Much of the questioning by ANA members, he reported, related to the objectives and attitudes indicated by the Congress of Racial Equality in seeking more general use of Negroes in advertising. CORE has worked primarily with advertisers — individually, not through the ANA—while the National Association for the Advancement of Colored People has worked more with advertising agencies.

Mr. Schroeter and President Allport emphasized that the ANA has taken no official position, believing the question is one for advertisers to decide individually.

They said there had been no suggestion that all-white commercials be substituted for integrated commercials on a local cut-in basis in the South.

No "show of hands" was requested on any subject, the officials reported, but they said no advertiser indicated he would refuse to employ Negroes in his advertising.

It was noted that CORE, in addition to its efforts on behalf of integrated advertising, has asked advertisers to notify program sources that they have no objection to the use of Negroes in their programing.

The closed meeting followed an open session at which a panel of *Newsweek* executives reported on the magazine's study of the Negro "revolt." Lou Harris, public opinion analyst, said that when Negroes were asked whether they would boycott certain products, if necessary, 63%—representing $12 billion in Negro buying power—answered that they would.

He said he thought such boycotts would be far more effective as local actions than on a nationwide scale.

The *Newsweek* panelists told the advertisers they had contributed substantially to the Negro "revolt" because every commercial or ad they presented reminds Negroes of the benefits of the "white" world. Negroes, they said, want to join the white society, not overthrow it.

TIME LIFE BROADCAST

WASHINGTON



Washington D.C. is our local beat.

Network news programs from Washington, fine as they are, can't cover all the stories that affect particular states. Our Washington Bureau can. Bill Roberts, Carl Coleman and Norris Brock file radio and TV reports daily to our stations on matters of area importance. They're backed by more than 20 of Washington's top specialized reporters, the bureau men of TIME, LIFE and FORTUNE. Thus we join the world's most important news city to our audiences. We have done so, on a full-time basis, since 1958.

We believe that group operators—a third force in broadcasting—can offer unique services to the communities their stations serve. As a division of Time Incorporated, Time-Life Broadcast is especially gratified to be able to deliver those services in the area of news and public affairs.

CALIFORNIA—KOGO-TV-AM-FM San Diego **COLORADO**—KLZ-TV-AM-FM Denver **INDIANA**—WFBM-TV-AM-FM Indianapolis **MICHIGAN**—WOOD-TV-AM-FM Grand Rapids **MINNESOTA**—WTCN-TV-AM Minneapolis/St. Paul

THE SATISFIED CUSTOMERS

Leading advertisers recite success stories that stemmed from radio-television selling

Whether the job is to introduce a new product or give new life to an old one, broadcast advertising can play a major role in getting it done.

This message emerged from a series of advertising case histories presented to the Association of National Advertisers annual meeting last week (also see below and page 27).

Television was cast in the leading role in introducing two major new products and in rejuvenating a 70-year-old one, while TV and radio were given important supporting assignments in introducing another new one.

The advertising value of "documentary-type public service programs" on television—and especially controversial programs—were underscored by Donald L. Clark, marketing planning director of The Xerox Corp., which used TV to introduce its big new Xerox 914 office copier and is currently using documentaries to promote both the 914 and the newer and smaller 813 copier.

In recounting the Xerox success with TV (BROADCASTING, Feb. 18), Mr. Clark said television was chosen because it could demonstrate the new machine and that documentaries were chosen because they appeal especially to "community leaders [who] are the ones who can influence the acquisition of a copying machine."

"Through sponsorship of television documentaries," Mr. Clark said, "we believe we can reach this influential leadership group much more economically than by any other type of programing or methods of communication."

Selective sponsorship of "controversial, provocative programs," he added, "provides us with a unique opportunity to tell not only a product story, but also a corporate story [which] adds to the stature and image of Xerox."

On the trail that boosted Xerox sales from $27.5 million in 1959 to $104 million in 1962, the company sponsored *CBS Reports* on CBS-TV in 1961-62, *Chet Huntley Reporting* on NBC-TV in 1962-63 and, more recently, irregularly scheduled documentaries on NBC and ABC-TV. The agency for Xerox is Papert, Koenig, Lois, New York.

For the introduction, still going on, of General Mills' new Wondra instantized flour, according to Donald F. Swanson, marketing manager, television was given primary media responsibility because like the Xerox copier, Wondra needed to demonstrate "all its wonderful benefits."

Since the introduction in mid-September, Mr. Swanson said, "Wondra has been using saturation spot TV campaigns in the top 175 markets, plus a network TV assortment that has included five daytime programs and the *Judy Garland Show* on CBS, *Patty Duke Show, Jerry Lewis, Hootenanny* and *Outer Limits* on ABC, and *Mr. Novak* and *International Showtime* on NBC.

Sales, Mr. Swanson said, are running ahead of expectations. The agency is Dancer-Fitzgerald-Sample.

Edgar W. Nelson, marketing vice president of Lehn & Fink, told how the 70-year-old Lysol disinfectant reversed a falling sales trend by using television. Actually, he said, the sales trend was reversed merely by cancelling a campaign in women's magazines, while a new copy theme on television helped generate gains that boosted Lysol's share of the market. Factory shipments in 1962-63, he said, ran 33% higher than in 1959-60.

Lysol launched its new campaign in the winter of 1961, taking advantage of the minute participations which, he said, the TV networks were then beginning to offer in considerable number as an alternative to regular sponsorships. Selected publications were used on a supplementary basis. In all, Mr. Nelson estimated, the new campaign cost "about 65% of what we had been spending during the years of [Lysol's] decline."

"The results," he said, "were everything we had hoped for."

In the introduction of Royal Crown Cola Co.'s new low-calorie Diet-Rite Cola, both radio and television were given supporting roles, with the biggest budget going into newspapers to exploit "the news value of this product," according to T. A. Mayton, Royal Crown's director of national advertising.

Extent of radio-TV and other media usage was not revealed, but Mr. Mayton reported that in some markets the first year's sales objectives were exceeded in 60 days.

ADVERTISER-AGENCY PACTS

ANA study shows radio-television practically ignored in the small print of contracts

Television and radio may dominate national advertising, but they're practically ignored in the fine print of contracts covering advertiser-agency relationships.

A study of 109 such contracts, released by the Association of National Advertisers last week, showed that a preponderance didn't specify how, or even whether, the agencies would be paid for such work as creating and producing commercials and programs, or sitting in on rehearsals, auditions and filmings.

This doesn't mean that agencies and their clients don't have agreements covering such things. Rather, ANA officials explained, it means they haven't thought it necessary to write them out.

Many entire "contracts" between advertisers and their agencies fall into the same category—they're oral, or covered by documents no more specific than letters of intent.

ANA reported that of about 500 companies queried, 161 said they had no written contracts with their agencies. A total of 196 others said they do have contracts, and 109 submitted copies.

These formed the basis of ANA's report, which undertakes to summarize current contract practices in specifying duties, services, responsibilities, billing and payment procedures, agency compensation and other areas of the advertiser-agency relationship.

Traditional Payment ▪ The report's summary of agency-compensation provisions showed that 97 of the 109 contracts provide for payment of the traditional 15% media commission on gross billings for time and space. Where the buy is noncommissionable, the majority paid the agency net cost plus 17.65%

For the production of radio and TV commercials, eight contracts stipulate that the agency will provide this service without charge; eight pay on hourly rates, cost formulas or fees set by the agency; four pay at cost plus 17.65%, three at cost plus 15%, two at fees to be negotiated or agreed upon in advance, two specify no charge until the work is accepted and used by the client—and 82 don't mention the subject at all.

For the creation, direction or production of TV and radio programs, 14 contracts say fees will be negotiated or agreed upon in advance, eight say the work will be paid for at cost plus 17.65%, eight others provide for hourly rates, cost formulas or fees set by the agency, three pay at cost plus 15%, one at cost only—and 75 don't mention the subject.

For special supervisory services, such as representing the client's interests at auditions, rehearsals and filmings, 10 call for no payment, five for reimbursement of agency's cost, four for cost plus





MAXIMUM RESPONSE

–that's advertising efficiency.





WBAL-TV BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

Seller-buyer 'distrust' must be rectified

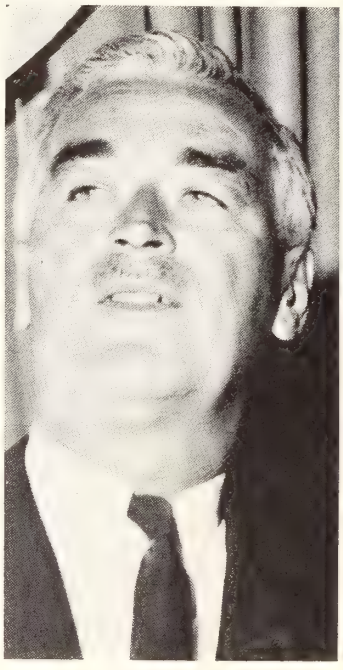
There is an urgent need to improve advertiser-agency-broadcaster relations, David C. Stewart, president of Kenyon & Eckhardt, told a meeting of the International Radio & Television Society in New York last week.

Mr. Stewart declared that a "growing distrust" has developed between advertisers and agencies and broadcasters. He said advertising executives recently have criticized "what they considered dreadful quality of TV programing, the clutter in network schedules and the inadequacies" of the National Association of Broadcasters code. The broadcasters, he said, have decried "the influence of the advertiser" in broadcast programing, implying that "advertisers and advertising were necessary, but essentially degrading, aspects of broadcasting."

"We are facing a situation, which, unless corrected, can easily end by hurting all of us," Mr. Stewart asserted. "It will certainly hurt the country's national advertisers who use TV and radio, and since my first responsibility is toward K&E clients, my first concern is for them."

He warned that this bilateral carping plays into the hands of "the power-hungry bureaucrats who simply want to crack the whip over radio and television." The inevitable result will be more rigid government controls over both advertising and broadcasting, he asserted.

New Policy ▪ Mr. Stewart called upon both advertising and broadcasting leaders to make strong efforts to understand the other's problems, and, in this connection, noted that



K&E's Stewart

K&E is implementing a new policy to help broadcasters regulate themselves. Under this procedure, the agency restricts radio-TV spot purchases, where practical and with client approval, to stations that subscribe to the NAB codes or abide by equivalent rules.

"We reached this decision after a careful study of codes and code operations in the top 50 TV markets and top 25 radio markets, and because we felt that it is to the best interests of advertisers and agencies to support the self-regulatory work of the broadcast industry," Mr. Stewart stated. "We are now in the midst of reviewing all spot schedules in line with this policy, and we have been discussing each one with the clients involved."

He reported that K&E clients have expressed "great interest in our work, and in our principles and objectives," and said that there will be "positive results" soon.

Mr. Stewart discussed another K&E policy development regarding broadcasting and the rating systems. He said K&E believes that an independent audit bureau, charged with auditing the internal practices of the ratings services, would be of "significant value" to both the advertising and broadcast industries.

"We have drafted recommendations on the work and financing of such a continuing audit," he revealed," and have strongly urged the Advertising Research Foundation, of which we are a member, undertake the work. We have formally notified A. C. Nielsen Co. of our position, and are working with the other rating services."

15%, two for hourly rates, etc., one for fees to be negotiated in advance—and 87 don't mention the subject.

For media research and other supporting services, the contracts are more specific: 45 say fees will be negotiated in advance, others specify six different bases for payment, and only six fail to mention the subject.

'Outside' Commercials ▪ In the case of "outside" production of commercials, cost plus 17.65% or cost plus 15% is the most frequent agency compensation where one is specified, but 83 contracts do not specify.

The cost-plus arrangement (cost plus either 17.65% or 15%) also is the most frequently specified compensation for the agency on packaged programs, facility charges, talent payments, and research, publicity and other supporting services when contracted for, but not done by, the agency. But in a majority of these cases, too, the compensation basis usually is unmentioned.

"TV programing arrangements are by no means uniformly handled," the report noted. "Combination time and program buys, separate buys, packaged shows, live programing, network origination, advertiser origination—these are all factors which tend to cloud interpretation of nonspecific contract provisions relating to agency compensation for production or programing services.

"Under some circumstances the producer, station or network does not allow the agency a commission on the cost of the program, in which case the client is generally expected to pay the standard 15%. . . . The subject of talent residuals was rarely covered by the agreements. In the few instances noted, however, residuals were considered commissionable to the agency."

Render Customary Services ▪ The report said that about 10% of the 109 agreements "merely state that the agency will render all services customarily performed by modern advertising agencies." Of those more specific about what the agency is expected to do, 55 include mention of the creative preparation of broadcast commercials including copy, script and story boards, and 11 specify the planning and creation or development of radio and TV programs.

Investigating, recommending and contracting for media schedules are mentioned by 77, and checking affidavits and tear sheets by 53.

Three call for the agency to establish its own monitoring service to audit radio and TV commercials.

The study found 24 contracts that calls for compensation of the agencies by some special payment plan or fee arrangement rather than the traditional 15% media commission.

The most common of these, found in 10 of the 24 contracts, gives the agency a guaranteed minimum commission; the advertiser makes up the difference if the agency's earned commissions fall short of the minimum; if earned commissions exceed the guarantee, the agency keeps the excess.

ANA officials said the study was undertaken in response to members' queries about how various questions are handled in agency-advertiser contracts.

QUALITY



KAISER CENTER, soaring 390 feet above the Lake Merritt shoreline in Oakland, includes the largest office building on the West Coast, as well as 22 retail shops and services. Designed by architect Welton Becket and Associates, who also planned KTVU's Jack London Square studios and offices, Kaiser Center is an Award of Merit design winner. The Center's 1,700,000 square feet of space houses more than 2,500 persons, most of them in the Kaiser executive and general staff offices.

...is an important plus to KTVU advertisers. **Quality i** coverage, in production facilities, in programming. Broadcast standards that are among the **highest** in the industry have brought **KTVU acceptance** by **23 of the top 25** national spot TV buyers. They know there is **no over commercialization, no product conflicts** in a program schedule that has **proven its appeal** to the varied tastes of the San Francisco-Oakland TV audience.

The Nation's LEADING Independent TV Station

KTVU

CHANNEL 2

SAN FRANCISCO • OAKLAND

Represented nationally by H-R Television, Inc.

Collins's summit meeting plan revived

CONFERENCE ON COMMERCIAL REFORMS GETS BOOST FROM PASTORE

LeRoy Collins, president of the National Association of Broadcasters, has acquired a powerful ally in his attempts to start a crusade for reforms in television commercial practices. Governor Collins, who was rebuffed by the heads of the television networks when he proposed a meeting on the subject three months ago, now has Senator John O. Pastore (D.-R I.), chairman of the Senate Communications Subcommittee, on his side.

The alliance was made known last week in the release of an exchange of correspondence between the senator and the NAB president. Senator Pastore, on Oct. 21, wrote a letter to Governor Collins asking what broadcasters were doing to meet what he called "mounting criticism" of "overcommercialization, frequency and loudness of announcements and the clutter at station breaks."

On Nov. 5 the NAB president wrote a reply stating that although the NAB radio and television code boards "have struggled long and hard to reach reasonable limitations in the area of advertising practices," more work is needed to be done. Governor Collins also told Senator Pastore that he planned a meeting in December with representatives of advertisers, advertising agencies and television licensees to discuss the problem of commercials. He added that the television networks would be invited to participate and that "I feel confident they will accept if they do not feel that through any such discussions antitrust infringements may be involved."

First Attempt ▪ Last August Governor Collins sent identical letters to Leonard Goldenson, president of American Broadcasting-Paramount Theaters, parent company of ABC, Frank Stanton, president of CBS Inc., and Robert Sarnoff, chairman of NBC, proposing a discussion of what he described as the "mounting difficulties" facing television advertising. He suggested an off-the-record, "no holds barred" meeting of himself, the network heads, advertisers, agency executives and the head of the Television Bureau of Advertising.

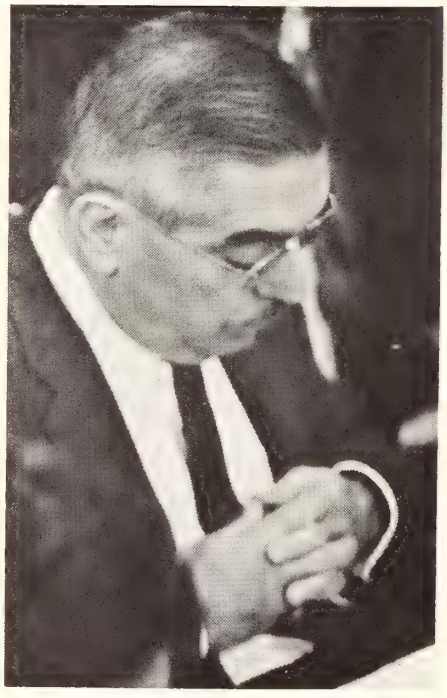
All three network executives turned him down (BROADCASTING, Aug. 19) on a number of grounds, although not all cited the same reasons.

Antitrust problems would arise, it was argued, if the meeting led to "concerted action" by advertisers, agencies and broadcasters—as Governor Collins said in his letter he hoped it would. But other objections were also raised.

The propriety of asking advertisers to help broadcasters shape their commercial policies was questioned.

At least one network expressed the fear that Governor Collins had in mind the adoption in America of the British system of clustering commercials at "natural breaks" in programs. At the time the NAB president had recently returned from a visit in England and had commented favorably upon the British custom.

It was pointed out that in his proposal to the network heads Governor Collins had made no mention of the NAB code or its radio and television code boards. If the NAB president were to head a meeting on commercial practices without the presence of officials of the NAB code apparatus, it was said, the prestige of the code would suffer.



Senator John O. Pastore
Awakens to commercial criticism

Bell In The Picture ▪ Last weke, after Senator Pastore had released the texts of his recent correspondence with the NAB president, Governor Collins said that Howard H. Bell, newly appointed director of the NAB code authority (BROADCASTING, Nov. 11), would play a major role in the December conference that Governor Collins now contemplates.

Beyond that, however, the NAB president was indefinite about his plans for the meeting. "We don't have anything firmed up yet," he said, "but there has been considerable interest shown." He added that final arrangements would be deferred until the end next week of the present series of NAB regional conferences with members.

Meanwhile, however, Senator Pastore began setting up a meeting of his own. Through aides he issued invitations to the three television network heads, the chairmen of the NAB radio and television code boards, Governor Collins and Mr. Bell to an informal discussion on commercials in his office. This meeting, according to the senator's proposal, would follow the advertiser-agency-broadcaster meeting that Governor Collins hopes to arrange. The senator, it was explained, wants a briefing on the accomplishments of the NAB president's meeting.

The Other Side ▪ As chairman of the Senate Communications Subcommittee, Senator Pastore wrote his letter to Governor Collins two weeks before the counterpart subcommittee of the House held hearings on bills to prohibit the FCC from imposing limitations on the amount of advertising that stations may carry (BROADCASTING, Nov. 11).

Although he made no specific reference to the House hearings or go to the FCC rulemaking that precipitated it, Senator Pastore noted that the "heavy criticisms" of broadcast advertising practices had led to "urgings from many quarters that government intervention was necessary to protect the public interest."

The senator asked the NAB president to tell him what was being done to meet the criticism. "I have always felt," Senator Pastore wrote, "that the broadcaster has reached the age of maturity and that there was sufficient competent leadership to understand the significance of the public interest as it related to this problem."

A Main Issue ▪ In his reply, Governor Collins said that broadcast advertising practices were a "problem with which I have been deeply concerned during my whole tenure of office at NAB." He said, however, it was a problem that was hard to answer because of conflicting interests. "Deeply involved along with the public interest," he wrote, "are the interests of the advertisers, whose financial support is essential for the operation of the media, of their advertising agencies, of the networks and of the individual broadcast licensees."

The NAB president said that al-

If it's tomatoes you're selling . . .



which tomato are you selling?

AIR YOUR PRODUCT IN COLOR the way your customers see it—remember it—buy it. Give your TV message the PLUS OF COLOR and you increase product-identity and brand-recognition—make your product one-of-a-kind.

Note: Your black-and-white commercials will be even better when filmed in color. Prints will come alive . . . shades and subtleties will stand out as never before.

For more information on this subject, write or phone: Motion Picture Film Department, **EASTMAN KODAK COMPANY, Rochester 4, N.Y.** Or—for the purchase of film: **W. J. German, Inc.**, Agents for the sale and distribution of EASTMAN Professional Film for Motion Pictures and Television. Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

FOR COLOR . . . EASTMAN FILM

though the codes had set time limitations for commercials, it was becoming more and more evident "that there is a serious need for the development of supplemental qualitative standards and limitations on program interruptions if there is to be any real gauge of whether broadcasters are handling radio and television advertising in a manner which is satisfying the needs and desires of the public."

The setting of qualitative standards, Governor Collins said, must await the development of research projects, some of which are underway.

As to the December meeting which Governor Collins said would explore "many facets of this problem," he hoped it would "provide a start" toward "further effective self-regulatory efforts." He said that in his arrangements for the meeting he had "already had initial favorable contacts with the Association of National Advertisers and with certain other interested parties."

For some time the ANA has been publicly arguing for a reduction in what it calls the "clutter" of promotional announcements in program breaks. Last week, at its annual convention, the ANA was urged to adopt a militant campaign against clutter (see page 50).

Agency appointments...

▪ Eldon Industries Inc., Hawthorne, Calif., toy manufacturer which has acquired exclusive rights to four special half-hour color programs on road racing from Triangle Broadcasting for placing in top 50 TV markets, has named Klau-Van Pietersom-Dunlap, Milwaukee-based agency. KVPD is opening a Los Angeles office to handle the account.

▪ Toyota Motor Sales Corp., Los Angeles, user of radio and print, moves its national account from Compton Advertising to the new West Coast division of Clinton E. Frank Inc. effective Jan. 1. Frank recently acquired Tom Lowey & Associates, Los Angeles agency.

▪ Imperial Casualty and Indemnity Co., Omaha, appoints Savage-Dow Inc., Omaha. The firm, a wholly owned subsidiary of Standard Oil Co. (Indiana), this month starts a campaign to introduce a family automobile insurance plan which permits holders of American Oil Co. (Standard's marketing subsidiary) credit cards to pay for insurance on a monthly basis. The campaign will be expanded to other areas soon, Savage-Dow says.

1 DOWN, 1 TO GO

Elman approved; Reilly faces hearing, then uncertainty

The Senate approved one of the President's two pending nominees to the Federal Trade Commission last week, but the Commerce Committee said it had some more questions for the other.

The committee okayed Commissioner Philip Elman Tuesday (Nov. 12) and he was approved by the Senate the next day. Commissioner Elman was reappointed to a full seven-year term by President Kennedy and was unopposed at his hearing (BROADCASTING, Nov. 11).

It was another story for John R. Reilly, an assistant to the deputy attorney general presently heading the executive office for U. S. attorneys. Mr. Reilly was questioned about his knowledge of wiretapping practices and policies in the Department of Justice during his Nov. 5 hearing. Last week the committee sent him a letter with more questions. A committee source said the nominee was asked to clarify his views on wiretapping. It was expected his answers would be back to the committee by today (Nov. 18). The committee is scheduled to meet again tomorrow and Mr. Reilly's nomination could well come up then.

However, the youthful Justice Department official faces still another obstacle even if the committee and the Senate give him their approval. There may not be room for him on the FTC.

Commissioner Leon Higginbotham, whom Mr. Reilly was named to replace, doesn't plan to leave the five-member commission until he has been approved for a new job President Kennedy has picked out for him. The President nominated Commissioner Higginbotham to be a judge of the U. S. District Court of the Eastern District of Pennsylvania on Sept. 25. But the Senate Judiciary Committee, which would conduct his nominating hearing, has set no date for it, and none was in sight last week.

The commissioner has the support of Pennsylvania's Democratic and Republican senators. A spokesman for Senator Joseph S. Clark (D-Pa.) said Thursday (Nov. 14) that it was expected that the commissioner's nomination may be a "difficult one," but that Senator Clark was hopeful it may come this session.

A Negro, Commissioner Higginbotham may be encountering some difficulty with the Judiciary Committee from high ranking Southern Democrats.

NFL Thanksgiving game is sold out on Mutual

The Ford Division of Ford Motor Co., Detroit, through J. Walter Thompson, New York and Detroit, and Chemical Compounds Inc. (STP oil additive), through Standart and O'Hearn, Kansas City, Mo., will co-sponsor Mutual's coverage of the annual Thanksgiving Day National Football League game between the Green Bay Packers and the Detroit Lions.

Eversharp Inc., through Compton, has bought one-half of Mutual's broadcast of the Army-Navy football game on Nov. 30.

FTC says Enurol ads false

National Research Corp., Lafayette, La., has been charged by the Federal Trade Commission with making false therapeutic claims in radio and TV advertising for Enurol medication. Also, the FTC said, National Research has misrepresented that it is a nationwide organization engaged in scientific research.

Contrary to the firm's commercials, Enurol is not a new medical or scientific discovery and is not of value in the prevention, treatment and relief of arthritis, bursitis, rheumatism and other degenerative diseases, the FTC said.

Armour back in national radio swing

The new heavy radio spot drive running this month on 138 stations in 40 markets for Armour & Co. through Young & Rubicam, Chicago, to sell franks and other meat products is only the beginning. After a brief holiday hiatus, Armour expects to return to radio with a further extensive saturation schedule.

The big meat packer's new drive in radio marks the firm's first national use of the medium in a number of years. During the past couple of years Armour has relied heavily upon local newspapers and constituted the largest single meat or food product account in that medium in some areas. Local papers will continue to be used, however, for special promotions.

One significant aspect of Armour's new radio campaign is the use of a Chicago recording group called "The J's With Jamie" and a tie-in with Columbia Records which is promoting a new popular music album of the singing group. Their sudden rise in the pop field has been attributed in large part to their successful several years' performance in radio-TV commercials and jingles.

Young & Rubicam said many stations have ordered the song album spontaneously to play on the air and to give as a promotion to local accounts. The quartet "stole the show" before the CBS Radio Affiliates Convention last month, according to Columbia Records. Their entertainment: a medley of commercials.

If you would like to buy radio and/or television announcements in Des Moines on participating programs hosted by personalities who have been at a station long enough to strongly establish themselves*.....who have exposure on both radio and TV so they're far better known than air people at any other stations .....who serve their audiences by giving important information on community service projects***.....who are recognized by these same audiences as real friendly, pleasant people with families that they'd welcome as neighbors**** .....and who know the professional way to do polite and persuasive selling for you*****.....buy KRNT RADIO and KRNT-TV, Channel 8.**

* We have 2 Twenty Year Club air people. On KRNT Radio—7 who have been with us 15 of our 28 years. On KRNT-TV—8 who have been here since we went on the air 8 years ago. You need such stability to build audience loyalty to the stations, personalities and to the products they represent.

** Inter-media Motivation Factor. Whereas most operations keep Radio and Television separated, ours embrace each other. In our opinion, both media and personalities and sponsors are far better off for it.

*** All our personalities read the cards and letters about church chili suppers and women's club rummage sales and teen-age car washes and men's charity shows and a thousand other small-but-so-important efforts by friends in our community. These folks know **we** will help them publicize it. We're kind and gentle people in this phase of our operation.

**** Central Surveys, 1962. "Which radio and/or television personalities would you like to have as next door neighbors?" KRNT personalities were an overwhelming choice.

***** Both KRNT Radio and KRNT-TV do more local business than any other station in the market. By far the greatest number of these advertisements are done "live" by our personalities. They have the experience—the "know-how" to make folks "go-now" and buy now.

KRNT and KRNT-TV

DES MOINES

An Operation of Cowles Magazines and Broadcasting, Inc.

Represented by The Katz Agency, Inc.

RAB'S TEST PLAN IS NOW 'RMP'

Board approves record budget at Washington meeting

The Radio Advertising Bureau's board of directors voted last week to continue RAB's Radio Test Plan—but under a new name.

The plan, devised almost two years ago to show major advertisers the sales power of radio through campaigns of their own, will be renamed Radio Marketing Plan, President Edmund C. Bunker said in reporting on two days of board meetings.

Another highlight of the sessions, held Monday and Tuesday (Nov. 11-12), in Washington, was approval of "the highest budget in RAB history." Although the size of the budget was not announced, expenditures in 1961 were understood to be running at about a $1.2 million annual rate.

The RAB board also heard a report on the agreement, reached after several months of negotiations, for collaboration between RAB and the National Association of Broadcasters on a radio audience methodology study (BROADCASTING, Nov. 4). Officials said the board again gave its approval for rapid execution of the NAB-RAB agreement.

In reporting that the Radio Marketing Plan had been made a permanent part of RAB's sales strategy, President Bunker stressed that the word "test" was removed from the title because "radio doesn't need to be tested to prove that it is highly effective."

Attract Blue Chips ▪ "What is needed," he said "is to bring back those blue chips who are not in radio by showing how radio can fit their marketing strategy. This we will continue to do with RMP."

Under the plan, RAB helps map out campaigns for major advertisers who have been reluctant to use radio, then conducts research to show the results. Stations selected for use in such campaigns agree to pay RAB a portion of the billings thus derived, to help pay the research and related costs.

Mr. Bunker noted that RMP is only part of RAB's national sales activities. Others include presentations to national advertisers outside the RMP program, presentations to agency account groups and media departments and a projected series of presentations to agency creative departments.

Reporting board approval of RAB's 1964 budget, Mr. Bunker said that "several of the most important major problems of the industry can be solved in 1964 . . . radio audience measurement and the measurement of the amount of dollars being spent in radio by individual national and regional advertisers."

Victor C. Diehm of WAZL Hazleton, Pa., was re-elected RAB board chairman, along with other key officers (see below).

Guests from government at the board's annual reception Monday night included Representative Oren Harris (D-Ark.), chairman of the House Interstate and Foreign Commerce Committee, and Mrs. Harris; FCC Commissioner Rosel H. Hyde and Mrs. Hyde, and FCC Commissioner Frederick Ford and Mrs. Ford.

NAB President LeRoy Collins led that association's delegation at the reception.

$100,000 Mennen buy puts SRO on ABC Radio

ABC Radio moved to "virtual" sold-out status for the fourth quarter last week with an estimated $100,000 order for time placed by The Mennen Co.

The network said the Mennen buy assured it of its "best quarter in more than a decade," with billings up 3% over this year's third quarter. Fourth quarter billings are reported up 45% over the similar three-month period last year.

The Mennen order, made through Warwick & Legler, was for daily and weekend news programs, *Flair Reports* and weekend sports programs.



Members of the Radio Advertising Bureau board and staff at the Washington meeting: Seated (l-r) Edmund C. Bunker, RAB president; Miles David, RAB administrative vice president; Wendell Mayes, KBWD Brownwood, Tex.; Victor C. Diehm, WAZL Hazleton, Pa.; D. L. Provost, Hearst Corp., New York; Weston C. Pullen Jr., Time Inc., New York; Lester M. Smith, KJR Seattle; Harold L. Neal Jr., ABC Radio; James McKenna, WCMB Harrisburg, Pa.; Hugh Boice, formerly with WEMP Milwaukee; George Comte, WTMJ Milwaukee; Louis Read, WDSU New Orleans.
Standing (l-r) Robert H. Alter, RAB vice president and director of national sales; William D. Shaw, KSFO San Francisco; R. L. Manders, RAB administrative assistant; Harold Thoms, Thoms Radio & TV Enterprises Inc., Asheville, N. C.; John V. B. Sullivan, WNEW New York; Frank Gaither, WSB Atlanta; Robert B. Jones Jr., WFBR Baltimore; Paul F. Braden, WPFB Middletown, Ohio; Bert Ferguson, WDIA Memphis; Dr. Alfred N. Watson, RAB director of advanced research; Stephen P. Bellinger, WRAM Monmouth, Ill.; Philip Schloeder Jr., RAB assistant secretary-treasurer; Frank Schroeder, WDZ Decatur, Ill.; John Box Jr., The Balaban Stations, St. Louis; Harold Krelstein, Plough Broadcasting Co., Memphis; Lionel Baxter, Storer Broadcasting Co., Miami; F. H. Brinkley, The Ottaway Stations, Campbell Hall, N. Y.; Gustav K. Brandborg, KVOO Tulsa; William K. McDaniel, NBC; Robert F. Hurleigh, MBS; Robert E. Eastman, Robert E. Eastman & Co., New York.
Mr. Diehm was re-elected board chairman of RAB for 1964 at the annual meeting. Also re-elected were Mr. Bunker, Mr. David, Mr. Alter, Mr. Box as secretary; Mr. Compte, treasurer, and Mr. Schloeder.
New board members elected were: Messrs. Provost, Shaw, and Sullivan.

"WHAT IS NBC REALLY AFTER?"

(PART II)

Last week we reprinted some observations about NBC and the current season by TV and radio editor Richard K. Doan, of the New York Herald Tribune. This week, we offer an article by P. M. Clepper, of the St. Paul Dispatch, St. Paul, Minnesota, on the same subject.

"Every so often, the discriminate viewer of television should thank the Lord for the National Broadcasting Co.

"You get the feeling that 'Someone Up There'—in the NBC hierarchy—cares enough to send the public quality no matter what the ratings are, and no matter what the time and trouble (yea, even money) involved.

"If you've ever seen distinguished drama on your screen, it's 60-40 that it was on NBC. The odds jump enormously when you talk about Shakespeare or opera or ballet on television.

"No other network has worked so long and so consistently at putting 'good stuff' on the air. Everybody talks about television's 'old good days,' 'golden days,' and so on; they look back at the old 'Philco' and 'Alcoa' and 'Kraft' drama shows. And to 'Playhouse 90,' the wonderful CBS experiment that USED to be.

"But NBC is still doing that sort of thing. No other network has an anthology series—in which each week's story can be anything, not being tied to a certain set of characters or setting; NBC has 'Show of the Week,' 'Richard Boone,' 'Bob Hope Theater,' 'Suspense Theater' and 'Walt Disney.' Every week, these shows put out interesting and, at times, great work.

"No other network now has anything like the 'Telephone Hour,' dispensing not only popular melodies, but hunks of classical singing and dancing too. No other network now has a nature series, such as 'Wild Kingdom.' No other network is devoting time to good fantasy for the younger set, such as 'Children's Theater.'

"And neither of the other networks has been able to build a news and special events department with the authority and depth of NBC's. It is fronted—in the popular mind—mostly by 'Dave and Chet,' but they are (to use a frosty comparison) like the top of an iceberg with the greater portion of the structure not seen.

"NBC is, of course, a business concern, and it has its share of bread-and-butter shows ('Dr. Kildare,' 'Bonanza,' 'Hazel,' etc.) and has its poor ones too ('Redigo,' 'Harry's Girls'), but even though the Columbia Broadcasting System continues to dominate the Top Ten rating list, NBC hasn't been panicked into abandoning a valiant effort (admittedly not always successful) of placing, among the routine or ridiculous entries, something that is not just as good as, or a little better than, but the very best that can be had."

NBC

Rogers of Florida takes 'sounding' on ratings situation

A member of the House subcommittee that investigated ratings in the spring said last week that "it is past time for [broadcasting] to get out of the numbers racket so that television programs watched by the American people are not artificially distorted by ratings."

Representative Paul G. Rogers (D-Fla.) of the House Special Subcommittee on Investigations made the statement in a brief speech in the House on Wednesday (Nov. 13). He said later that "I personally think things are dragging" and that the A. C. Nielsen Co. is not cooperating with the National Association of Broadcasters committee on ratings.

In his speech, Representative Rogers charged that Nielsen "is reported to be bringing about the death of certain programs . . ." despite subcommittee revelations on "the unreliability and the distortions present in the rating methods and figures."



Rep. Rogers

The congressman has previously discussed federal licensing of ratings services as a remedy for audience research problems unless broadcasters and the ratings firms "clean house."

What caused Rep. Rogers to make his remarks last week, he said, was his receipt Wednesday of a letter from a "large . . . New York station representative firm" which he declined to identify by name. The letter stated that reports on efforts to improve ratings "gave the impression not much change has come out . . ." and that the "present influence of ratings on broadcasting is probably at an all-time high," the congressman said.

He added that he had discussed the matter with Representative Oren Harris (D-Ark.), chairman (story page 76), and that they agreed "we need to see something concrete . . . and I expect the ratings services to do this."

His speech, he said, "is more or less a sounding."

Forecast on Nielsen TV nearly correct

SOME HIGHER, SOME LOWER THAN NBC'S ESTIMATE

NBC's predictions of the latest national Nielsen ratings for nighttime TV programs proved last week to be a little high in the case of its own—and ABC-TV's—averages and a little low on CBS-TV's. But they successfully named nine of the top 10 programs, including the first five in rank order, and correctly ranked the networks by nights of the week in most cases, missing completely in none.

This evaluation was offered by competent sources last week after comparing the projections made by the NBC research department (BROADCASTING, Nov. 11) with the actual results shown by Nielsen's second national report for October, published last Tuesday for the two weeks ended Oct. 27.

Estimates ▪ The NBC advance estimate had predicted NBC would pull within four-tenths of a point of CBS in average rating, giving CBS a 19, NBC an 18.6 and ABC a 16. Actually, the Nielsen results showed a 1.1-point difference between the front runners, putting CBS at 19.2, NBC 18.1 and ABC 15.8.

On a program-by-program basis, NBC's projections of the ratings of 89 individual shows were within nine-tenths of a point of the Nielsen figures, on the average. The biggest miss was a 3.1 overestimation on one show. At the other extreme, the projections were correct to the last tenth of a point on three programs. The biggest variations were among the highest rated shows, which statisticians say is mathematically normal.

In 40% of the cases the individual program ratings projections were said to come within one half a rating point of the result shown by Nielsen.

The projections also had listed 17 CBS shows, five on NBC and 11 on ABC as having declined two or more share-of-audience points between the first and second 30-market Nielsens for October. Of this group, all but two on each network were said to have shown declines of at least two share points in last week's national report.

Gains ▪ Similarly, the NBC study had listed seven CBS, 14 NBC and six ABC programs as having gained two or more share points between the first and second 30-market reports. Of these, all but three NBC, one CBS and two ABC shows also gained two or more share points in the national.

The NBC projections correctly predicted CBS would be first on Monday, Tuesday and Wednesday nights and second on Sunday; that NBC would be first on Friday and Sunday, second on Monday and Wednesday and third on Tuesday; and that ABC would be second on Tuesday and third on Monday, Wednesday, Thursday, Saturday and Sunday.

The projections erred in predicting NBC would be first and CBS second on Thursdays and that CBS would be first and NBC second on Saturdays; in both cases, the positions were reversed in the Nielsen report. They also erred in ranking ABC second and CBS third on Friday; in these, too, the rankings were reversed.

In picking the top 10 programs NBC's estimates correctly listed nine. Actually, thanks to a predicted three-way tie for ninth place, the NBC list included all 10 shows that made the Nielsen top 10, but one of the shows picked by NBC—its own *Hazel*—failed to make this select group.

The first five shows placed in the order predicted by NBC. In the lower half the order did not follow NBC's script exactly. But there was a tie for ninth place, partially as predicted. It involved two shows instead of three, however, and they were not the ones NBC had predicted would come out even.

Here's the top 10 as released by Nielsen:

NIELSEN AVERAGE AUDIENCE (†)

Rank	Rating % U.S. TV Homes	No. Homes (000)
1. **Beverly Hillbillies** (CBS)	36.2	18,570
2. **Bonanza** (NBC)	31.9	16,360
3. **Dick Van Dyke Show** (CBS)	29.6	15,180
4. **Bob Hope Comedy Special** (NBC)	29.0	14,880
5. **Petticoat Junction** (CBS)	26.7	13,700
6. **Donna Reed Show** (ABC)	25.5	13,080
7. **Candid Camera** (CBS)	24.9	12,770
8. **Red Skelton Hour** (CBS)	24.1	12,360
9. **Dr. Kildare** (NBC)	24.0	12,310
9. **Andy Griffith Show** (CBS)	24.0	12,310

(†) Homes reached during the average minute of the program.

Rep appointments . . .

▪ KVIL-AM-FM Highland Park-Dallas: Spot Time Sales, New York, named national representative.

▪ WBAZ Kingston, N. Y. and WFKY Frankfort, Ky.: Prestige Representation Organization, New York.

▪ WOKB Winter Garden (Orlando), Fla.: Gill-Perna, New York, as national representative.

▪ WJBC Bloomington, Ill.: Avery-Knodel, New York, as national representative, effective Dec. 1.



	Buses Daily	Running Time	10 lbs.	20 lbs.	30 lbs.*
NEW YORK—PHILADELPHIA	32	2 hrs. — min.	$1.25	$1.40	$1.65
LOS ANGELES—SAN DIEGO	42	2 hrs. 30 min.	1.15	1.25	1.45
CHICAGO—MILWAUKEE	14	1 hr. 50 min.	1.20	1.40	1.60
CINCINNATI—LOUISVILLE	14	2 hrs. 40 min.	1.30	1.50	1.70
RICHMOND—NORFOLK	19	3 hrs. — min.	1.30	1.50	1.70

*Other low rates up to 100 lbs.

Save time! Save money! Ease those inventory control problems too! Ship via Greyhound Package Express! Packages go everywhere Greyhound goes, on regular Greyhound buses. Very often they arrive the same day shipped. Ship nationwide, anytime... twenty-four hours a day, seven days a week, weekends and holidays. Ship C.O.D., Collect, Prepaid, or open a charge account. Insist on Greyhound Package Express. **It's there in hours... and costs you less.**

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Please send, without cost or obligation, complete information on Greyhound Package Express service ... including rates and routes.

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COMPANY_____

ADDRESS_____

CITY_____ STATE_____ PHONE_____

CALL YOUR LOCAL GREYHOUND BUS TERMINAL OR MAIL THIS CONVENIENT COUPON TODAY



NOTHING LIKE IT IN BROADCASTING—
anywhere • anytime anyhow!

"50-50 CLUB"

in color

on WLW TV and WLW Radio

12 NOON-1:30 MON. thru FRI.



the show with the Lyons share of talent!

Ruth Lyons—the modern American Radio-TV phenomenon—has led her smash "50-50 Club" program through its merry paces every weekday at noon for 17 years on WLW Radio and 15 years on WLW Television, the last 6 in color. The show also includes a talented cast, all stars in their own right. Brainy newscaster-lawyer, Peter Grant; vocalists and recording artists—Bob Braun, Ruby Wright, Marian Spelman, Bonnie Lou, with Cliff Lash and his orchestra. Such an array of talent on a local show is certainly unique in broadcasting!

Another Crosley Broadcasting Bulls-eye!

CROSLEY COLOR TV NETWORK

WLW-T	WLW-D	WLW-C	WLW-I
Television Cincinnati	Television Dayton	Television Columbus	Television Indianapolis

WLW Radio—Nation's Highest Fidelity Radio Station

CROSLEY BROADCASTING CORPORATION
a subsidiary of Avco

AGREEMENT NEAR ON ARTISTS' PACTS

SAG-AFTRA differences with employers have narrowed

The possibility of reaching an agreement shortly on new contracts between the performers union and advertisers-agencies and the TV-radio networks was strengthened last week as negotiations took a bright turn with areas of differences narrowing considerably.

Optimism ran high at the annual meeting last week of the Association of National Advertisers in Hot Springs, Va. (story page 66) where a report circulated that an agreement, at least in principle, might be reached by last Friday (Nov. 15) when current contracts with the American Federation of Television and Radio Artists and the Screen Actors Guild were scheduled for expiration.

Union and management sources in New York agreed that "considerable progress" has been made in the past week, but were doubtful that a settlement could be effected for at least another week. They stressed there were still "some pockets of differences." They acknowledged that indications were strong that the expiration deadline would be extended pending the course of future talks.

To speed up contract negotiations, union and management have set up special committees, each of which is tackling a specific part of the proposed codes.

Neither management nor labor sources would divulge contract details. Presumably both sides have made concessions from their original demands, under which the unions had sought fee increases over the 1960 codes and management had countered with proposals that SAG and AFTRA called "regressive" (BROADCASTING, Oct. 21).

Another clue pointing to a no-strike-yet attitude on the part of labor is that the West Coast branch of the Screen Actors Guild will consider strike authorization for its negotiators at its annual meeting in Beverly Hills, Calif., today (Nov. 18). Previously, AFTRA and the New York branch of SAG had vested their representatives with the right to call a strike if necessary.

The progress that has been achieved during the last week takes on special significance because only 11 days ago when AFTRA received strike authorization, its representatives in New York criticized sharply the industry counter-demands under discussion at that time. One AFTRA spokesman charged the industry demands amounted to a 30% reduction from the codes formulated in 1960. In the ensuing give-and-take, management undoubtedly has offered some additional concessions and the unions have relaxed their demands.

Both SAG and AFTRA are negotiating with an advertiser-agency committee for a pact in the TV commercials area. AFTRA is negotiating separately with the networks and transcription companies in the recorded radio commercials and programs areas and with networks for staff announcers contracts in New York, Chicago and Los Angeles and for network newsmen and by network owned and operated stations.

Nielsen reports 12% radio listening rise

The A. C. Nielsen Co. reported last week that summer radio listening in the average U. S. radio home in 1963 increased by 12% over 1962.

The data, which was compiled from the Nielsen Radio Index, shows that during summer 1963, the average radio-equipped home spent an estimated total of 22 hours and 35 minutes a week listening to family-owned radio sets. The comparable 1962 figure was slightly more than 20 hours.

During this past summer, according to Nielsen, battery-portable listening accounted for 9 hours and 7 minutes or 40% of the total, an increase of 40% over the summer 1962 figure of 6 hours and 30 minutes. Auto-radio usage was up from 4 hours weekly in 1962 to about 4 hours and 39 minutes.

Nielsen said line-cord receiver listening declined 8%, as compared with last year and accounted for 8 hours and 49 minutes, or 39% of the 1963 total. Nielsen noted that since approximately two-thirds of battery portable listening occurred at home, there was an overall increase in at-home radio listening, which reached 15 hours in the July-August study.

'Money Talks' violates code

Money Talks, a 15-minute radio series produced by Profit Research Inc., violates the National Association of Broadcasters' code of time standards, the NAB last week told subscribers.

The NAB last summer (BROADCASTING, July 1) cautioned subscribers that some of the programs, delivered by PRI president Sidney Walton, had commercial time as high as nine minutes. Code maximum for a single-sponsorship quarter-hour is three minutes. Further examination, NAB said, revealed that the show has not been revised and "all programs in the series . . . are considered to be in violation of the code."

Profit Research owns WINF Manchester, Conn., and recently bought KBON Omaha (CHANGING HANDS, Nov. 4).

IMAGE IMPACT

IMPETUS

IMPETUS IS A WORD IN MOTION

Webster says " . . . indicating the origin and intensity of the motion."

WOC-TV provides such impetus to advertising schedules by consistent promotions, merchandising information, and constant liaison between the advertiser and his retail outlet.

WOC-TV coverage area is the largest between Chicago and Omaha . . . St. Louis and Minneapolis. Effective Buying Income exceeds 2 billion dollars. There are almost 350,000 TV homes. Need more convincing? See your PGW Colonel today.



WOC NBC TV 6

Exclusive National Representatives — Peters, Griffin, Woodward, Inc.

DAVENPORT, IOWA

THE QUINT CITIES: DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE

NAB'S UNINVITED GUEST

Government intervention, actual and threatened, primary topic at Nashville fall conference

The National Association of Broadcasters' fifth conference of the annual fall series drew 195 broadcasters to Nashville last Thursday and Friday and, as was the case in the preceding four, actual and threatened government intervention was an uninvited guest.

Broadcasters themselves were the stars of the program in various panel discussions, with NAB President LeRoy Collins joining them in hitting the threat of FCC intrusion into the daily affairs of broadcasting. Governor Collins used some of his strongest language to date in attacking the FCC's commercial time rulemaking and recommendations made by Commission Chairman E. William Henry (BROADCASTING, Oct. 28) in the report on the Omaha local TV hearings. He also said it is "logical" that cigarette advertising will play a major role at the next NAB board meeting in January.

The NAB president told a news conference that if the FCC sets a limit on the number of commercials a station may air the next step will be control of how a station disburses its revenues to meet the program needs of the public. "It is significant that quality of broadcasting and freedom go together," he said.

Highlights of the formal agenda were Friday morning sessions on controversial and public service TV programing. TV delegates rejected unanimously a recommendation of some commissioners that stations sponsor formal program advisory councils made up of local civic leaders. Bill Carlisle, NAB vice president who was presiding, asked for a show of hands. Not a single delegate voted in favor of such a council. All, however, recommended close but informal liaison with opinion leaders of their communities. The consensus was that such a council would be dangerous because it could dictate program policy.

Charles Cash, promotion director of WSB-TV Atlanta, said that the four keys for outstanding public service are (1) an active and competent program director; (2) a news director with awareness of community needs; (3) a public affairs director free from close management control, and (4) community involvement by station directors.

Salable Item ▪ TV delegates voted, by a 3-2 majority, that all public service programs are salable. The consensus was that a station should not hesitate to attempt to sell programs of a controversial nature. A majority felt that public affairs programs should be slotted in other than prime time because competition for audiences will be less.

Both radio and TV delegates were brought up to date on negotiations by all-industry music licensing committees with ASCAP. Robert T. Mason, WMRN Marion, Ohio, and chairman of the radio committee, noted that negotiations had begun with ASCAP for new licenses to replace those expiring Dec. 31 (BROADCASTING, Nov. 11). He refused to disclose details except that the committee is seeking a reduction in ASCAP fees.

Nathan Lord, WAVE-TV Louisville and a member of the TV committee, noted the committee has won a U. S. Supreme Court decision and the industry's fight with ASCAP now is back before Judge Sylvester Ryan in New York. Both he and Mr. Mason appealed for broader industry support of their respective committees. Mr. Lord said that ASCAP is "well heeled," having collected $22 million from TV stations in 1962.

During a radio session on music matters, George Cooper of Dot Records said that his industry and radio must build a relationship based on mutual trust and respect "instead of wining and dining and many other methods employed by some promotion people and accepted by some radio people." There is a great need for honesty between the two industries," he stressed. "Both the promotion men and program directors are guilty of not being completely honest with one another," Mr. Cooper said.

Edward Codel of the Katz Agency gave Katz's new slide presentation on spot radio during a panel on "new techniques in buying and selling radio time." Moderated by John Box, NAB board member from WIL St. Louis, other panelists included Harry Renfro, D'Arcy Advertising Co., St. Louis; Eddie Allgood, WBTM Danville, Va., and Jack Timmons, KWKH Shreveport, La.

NAB Board Committed ▪ At his news conference, Governor Collins said the NAB board (which meets Jan. 27-31) is "committed" to take some action on cigarette advertising if the surgeon general's report on smoking and health is adverse. The report is due by the end of next month and spokesmen for the committee making the study say that target date will probably be met.

Gov. Collins pointed out that the board last January deferred action pending release of the report.

The NAB president would not forecast what action the board will take. But if the report is negative the NAB "should be deeply concerned." He continued that he hoped that cigarette advertisers and their agencies would take voluntary steps but, if not, "broadcasters will have a clear duty to move on their own." Responsibility to the public must be placed above profits by the industry, he said.

Governor Collins added that he "is not one of those who say" a member of the FCC should be a broadcaster. The first essential is the characteristics of the man himself, he said, but experience in broadcasting would be helpful.

The commercial broadcaster, Governor Collins commented, does not fear or oppose a nationwide educational TV network supported by federal funds. "I certainly wouldn't," he added.

He predicted that TV will play a more vital role than ever before during the 1964 elections. He said that new techniques and production know-how

Methodology study joint committee named

A 10-member steering committee —five from the RAB and five from the NAB—has been named to oversee the Radio Advertising Bureau study of radio audience methodology in which the National Association of Broadcasters is participating.

From RAB: Robert Hurleigh, president MBS; William D. Shaw, vice president and general manager KSFO San Francisco; Louis Read, executive vice president and general manager WDSU-AM-FM New Orleans; Miles David, RAB administrative vice president, and Dr. Alfred N. Watson, RAB advanced research director.

From NAB: Ben Strouse, president WWDC-AM-FM Washington; Ben B. Sanders, KICD Spencer, Iowa; Hugh M. Beville Jr., NBC vice president; Vincent T. Wasilewski, NAB executive vice president, and Melvin Goldberg, NAB vice president for research.

Mr. Wasilewski said no meetings have been scheduled, but will be held "very soon."



The Memphis Expressway Story

Memphis asked: "What will our expressways be like?" To answer this question, WREC-TV sent camera crews to Dallas, Houston, New Orleans and Atlanta, and produced a comprehensive series of programs titled "The Tale of Four Cities." In the final program . . . operating in the light of how other cities had solved their expressway problems, the Memphis Expressway Committee and Engineers were able to clearly present our proposed expressway system, its routes, and functions. WREC-TV is proud of its role in this vital community undertaking. Another example of the many public service features that continually produce enthusiastic public acceptance for WREC-TV and its advertisers.

WREC TV
CHANNEL 3 MEMPHIS

AN OPERATION OF COWLES MAGAZINES AND BROADCASTING, INC. AFFILIATED WITH CBS. REPRESENTED BY THE KATZ AGENCY.

will help to contribute to a better informed electorate than ever before. Congress will eventually repeal Section 315 altogether, he said, with exemptions for the 1966 election of congressional and governor campaigns.

During an interview Thursday afternoon on WLAC Nashville, Governor Collins said that the broadcasting industry is too sensitive to criticism that comes from controversial programing. Stations, he said, must be controversial or their programing becomes "bland and meaningless."

The individual broadcaster, he said must realize that a high degree of professionalism is needed in the industry. Service to the public must come before profits and the public must be made to realize that improvement will come from the industry and not the government, the NAB president added.

In a Thursday luncheon address devoted mainly to humor, author and broadcast personality Rufus Jarman said that broadcasting must develop a personality of its own. To be successful, he said, a station must inspire.

The sixth NAB fall conference opens today (Nov. 18) at the Texas hotel in Fort Worth. From there the caravan goes to Denver for Thursday and Friday (Nov. 21-22) sessions at the Cosmopolitan hotel and winds up Nov. 25-26 at the Fairmont hotel in San Francisco.

Supreme Court supports FCC action on KRLA

The U. S. Supreme Court last week denied a petition for review by KRLA Pasadena, Calif., against an FCC decision refusing to renew its license.

The FCC denied the license renewal on the grounds that owner Donald Cooke had not lived up to program proposals made when he bought the station in 1959; that the station had falsified program logs, and that it had engaged in fraudulent contests (*Find Perry Allen, Golden Key*).

This decision was upheld by a federal court of appeals last July (BROADCASTING, July 15).

Moves in store to detour commission

ROGERS'S AGENDA INCLUDES COMMERCIALS, LICENSE FEES, FAIRNESS

The FCC's efforts to regulate commercials, set license fees and to make policy on what's fair in the treatment of controversial issues on radio and television are all related in the minds of the majority of the House Communications Subcommittee.

Today (Nov. 14) they'll sit down at a closed-door meeting in Washington to work out means to thwart the FCC's moves in these areas.

Representative Walter Rogers (D-Tex.), subcommittee chairman and author of bills aimed at blocking the FCC on commercials and license fees, said last week that the FCC is trying to take over Congress's legislative powers.

The evidence is the commission's activity in these three areas of broadcasting, he said in an interview Thursday (Nov. 14). "The time has come for Congress to face this," he continued, "and I intend to see that we do just that."

With two bills to deal with commercials and license fees already on its agenda, the subcommittee is also expected to turn to the question of fairness. Representative Rogers and other members have been trying to write a bill that would block the commission from, as the subcommittee majority sees it, requiring broadcasters to provide free time for spokesmen to answer paid controversial broadcasts.

At The Very Least ▪ There were predictions from the subcommittee that at the very least it would vote out Representative Rogers's bill on commercials and that the legislation would move through the full Commerce Committee without trouble and pass the House. The FCC, meanwhile, was preparing for oral arguments on its commercials proposal to be held Dec. 9.

Just a week earlier the subcommittee took three days of testimony on HR 8361, which would prevent the FCC from making a rule on the length and frequency of commercials (BROADCASTING, Nov. 11). Only the FCC and Representative John E. Moss (D-Calif.), a subcommittee member, favored the FCC's proposal. Thirty broadcasters and four congressional witnesses united against the commission and for the Rogers bill.

Representative J. Arthur Younger (R-Calif.), senior Republican on the subcommittee, said Democrats and Republicans "think alike on this one" and he predicted passage by the subcommittee and full committee with very few dissenting votes and House approval as well.

Representative Rogers has another bill (HR 6697) pending on the license fee question. Last week the FCC turned down his request that it suspend its plan to initiate a license fee schedule on Jan. 1, 1964. The commission agreed the week before that many "difficulties" would be encountered in delaying its plan, and it noted that considerable work already had been done in preparation for implementation (BROADCASTING, Nov. 11).

Representative Rogers said Thursday that the FCC's reply "came as no surprise to me." It is a "perfect example of the attitude of the commission that they are the legislative body with regard to the broadcasting industry and are willing . . . to assume power that [they] were never intended" [to have], he said.

Fee Hearing, Too ▪ Since the FCC won't suspend its action, Representative Rogers said, he will try to schedule a hearing on his license fee bill as soon as he can. The legislation would prohibit the FCC from setting fees without specific authority from Congress.

"I feel personally that this is a perfect example of government agencies not directly answerable to the electorate of this country attempting to take over the legislative powers . . . not given to them by the Congress," Representative Rogers said.

On the question of the FCC's fairness policy, he said he thought "that problem is coming around." When he first set hearings on editorializing in an effort to provide guidelines on editorials, the congressman said, he was misunderstood and broadcasters thought he was trying to ban broadcast editorials. Now they can see, he continued, that it was the FCC that was trying to gain control of programing through its restrictive policy on editorializing.

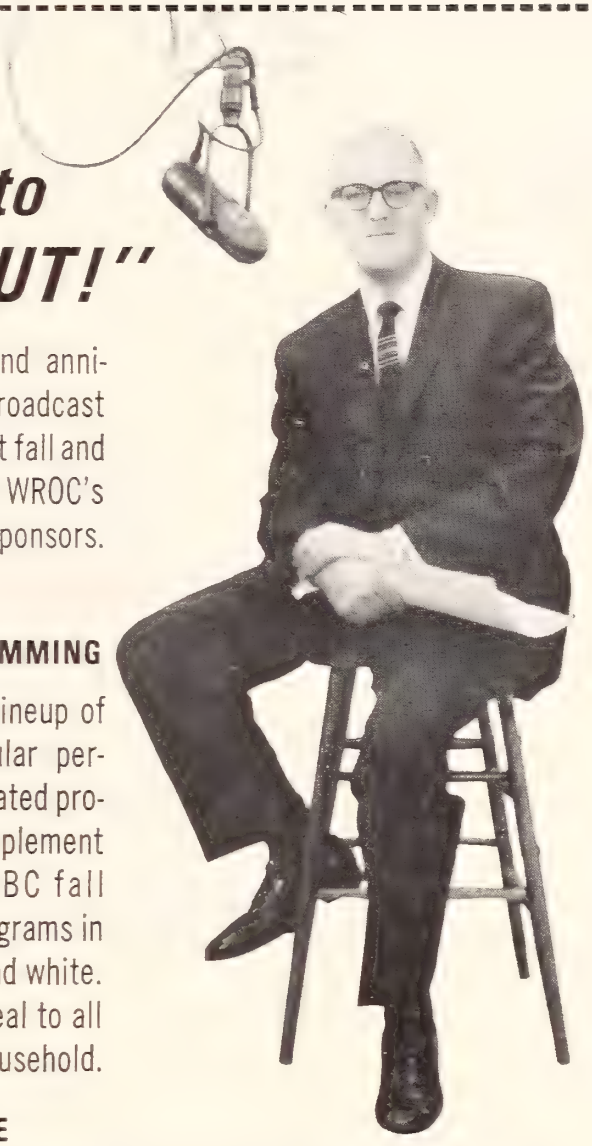
Although subcommittee members are still experimenting with language for a bill to stop the FCC's moves on fairness, Representative Rogers made it clear that the group wants to prevent the commission from requiring broadcasters to offer free time to spokesmen who oppose ideas expressed on paid broadcasts but claim they cannot pay for their own air time.

Silence better than sale for bankrupts: Bartley

When stations in competitive markets go bankrupt, "the general structure of broadcasting would be improved by the stations going off the air" instead of being sold.

This is the view FCC Commissioner Robert T. Bartley expressed last week before the second annual Station Representatives Association luncheon for agency and station personnel in the Cleveland area. Mr. Bartley preceded his position on bankrupt stations by

"It's time to SPEAK OUT!"



"Approaching our second anniversary in Rochester Broadcast Center, I see an excellent fall and winter ahead for both WROC's listeners and WROC's sponsors. Here's why:

1. BALANCED PROGRAMMING

"The WROC-Television lineup of Rochester's most popular personalities, locally originated programs and movies complement the excellent new NBC fall schedule of exciting programs in living color and black and white. There are shows to appeal to all ages . . . to the entire household.

2. COMPLETE SERVICE

"WROC is the only complete broadcasting service in Rochester—TV, Radio and FM.

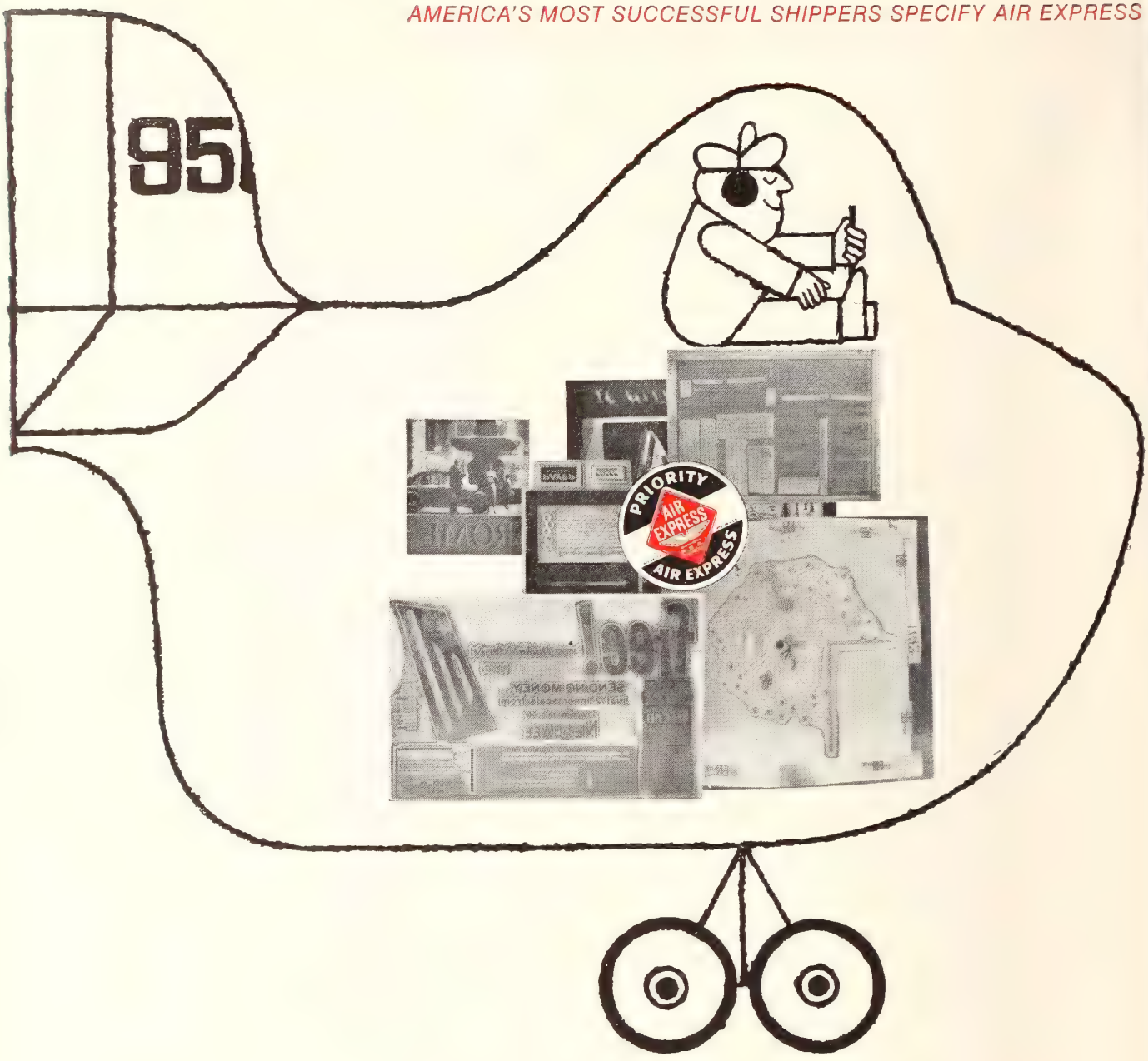
3. PETRY RATE CLASSIFICATION

WROC-TV was one of the first stations in the U.S. to institute the new Petry Plan—the most efficient system yet devised for announcement rate classification. Here is the balance, the appeal that no other local station has.

Erwin F. Lyke
PRESIDENT

WROC
ROCHESTER, N.Y.
TV CHANNEL 8
BASIC NBC
WROC BROADCAST CENTER

Represented by
Edward Petry & Co., Inc.



Air Express' overnight service helps Penton meet tight schedules

AIR EXPRESS DIVISION OF REA

In one month, Air Express made overnight delivery on 95.5% of 111 shipments to Penton Press Division

With their split-second schedules, Penton Press Division of Penton Publishing Company, Cleveland, can't afford to waste time. That's why they depend on Air Express.

Air Express shipments for Penton Press originate all over the country. In each place, R E A Express trucks rush them to a nearby airport where they head out on the first outbound flight. (Air Express has priority on all 38 scheduled airlines—right after U.S. mail.) When they arrive at the Cleveland Airport, R E A trucks are waiting to rush them right to Penton. There's no slip-up, no time lost.

How much does this speed and dependability cost? Less than you'd think. For example, a 20-pound package goes from New York to Pittsburgh for just $4. Wouldn't you like to buy so much for so little?



telling the 75 luncheon guests, "the commission must get tough on this question of financial qualifications. He said applicants for new stations and buyers of stations should both come under closer —and more stringent—scrutiny by the FCC in order to insure their financial ability to run a station in the public interest.

Commissioner Bartley also predicted that national advertisers will continue to troop back to radio, both through the networks and locally. "Don't underestimate the sales job ahead of you," he warned the SRA people, "for, unless things have changed radically since my days in radio, 'time buyers is the laziest people.'" Commissioner Bartley also said "my faith in the future of FM has never faltered."

A member of the FCC's committee on renewal program forms, Mr. Bartley said he would just as soon "forget about statistics. . . . In the absence of complaints or unexplained departures from the representations made, I would feel comfortable in renewing a license."

Mr. Bartley reasserted his belief that new applications should be filed in conflict with renewal applications when the proposed new service would mean "a more equitable distribution of facilities," diluting the concentration of stations in major markets.

New staff authority key to license lock

HENRY TELLS HILL LEADERS WHY DELAYS OCCUR

The FCC advised key congressional leaders last week that new delegations of authority to its staff are expected to speed up processing of applications for assignments of licenses and transfers of control.

Chairman E. William Henry said additions to its staff and a temporary delegation of authority during the August recess helped the agency to process 64 applications in October, which is almost twice what it processed in September and nearly 1½ times the average month in 1963.

But, he noted, the improvements just kept the FCC abreast with the flow of new applications—65 arrived in October.

Log Jam Break ▪ Fewer matters will be brought to the commission with the new delegations in effect, and the staff "will be spared large volumes of paper work occasioned by the preparation of detailed and often lengthy agenda items," the chairman said. "The commission is confident that . . . this will make possible the reasonably rapid reduction of backlogs and processing delays in . . . station transfers," he said.

In letters addressed to the heads of the House and Senate commerce committees and their communications subcommittees, Chairman Henry explained that three major factors have contributed to a rise "during 1963 in our inventory of pending applications."

These factors were cited:

The three-year rule requiring stations to hold licenses for at least three years. Written to prevent trafficking in licenses, Chairman Henry said, the rule provides for exceptions, and that's part of the trouble. The exceptions and waivers present "a task rendered more difficult and time-consuming. . . . Many of the financial submissions are incomplete or inconclusive . . .," requiring correspondence with stations seeking more information, the chairman said.

A provision that permits submission of petitions to deny grants under 1960 amendments of the Communications Act has seen these petitions come in to the FCC "in increasing numbers," he said. The commission doesn't oppose the petitions, Chairman Henry said. It notes, however, that "the pregrant procedure introduces an element of delay. . . .

"Closer review and evaluation of the financial qualifications of station purchasers . . . will in the long run sharply reduce the commission's workload in a number of areas," but they do cause other delays in processing, "particularly since there are very frequent deficiencies and lapses in reporting by applicants of the financial data on the basis of which the commission is asked to find them qualified," Chairman Henry wrote.

What it adds up to, he suggested, is that Congress has passed laws which, while improving the FCC's procedures, has burdened the agency with more work.

Commission Action ▪ Chairman Henry explained that the FCC has made some changes to cope with the backlog problem, such as transferring five attorneys temporarily to the processing line (CLOSED CIRCUIT, Nov. 4) and delegating the staff to handle matters without bringing them to the commission. The latter reduces the amount of work the FCC staff must do to prepare material for the commission, which in itself is time-consuming, he said.

In order "to unblock the clearance" of more routine, nonproblem cases "which otherwise would be held up by preoccupation of the staff with the more time-consuming cases," the FCC has departed from its procedure of processing all transfer applications in the exact order of filing, Chairman

Henry explained.

More "vigorous methods" are necessary to reduce the backlog and shorten processing time, he said, but the FCC is carefully watching the results of its new procedures with an eye on possibly applying them to other areas where backlogs tend to accumulate. He did not elaborate.

The commission is "working intensively on a revision of the portion of our application forms for both radio and television which deals with programing," Chairman Henry said.

The commission is concerned with the problems of its backlog, he concluded, but considers none of them "insuperable."

ABC Radio gets Syracuse outlet; 7 other markets

WFBL Syracuse, N. Y., will affiliate with ABC Radio on Jan. 1, 1964. Announcement by the network of the new affiliation caps a month in which seven other stations became actively aligned with the network.

WFBL, owned by First Broadcasting Corp., operates with 5 kw fulltime on 1390 kc.

Other stations joining the network: KSAL Salina, Kan. (5 kw fulltime on 1150 kc); KEPR Kennewick-Richland-Pasco, Wash. (5 kw fulltime on 610 kc); KZUN Opportunity, Wash. (500 w daytimer on 630 kc); WISE Asheville, N. C. (5 kw day, 1 kw night on 1310 kc); KFLY Corvallis, Ore. (1 kw day, 250 w night, on 1240 kc); KTDO Toledo, Ore. (250 w fulltime on 1230 kc), and KRPL Moscow, Idaho (250 w on 1400 kc).

Changing hands

ANNOUNCED ▪ *The following sale of station interests was reported last week subject to FCC approval.*

▪ KHAK-AM-FM Cedar Rapids, Iowa: Sold by Kingsley Murphy and Carroll E. Crawford to Jordan Ginsburg and associates for $100,000. Mr. Ginsburg is a Sioux City jeweler. KHAK operates with 1 kw daytime only on 1360 kc. KHAK-FM operates on 98.1 mc with 4.19 kw power. Broker: Blackburn & Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, page 101).

▪ WISH-AM-FM Indianapolis: Sold by Corinthian Stations to Don W. Burden for $1,250,000. Mr. Burden owns KOIL and KICN(FM) Omaha and KISN Vancouver, Wash. Corinthian, primarily owned by John Hay Whitney, owns WISH-TV Indianapolis, WANE-AM-TV Fort Wayne, Ind., KOTV(TV) Tulsa, Okla.; KHOU-TV Houston, and KXTV(TV) Sacramento, Calif. Mr. Whitney, former U. S. ambassador to Great Britain, is publisher of the *New York Herald-Tribune* and *Parade* magazine. He is controlling owner of the Herald-Tribune Radio Stations (WVIP Mt. Kisco, WVOX-AM-FM New Rochelle and WFYI Mineola, all New York, and 50% of WCOM-FM Newark). WISH, founded in 1941, operates on 1310 kc fulltime with 5 kw day and 1 kw night. WISH-FM, on the air since 1961, is on 107.9 mc with 41 kw. Both are affiliated with CBS.

▪ KVII(TV) Amarillo, Tex.: Sold by Trigg-Vaughn group to John B. Walton Jr. for $1,125,000. Mr. Walton owns KVKM-AM-TV Monahans and 33⅓% of KFNE(FM) Big Spring, both Texas. Other Trigg-Vaughn stations are KROD-AM-TV El Paso, KOSA-AM-TV Odessa and KITE Terrill Hills, all Texas, and KRNO San Bernardino, Calif. KVII is on channel 7 and is affiliated with ABC-TV.

▪ WAFG-TV Huntsville, Ala.: Sold by James R. Cleary, John A. Higdon and associates to M. Davidson Smith III for $509,775. Mr. Smith held a construction permit for channel 25 in Huntsville at one time, but this grant expired. He owns WAAY Huntsville and controls WNUE Fort Walton, Fla. WAFG-TV operates on channel 31 and is affiliated with ABC-TV.

▪ WKNY Kingston, N. Y.: Sold by Joseph J. Close and associates to William H. Rich and Alastair B. Martin for $171,000. Buyers own or control WMGW-AM-FM Meadville and WPIC-AM-FM Sharon, both Pennsylvania; WTRU Muskegon and WGRD Grand Rapids, both Michigan. Mr. Close's group retains ownership of WKNE Keene, N. H.; WBRK Pittsfield, Mass., and WKVT Brattleboro, Vt. WKNY is fulltime on 1490 kc with 1 kw day and 250 w night.

NCTA committee seeking a new paid president

The National Community Television Association will have a selection committee, charged with finding the organization a paid president, to be appointed at the board meeting in Chicago this week. This is the word from Fred Stevenson, Arkansas CATV operator, who spent most of last week in Washington.

Mr. Stevenson and other executives of the NCTA met Wednesday (Nov.

Outstanding Values in Radio-TV Properties

5 KW Regional daytimer with early sign-on, plus excellent FM facility. Has real estate and top notch equipment. Has cash-flow to payout. $40,000 down and seven years.

EAST
$150,000

Powerful regional daytimer in prosperous large market. Operating in the black. Fulltime possibility in the future. 29% and terms.

SOUTHWEST
$150,000

BLACKBURN & Company, Inc.
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WASHINGTON, D.C.
James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
RCA Building
FEderal 3-9270

CHICAGO
H. W. Cassill
William B. Ryan
Hub Jackson
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-6460

ATLANTA
Clifford B. Marshall
Stanley Whitaker
John G. Williams
1102 Healey Bldg.
JAckson 5-1576

BEVERLY HILLS
Colin M. Selph
G. Bennett Larson
Bank of Amer. Bldg.
9465 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-8151

13) with the National Association of Broadcasters' Future of TV in America group. On the next day they met with FCC staff aides, including James B. Sheridan, Broadcast Bureau chief; Henry Geller, associate general counsel, and others.

The first meeting was purely exploratory, it was reported, and ended with "all of us knowing each other better," in the words of one participant. No final decisions were made.

The meeting with the FCC group continued a discussion which started earlier this year. Its object: the form legislation should take to give the commission jurisdiction over CATV systems.

Henry, Pacifica meet; result undisclosed

The Pacifica Foundation has made it a matter of principle not to return FCC questionnaires attesting to the political loyalty of its directors and other officials. However, four of the foundation's directors met last week with Chairman E. William Henry.

Although the commission had no comment on the meeting, which was described as informal and fruitful—and Pacifica President Russell Jorgensen, who was at the meeting, was not available for comment—unconfirmed reports predicted that the long-deferred license renewals for Pacifica's three FM stations were in the offing.

The Pacifica stations—which are supported by listener contributions—are KPFA(FM) Berkeley, Calif., KPFK(FM) Los Angeles and WBAI(FM) New York. The KPFA renewal has been held up since 1959.

The commission questionnaires asked that the signatory swear under oath that he is not nor ever has been a member of the Communist party (BROADCASTING, Nov. 11). The queries resulted from hearings held last winter by the Senate Internal Security Subcommittee, which investigated Pacifica for possible Communist infiltration.

Pacifica said, in declining to return the questionnaires, that it is not the foundation's policy to inquire into the "political or religious affiliations of its members or allied personnel or to conduct investigations to that end." At this time the directors said they were preparing a statement to the commission and which may have proved to be the denouement of last week's meeting and the renewal proceeding as a whole.

The commission set Dec. 16 as the deadline for return of the questionnaires, which were issued last Oct. 7 but not revealed, on the advice of counsel, until two weeks ago.

MIDWEST ANSWERS PLAINS PETITION

Calls UHF group's charges 'reckless and patently false'

Midwest Television Inc. told the FCC last week that the petition by Plains Television Corp. requesting that Midwest be forced to divest itself of all but one TV station was replete with charges that are "ill considered, reckless, unsupported and patently false."

In a 32-page opposition to the Plains' request, Midwest claimed it not only is not the ogre it is made out to be in the UHF group's petition, but that Plains itself is more vulnerable to the charges.

Midwest also claimed that Plains' request to the FCC to deny the transfer of KFMB-TV San Diego from Transcontinent Television Corp. to Midwest should be dismissed because Plains has no standing to object.

The Plains petition, filed last month, charged that Midwest exercises a monopoly in the central Illinois region through combination rates, combination programing and combination staff (BROADCASTING, Nov. 4).

Midwest owns WCIA(TV) Champaign, on channel 3; WMBD-TV Peoria, on channel 31, and a UHF translator at LaSalle. It also is an applicant for channel 26 in Springfield, and for a VHF translator in Effingham. Midwest is principally owned by August C. Meyer and his wife.

Plains, which is jointly owned by H & E Balaban Co. and Transcontinental Properties Inc., owns WICS(TV) Springfield, on channel 20; WCHU(TV) Champaign, on channel 33, and WICD (TV) Danville, on channel 24. It is also an applicant for a VHF translator in Champaign.

Points To Plains Properties ▪ In answering Plains' contention that Midwest is a monopoly, Midwest called attention to Plains' stations in Illinois, and pointed out that Plains' also owns WHNB-TV New Britain, Conn., and that its stockholders have interests in TV stations in Chicago and Rockford, Ill., in Grand Rapids, Mich., and in a UHF application for Paterson, N. J., as well as in radio stations in St. Louis, Dallas, and Highland Park, Ill.

Plains or its principals, Midwest said, have interests in five of the 21 TV stations in Illinois. "The communications empire of Plains" owners dwarfs Midwest as it is now or will be after it

EXCLUSIVE BROADCAST PROPERTIES!

MIDDLE PLAINS STATE —Fulltime radio station with good real estate. Grossed $83,000.00 last year and capable of doing $130,000.00 under aggressive owner-operator. Total price of $130,000.00 on basis of 29% down and balance over ten years. ***Contact—John D. Stebbins in our Chicago office.***

SOUTHEAST—Daytimer with good area coverage. This absentee owned facility needs owner-operator attention. Priced at $150,000.00 with real estate or $125,000.00 without. ***Contact—Barry Winton in our Washington office.***

Hamilton-Landis

& ASSOCIATES, INC.

John F. Hardesty, President

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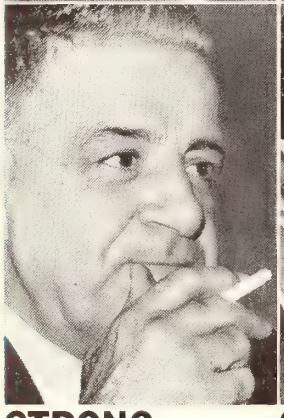
RADIO · TV · CATV · NEWSPAPERS

America's Most Experienced Media Brokers

During an interview with CBS News Far Eastern Correspondent Peter Kalischer, Mme. Nhu first used her widely-publicized term "barbecues" in referring to the burning of Buddhist priests. The interview was broadcast on August 1.

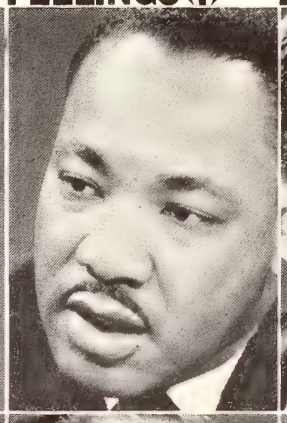
STRONG WORDS

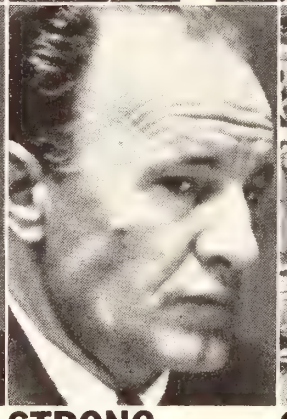




CBS News was the only news organization in broadcasting to provide continuous "live" coverage of the afternoon proceedings of the March on Washington on August 28 and to carry "live" the "I Have A Dream" speech by the Rev. Martin Luther King. In addition to the three consecutive hours of afternoon coverage a special hour-long news summary of the event was broadcast during prime evening time the same night.

STRONG FEELINGS (I)





On September 2 in an exclusive interview with Walter Cronkite, President Kennedy first stated publicly that the anti-Communist war in South Vietnam could not be won unless the Vietnamese government became more responsive to the will of the people.

STRONG POSITION

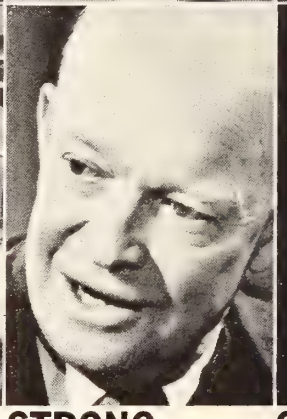




Learning that a French magazine editor had taken clandestine films inside Red China showing the prevailing conditions under which the people lived and worked, CBS News' Hong Kong Correspondent Bernard Kalb notified New York headquarters where arrangements were made to broadcast the film on September 11.

STRONG-HOLD





On September 13 in a special half-hour intervie with Walter Cronkite, the public received its first rounded political portrait of Senator Barry Goldwater since he became a front-runne for the Presidential nomination.

STRONG POSSIBILITY





STRONG ARM

For a total of 9 hours and 42 minutes of which more than 6 hours represented 'live" coverage, the CBS Television Network carried the Valachi hearings which started on September 27 before the Senate Investigations Subcommittee in Washington. It was the only network to provide such extended and complete coverage.

STRONG HOPES

CBS News Moscow Correspondent Stuart Novins obtained a rare and exclusive interview in Budapest with Janos Kadar, in which the Hungarian satellite ruler expressed eagerness that full diplomatic relations would be resumed between Hungary and the United States. The interview was broadcast on October 4.

STRONG GIRL

As hurricane Flora ravaged the Haiti mainland, causing destruction and death to more than 4000 people, CBS News Correspondent Bernard Eismann flew into the jungles of central Haiti to film and report the event. It was broadcast that same night (October 6) on the SUNDAY NIGHT NEWS.

STRONG ADVICE

On October 10 CBS News Correspondent Walter Cronkite interviewed former President Dwight D. Eisenhower at his farm in Gettysburg. On this occasion President Eisenhower stated publicly for the first time that he was in favor of withdrawing the bulk of United States troops from Europe.

STRONG FAITH

In a transatlantic TOWN MEETING OF THE WORLD broadcast via the communications satellite Telstar II, Protestant and Catholic clergymen in London, Rome, and Princeton, New Jersey met in a face-to-face discussion of the forces working for Christian unity. The broadcast was carried "live" over the CBS Television Network at 8:30 am EST on October 15 and repeated on tape for nighttime audiences the following day at 7:30 pm.

September 18
mster leader James
fa came out in
port of Gov. Nelson
kefeller's Presidential
didacy in an
lusive interview with
ley Levey, CBS
s business, labor and
nomic correspondent.
interview was
adcast on the
S MORNING NEWS
H MIKE WALLACE.

TRONG JDGE



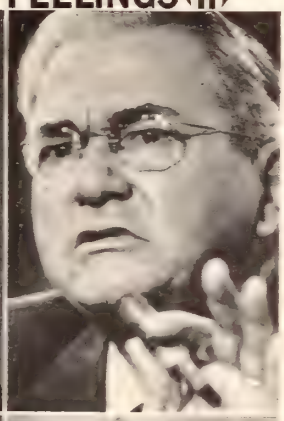
TRONG-INDED



he first interview
nted to television since
t ilities broke out
ween Algeria and
rocco. President
med Ben Bella in
iers told CBS News
respondent Paul Niven
t his troops would
t nue to fight until the
roccans pulled back
heir starting positions.
e nterview was
adcast on
DE THE NATION
October 27.

On September 18
CBS REPORTS
presented
a documentary report
on the conflict between
Leander Perez, political
boss of Plaquemines
Parish in Louisiana,
and the Roman Catholic
Church over the issues
of parochial school
integration.

STRONG FEELINGS (II)



STRONG MEDICINE



At 10:30 pm EST
Sunday night, November 3,
a CBS News Extra
presented the first films
of the insurrection which
overturned the South
Vietnam government the
previous Friday night.
Correspondent Peter
Kalischer and cameraman
Juergen Neumann moved
into the palace with the
troops as they occupied
it under fire. The
broadcast was acclaimed
by the *New York World Telegram & Sun* as "TV
journalism at its best."

STRONG TEAM

The real strength of a news organization is its ability to uncover and illuminate the events and forces that shape our lives. As shown here, it may be a struggle for power or a statement of policy; an act of man or of nature. The point is to know where to look for it and be there when it happens; to ask the key question that will yield the news-making answer. This takes a lot of doing. More to the point it takes a world-wide organization of correspondents, cameramen, producers and editors who have established over the years an unequaled reputation for accuracy, enterprise and insight–for being at the right place at the right time with the right information. When all is said and done, this is what produces "TV journalism at its best." This is clearly the strong point of

CBS NEWS



if you were a

TEXAN

You wouldn't hire just anyone to host your jazz show . . . you'd find an authority to get intimate with 2,000,000 jazz-loving Texans who enjoy the best in contemporary music.
THE JAZZ SHOW is different. Host Dick Harp makes it different. He's the Southwest's true authority, having devoted more than 20 years to jazz . . . owner of the fabled "90th Floor" hangout for jazz buffs . . . producer of classic jazz albums. Harp presents modern jazz music, discussed in layman's terms and capped by interviews with top artists. Three nights a week, Texans hear the intimate Sound of the Southwest on THE JAZZ SHOW . . .
We'd be happy to slip in a spot or two for you.
Call Petry for details . . . it'll make you feel like a Texan.

WFAA
820 RADIO
THE SOUND OF THE SOUTHWEST

WFAA-AM-FM-TV
Communications Center – Dallas/Broadcast services of The Dallas Morning News/Represented by Edward Petry & Co., Inc.



acquires the stations in San Diego, Calif.," Midwest said.

"Equally reckless," Midwest said, is the charge that five-and-a-half hours per week of simulcasting on WCIA and WBMD-TV shows that Midwest's programing is not responsive to the needs of the area served. Midwest pointed out that Plains feeds its stations in Champaign and Danville from Springfield. They are considered semisatellites of WICS.

The Midwest group is the only locally owned stations in central Illinois, Midwest said. Plains is owned by New York and Chicago real estate and theater interests.

Limited Discounts ▪ The combination discount plan for WCIA and WMBD-TV is for only limited times, Midwest pointed out. There is no forced selling. The GIM Plan (Great Illinois Market) meets all FCC criteria, Midwest said.

Moreover, Midwest stated, the "paradox" in Plains's complaint is that there seems to be "considerable pressure for forced selling, if not an outright requirement," by Plains. This is so, Midwest stated, because the only rates for Plains's stations published in *Standard Rate & Data Service* are for all three of its Illinois stations.

Showing how minor the GIM sales are, Midwest said that the total dollar volume of combination discounts received by advertisers from March to October this year amounted to less than $11,500. This amounted to approximately ½ of 1% of Midwest's total nonnetwork time sales revenues, Midwest said.

And only about 12 advertisers per month used the discount structure, it added.

Midwest has simulcast only a limited number of hours between WCIA and WMBD-TV, Midwest said. The total of common programing in the week of Oct. 13-19 was only five hours and 35 minutes—4.6% of WMBD-TV's total of 121 hours 27 minutes. This amounted to about the same percentage of WCIA's 124 hours 30 minutes of operation for the week, Midwest pointed out.

Plains itself, Midwest said, admits that it commonly programs all three of its stations.

Notwithstanding the charge of joint staffs, Midwest pointed out that WMBD-TV has a staff of 67 full or part-time employes. Although there is cooperation between WMBD-TV's staff and that at WCIA, the duties of the WMBD-TV employes relate "exclusively or virtually exclusively" to that station.

Midwest contended that there are many other group stations in existence which cover as much and even more of their states than it does.

Midwest named among these Crosley in Ohio; Triangle in Pennsylvania; Fetzer in Michigan, and Murphy in Wisconsin.

The Plains petition should be dismissed, Midwest said, or at the very least denied.

FCC 1964 fiscal budget gets second cut

SENATE HAS STRONG CRITICISM OF AGENCY'S POLICIES

The Senate Appropriations Committee hacked a $400,000 hunk out of the FCC's fiscal 1964 budget last week and urged the agency to "cooperate with the radio and television industry in support of self-regulatory procedures rather than to contemplate mandatory regulation."

The unusually strong language in the committee's report was a direct slap by one of the Congress's most powerful committees at the commission's controversial proposal to set standards for the length and frequency of commercials. Indirectly, it was also in retaliation for the FCC's foray into programing at the January hearing on local television programing in Omaha.

The report's language and the budget cut seemed all the more significant in that the two senators most influential on communications matters are key members of the Appropriations Committee. Senator Warren G. Magnuson (D-Wash.) heads the Commerce Committee and also presides over the appropriations subcommittee which handles independent offices such as the FCC and other regulatory agencies. Another member of the appropriations unit is Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee.

Agitation for the actions against the FCC was known to have been led by Senator Gordon Allott (R-Colo.), ranking Republican on the subcommittee, and by Senator Roman L. Hruska (R-Neb.) (CLOSED CIRCUIT, Nov. 11, Oct. 28). Both senators have frequently criticized the FCC on the commercial standards and Omaha controversies.

The report also "notes the self-regulatory efforts of the radio and television broadcasting industry concerning advertising scheduling. . . ."

This language raised a new question for the commission: if it bases its authority to charge license fees on language contained in a 1952 House appropriations committee report (see page 70), will it give similar weight to the Senate statement of last week in its activities involving commercial time standards?

The Senate committee action, if sustained by the full Senate when it consid-

ers the measure, probably this week, would reduce the FCC's budget to $15.4 million, which is still $450,000 more than its 1963 budget. The commission first asked for $16.5 million, but the House cut that to $15.8 million and the Senate may go down further to its committee figure of $15.4 million.

The FCC and other government agencies which have not yet been voted their fiscal 1964 appropriations, have been operating at their 1963 budget rates since June (BROADCASTING, June 4).

FTC Budget Up a Little ▪ The same committee went along with the House on its restrictive language against a proposed Federal Trade Commission survey of corporate business practices, but restored $229,500 to the FTC's 1964 budget for a total recommendation of $12,329,500. The FTC had $11,472,000 in 1963; it asked $13,028,000 for 1964 and the House voted $12,100,000.

The Senate committee also favored restoration of $1,220,000 to the 1964 budget of the Office of Emergency Planning.

Washington broadcasters condemn FCC 'threats'

A strongly worded policy statement has been adopted by the Washington State Association of Broadcasters condemning the FCC which "threatens and coerces [broadcasting] in imposing its self-determined ideas of what are diversified public needs and desires."

The Washington broadcasters said they are professionals in public service and give their time, money and talent to better develop their abilities and their services. "We take issue with any governmental agency which attempts to encroach upon our freedom to program in the best interests of our respective communities and to lessen our ability to carry out our responsibilities," WSAB said.

"We despair of a governmental unit that proposes to usurp legislative power to reduce commercial time and public support of our industry," the association said in hitting the FCC's time standards rulemaking and the local TV program hearings. Commenting on the FCC's Omaha hearing, WSAB said Chairman E. William Henry's report (BROADCASTING, Oct. 28) "scoffed at its licensees" despite overwhelming evidence of community support.

The FCC, WSAB charged, handcuffs broadcasters in their efforts to serve the public. "It ostensibly creates guidelines, but . . . creates an atmosphere of fear in which it is difficult if not impossible to do a creditable job. . . . To these things—and ever so many more attempts of government censorship and regulation—we in the State of Washington protest. . . . We tire of everchanging government-imposed ideas of perfection. We will be judged by the people of Washington State; it is they we serve, not a commission. . . ."

FCC forms group to study pay TV

The progress of subscription television will come under the scrutiny of an FCC watchdog committee composed of three commission members, the agency announced last week.

The committee will be formed by Commissioners Lee Loevinger, chairman, Kenneth A. Cox and Robert E. Lee, and "will closely follow and evaluate developments in the field of pay TV and inform the commission on the subject."

Singled out for "particular interest" will be on-the-air pay TV operations such as those now in progress on WHCT (TV) Hartford, Conn., and projected for KCTO(TV) Denver, and the wired systems that are planned in Los Angeles and San Francisco (BROADCASTING, Nov. 4). Of particular interest was the commission's inclusion of community antenna systems within the scope of the committee's studies.

Subscription television operations have also been sought in Sacramento, over KVUE(TV) and over channel 20 in Phoenix, Ariz. KVUE, under the name of Melco Pay TV Co., applied for permission to conduct a three-year test but had its application rejected by the commission for failure to meet the agency's requirements. KVUE's renewal application has subsequently been set for a comparative hearing with Camellia City Telecasters' application for a new station on the channel 40 facility. The commission has instituted a rulemaking to assign channel 20 Phoenix on which Dwight Hawkins plans a pay TV system.

Mutual adds two stations

WVLN Olney, Ill., and WLAU Laurel, Miss., have joined MBS, raising the total number of affiliates to 485, according to Charles W. Godwin, vice president of stations. WLAU operates with 5 kw on 1430 kc and WVLN with 250 w on 740 kc.

Affiliates board meeting

The ABC-TV Affiliates Association board of governors will hold a meeting in Las Vegas, today through Thursday (Nov. 18-21). The board will meet alone today and tomorrow, and will be joined by ABC executives on Wednesday and Thursday.



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TEXAN

You'd have the biggest news show on radio with an hour and a half of complete, in-depth reports . . . a fresh approach to news programming. For the morning drive time, NEWSCOPE, featuring three back-to-back half hours of constantly up-dated, authoritative information from around the corner and around the world. Nothing really new for WFAA, the 41-year-old giant of Southwest broadcasting . . . just a new format to make sure our folks are ear-witnesses to history. The kind of things Texans are accustomed to hearing from WFAA. The *news* sound for the Southwest. Want to feel like a Texan . . . and impress Texans? Call Petry.

WFAA

820 RADIO

THE SOUND OF THE SOUTHWEST

WFAA-AM-FM-TV Communications Center-Dallas/Broadcast services of The Dallas Morning News/Represented by Edward Petry & Co., Inc.



Harris criticizes ratings 'stranglehold'

SYMPATHIZES WITH CONFUSION ON FAIRNESS

Representative Oren Harris (D-Ark.), sometimes characterized as broadcasting's conscience, told broadcasters last week that they are "providing service to our people beyond imagination."

But he also chided them for permitting ratings companies to continue their "stranglehold" on broadcasting and said his investigations subcommittee was keeping a close and wary eye on broadcaster efforts to improve things.

Representative Harris also sympathized with their confusion about what the FCC really means when it talks about fairness. He suggested that the commission may be forcing the end of broadcast editorials.

Speaking to the Broadcast Executives of Texas in Dallas Thursday (Nov. 14), Representative Harris, chairman of the House Commerce Committee and the Special Subcommittee on Investigations, discussed ratings and fairness with a strong display of sympathy for problems broadcasters face in dealing with both. But the congressman reminded his audience that while his committees may strive toward removing "whatever obstacles we can that stand in the way of a responsible broadcasting industry," licensees hold "the key to a flourishing and improving system of free American broadcasting."

'Fear And Uncertainty' ▪ Broadcasting is confronted with "greater frustration, fear and uncertainty than I have yet to see with a regulated industry" because of a "stew of pronouncements, interpretations and rulemaking proposals," Representative Harris said.

In his first public reaction to the fall TV season ratings he said, "I am still concerned (particularly when I read of the anxiousness with which the industry has awaited the October Nielsen reports) about the abdication of sound judgment by broadcasters in favor of numbers purporting to show sheer audience size."

Noting that some broadcasters believe "nothing can or should be done to improve audience research" and that "many broadcasters seem satisfied with the ratings as they have been," Representative Harris said "the feeling seems to be that no one can do without comparative figures."

This, he said, is similar to the outlook of a man with a crutch—instead of seeking a better crutch, his ideal should be restoration to health. The subcommittee "isn't crusading" and "I am not a crusader," Representative Harris said.

Broadcasting, a billion-dollar-plus business, should be able to pay for quality research, he continued. He observed that the National Association of Broadcasters has proposed a three-point program to improve and assure the reliability of ratings. But he warned, "Unless you recover your own responsible decision-making function," broadcasters "will have no one but yourselves to blame" about ratings if the government does something about them.

On Fairness ▪ The fairness problem is another story, Representative Harris said. The FCC, he noted, has confused broadcasters and the public alike with its effort to interpret the fairness doctrine it adopted in 1949.

"My feeling is that the judgment as to what 'contrasting' viewpoints a broadcaster should permit to be aired over his facilities should be left with the licensee, where the Communications Act put it in the first place," Representative Harris said.

Attempting to follow the letter of the FCC's public notice on fairness (BROADCASTING, July 29 et seq) would force broadcasters to take on "an intolerable burden," he said. "I submit that the logical result of the fairness doctrine would be that the licensee would broadcast no editorials at all."

(The House Communications Subcommittee is scheduled to discuss this problem today [Nov. 18] [see page 70].)

Representative Harris said he has not changed his position on editorials—he thinks they are good for broadcasting and the public. The apparent simplicity of the FCC's statement that broadcasters should seek out spokesmen for "contrasting viewpoints" with their own is "deceptive," he said. Concentrated enforcement of the FCC's fairness statement would be a burden on licensees and on the commission itself and would "divert much commission manpower from tasks to which the Congress has assigned higher priority," he said.

Harris on Henry's week: 'not very good'

"All in all it was not a very good week for FCC Chairman E. William Henry," said Representative Oren Harris (D-Ark.) in a letter to his constituents of the Fourth Congressional District last week.

Representative Harris, chairman of the House Commerce Committee, was alluding to the FCC chairman's appearance before his committee's communications subcommittee to defend proposed rule of commercials (BROADCASTING, Nov. 11).

Other comments: "The broadcaster never knows when one more commercial will result in the loss of his license. . . . The commission might think better about its position [on commercial limits] and forget the issue altogether" after it hears oral arguments Dec. 9.

The licensee has to convince the FCC every three years that he has been performing in the public interest, Representative Harris said. "In the meantime, except for flagrant violations, he should be permitted to sail his own ship."

WMCA case heard

New York state apportionment between rural and big city voters for the state legislature — brought by WMCA New York—was one of four state apportionment cases argued in the United States Supreme Court last week. The others involved Alabama, Maryland and Virginia.

The WMCA case began in 1961 when the station, R. Peter Straus, its president, and several employes of the radio station filed suit in federal court to force New York to reapportion its districting for the legislature.

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GROUP W

'Community needs' main Cleveland topic

FCC DRAWS FEMININE BARBS AT GROUP W PUBLIC SERVICE MEETINGS

With Group W (Westinghouse Broadcasting Co.) providing the facilities—and a program aimed at making them "stretch their minds a little"—some 400 broadcasters from 41 states spent three days in Cleveland last week examining one of the most critical questions confronting the industry, that of searching out and meeting community needs.

The Monday-Wednesday (Nov. 11-13) conference was Group W's fifth on public service programing since 1957. And in panel discussions, workshops, demonstrations, and speeches, the delegates examined a torrent of ideas on how they might improve their service to the public.

The issue was sharpened somewhat on Tuesday by the contrasting views of two speakers, Mrs. Aline Saarinen, former art critic of the *New York Times,* and FCC Chairman E. William Henry.

Mrs. Saarinen said the "high-minded Federal Communications Commissioners" should rescind the requirement that stations canvass their communities as a means of determining needs and interests. The chairman, however, said the commission, as well as the broadcaster, needs some basis for determining the public interest.

How To Communicate ▪ Throughout the conference, the broadcasters heard a variety of ideas on how they might better communicate with their communities and meet community needs, develop and improve their news coverage and documentaries, and produce local live programs.

In addition, Secretary of State Dean Rusk, Assistant Secretary for Far Eastern Affairs Roger Hilsman, Deputy Assistant Secretary for European Affairs J. Robert Schaetzel, and Assistant Secretary for Public Affairs Robert J. Manning gave the delegates a three-hour background briefing on U.S. foreign affairs.

Another visitor from Washington was U.S. Commissioner of Education Francis Keppel, who called for a closer liaison between broadcasters and education. He said broadcasting must focus public attention on the problems of education if those problems are to be solved.

Mr. Keppel spoke at the conference-ending banquet Wednesday night, which was also attended by Governor LeRoy Collins, president of the National Association of Broadcasters, and Howard H. Bell, newly designated code authority director.

McGannon's Comments ▪ In his wind-up remarks at the banquet, Group W President Donald H. McGannon said the greatest value to be gained from the meetings is the awareness of the great and potential power of broadcasting. With the rapid changes now going on in the industry, he said, it is essential to control change "so that our knowledge will be progressively more and more productive."

The need for determining community needs was stressed at the conference. But Mrs. Saarinen was the only one who spoke out directly against the FCC requirement that broadcasters canvass their communities as a means for making that determination. In asking that this requirement be rescinded, she said people tend to like what they know. As a result, she added, programing based on their interests will never contain anything new.

And if broadcasters question community leaders, she said, they will learn only what the leaders want. "The leaders in your community," she went on, "are ill-equipped to advise television executives. They are no better informed about the problems of our medium than they are about magazines, books or newspapers," Mrs. Saarinen frequently appears on NBC's *Today* and *Sunday* shows. She is the widow of architect Eero Saarinen, who designed the CBS headquarters building now under contruction in New York.

Step Ahead ▪ She said broadcasters should "take a step forward, and then be



Members of the panel on "The Communicators" are (l-r) Marc Connelly, author and playwright; Dick Gregory, comedian; Dr. Henry Lee Smith Jr., chairman of the department of anthropology and linguistics, State University of New York at Buffalo; Steve Allen, entertainer; Robert Louis Shayon, TV-radio editor, "Saturday Review"; and Michael H. Dann, CBS-TV programs vice president. Also see story page 82.

guided by the response of the public, not pressure groups or the FCC." She added that "since television is a mass medium, it is committed to reaching a mass audience."

Chairman Henry who spoke a few hours later at a luncheon meeting, said the requirement that broadcasters canvass their communities is not intended to be "limiting," nor to assure that the taste of any commissioner is satisfied.

He said the commission is obliged by the Communications Act, in granting applications for renewal or transfer, to protect the public interest. "There's no satisfactory way I know of for putting this 100% on a technical basis. We need some guidelines."

Broadcasters, he said, must do more than give the public what it wants. "You can't maximize profits at the expense of the public interest. It's a matter of degree. Where they conflict is, basically, a matter for your judgment."

He said it's also up to the broadcaster to determine the public interest. "But," he said, "if you exclude the public from your consideration, you are saying that the judgment is exclusively yours."

He said the best way that broadcasters can demonstrate their concern for public needs is to "show us your contacts with the community are wide and deep . . . and that you have made a bona fide effort to serve the public interest." If these conditions are met, he said, "you'll have no trouble with the commission, certainly not with me."

Omaha Again ▪ The bulk of the chairman's remarks constituted a brief review of his Omaha report, in which he called on broadcasters to conduct a "meaningful dialogue" with their communities (BROADCASTING, Oct. 28). He also repeated one of the key recommendations in the report, that broadcasters be required to make periodic announcements in prime time of their legal responsibilities and to invite comments on their programing. He said the programing inquiry on which the report was based indicated that "people don't realize what the legal responsibilities of broadcasters are."

A number of broadcasters serving as panelists, demonstrated with examples of their programing that they need no prodding from the FCC to give the public "more than it wants."

During a panel on "Needs and Tastes: Meeting the Challenge," Douglas L. Manship, president and general manager WBRZ-TV Baton Rouge, showed an excerpt from one of the documentaries his station has produced in an effort to smooth the way to school integration in that city. Called "Without Violence," the documentary was, said Mr. Manship, part of the station's so-far successful effort to keep the city at least "a quarter-inch away from disaster."

TV In Politics ▪ Wilmer C. Swartley,



Seltzer urges media to cut cat-dog routine

A nationally known newspaper editor last week urged all mass media to work together to protect the freedom of each.

Louis B. Seltzer, Pulitzer prize winning editor of the *Cleveland Press*, expressed concern about what he considered the potential incompatibility of the constitutional guarantee of free press and government regulation of radio and television.

Mr. Seltzer, appearing on the opening panel of Group W's fifth conference on Local Public Service Programing in Cleveland, said it is "childish" for newspapers and magazines to be in conflict with radio and television.

It is "entirely conceivable," he said, that in "10 years or more" newspapers and magazines will be "adversely affected" by radio and television. In that event, he said broadcasters would have a much larger responsibility for disseminating news than they do now.

And when that happens, he added, government would have what the Constitution says it should not have —namely, licensing authority over the means of communication. "It could inhibit, circumscribe, and easily destroy freedom of speech."

Cooperation Urged ▪ "Radio, television, magazines and newspapers should work together to make sure that mass media of communications are kept free," he said. "Under government regulation as it exists today, you can't do [in radio and TV] what you can do in newspapers and magazines."

His concern, however, was not shared by other panelists. Reuven Frank, executive producer of NBC News, said he doesn't believe broadcasting would ever have the dominant position in the news field that Mr. Seltzer forsees.

And author-critic A. J. Liebling of the *New Yorker* magazine, said there is nothing "onerous" in regulation by government of a public facility it grants to a private party.

He added that while newspapers have been on the decline since 1920, the real problem is not with their quantity but with their quality. He didn't think radio and television were doing a good job, either. He said government "might have to have its own news-gathering service for purposes of comparison" with privately operated newspapers.

Earlier, Donald H. McGannon, president of Group W, urged government to stay out of the "frustrating matter" of overcommercialization and to let broadcasters handle it.

Referring to the current FCC proposal to limit the number of broadcast commercials, Mr. McGannon said, "The real problem here—and one that does not require the heavy hand of government for solution—relates to our appreciation that as other factors and characteristics of the industry have changed and evolved, so also have the standard, format, and frequency of commercial messages—especially when joined with other noncommercial announcements."

He said the industry must find "an enlightened approach . . . consistent with the legal requirements, and without government tutorship."

He said broadcasters must exert leadership in all areas of their responsibility if they want to preserve the liberties of their industry and keep government action "out of our commercial and programing areas."



Secretary of State Dean Rusk is shown with Group W officials at the public service programing conference in Cleveland last week. (L-r) James L. Snyder, national news director; Frank Tooke, vice president; Secretary Rusk; and Donald H. McGannon, Group W president.

Boston vice president, WBC, showed excerpts from discussion shows produced by WBZ-TV in an effort to combat public indifference to corruption in Massachusetts politics.

And Robert Schulman, director of special features, KING-TV Seattle, in discussing the use of local documentaries, said that the question for broadcasters is no longer, "to be or not to be." The issue, he said, "is to dare and lead—or forget it."

He also said documentaries should be used for more than pointing up well-known evils, such as alcoholism or juvenile delinquency. "We must do more about becoming social critics."

A similar spirit was evidenced at the panel discussion on radio documentaries. Jack L. Williams, program manager of KDKA Pittsburgh, said radio documentaries have matured rapidly in the last three years. Where, in 1960, radio dealt with national issues that were relatively noncontroversial, he said, today "we are more likely to be dealing with such subjects as corruption in government, local racketeers, child beaters and unwed mothers."

Participants on a TV news panel all favored the longer news show now coming into vogue. But they urged broadcasters to avoid copying newspaper techniques in covering the news, and "to dig" and use their imagination in filling up the extra time.

More Humor ▪ Alisdair Milne, head of "Tonight" Productions for the British Broadcasting Corp., suggested that more humor be used. He said much of American television is "grim."

An example of the humor in British TV was shown at the conference—to the obvious delight of the delegates—in a segment of the BBC's weekly satirical show, *That Was The Week That Was*. The screening occurred a day before the BBC announced it was dropping the program at the end of the year.

Sam Zelman, former news director of KTLA(TV) Los Angeles and now CBS News bureau manager in that city, urged use of the "actuality" technique. "Get cameras in on the action, instead of having participants talk about it later," he said.

He also advised broadcast newsmen to free themselves from dependence on wire service coverage. Once they use their imagination, "there's no limit" to the news stories they can develop.

Most of the panelists favored carrying more news analysis. But somewhat surprisingly, there was not much enthusiasm for editorializing in the expanded news format. "I don't think opinion is that important," said Mr. Zelman.

The question in the radio news panel was not how to fill additional time, but whether radio news programs should run longer than five minutes. Four commercial broadcaster-panelists split down the middle, with two representing "formula" stations asserting five minutes is long enough.

Swing's Lament ▪ Raymond Gram Swing, former network commentator and now senior political commentator for the Voice of America, lamented what he considers the decline of radio's influence. Radio "has been pushed aside by the strong shoulders of television," he said. "And much to my disappointment, it has fought the battle lying down."

But Eddie Clark, program manager, WHK Cleveland, a formula station, said, "Put on a long newscast and you can hear the sets click off all over Cleveland."

Local live programing—a matter that's been of considerable interest to the FCC in reviewing license-renewal applications—was found to be of substantial interest to broadcasters too.

Joel Chaseman, executive producer of the *Steve Allen Show*, who served as moderator of a panel on local live TV, said, "no more than 25%" of television stations produce local entertainment programs on a daily basis. But, he said, this is more than there were three years ago, and he predicted the interest will continue to grow.

Four panelists, whose stations do local live, agreed there are hazards involved but that the advantages far outweigh them.

Help 'Image' ▪ James Ebel, vice president and general manager of KOLN-TV Lincoln, and its satellite KGIN-TV Grand Island, both Nebraska, summed up the views of his fellow-panelists when he said that local live shows give the station an "image," are salable, help the station become identified with the audience—"and I like doing them."

Local live, he said, "is an extension of a basic concept in broadcasting—people respond to people, especially people they know well and like."

In comments concluding the final working session of the conference, Richard M. Pack, program vice president of WBC, urged broadcasters to do more local live TV—"not because the FCC says so" but to "enrich" television.

"Where are the writers and producers and directors and—above all—the performers of tomorrow's television going to come from?" he asked. "Local stations have to become more and more the spawning grounds once more for new talent."

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Gregory takes TV to task on civil rights

CBS-TV'S DANN NOTES 'REVOLUTION' IN INDUSTRY

The subject of television's relationship to the civil rights issue is bound to arise in any gathering of broadcasters. And in the Group W Cleveland conference on public service programing, it cropped up often, in speeches and in examples of news and documentary shows.

But it flared most dramatically in an exchange between TV comedian Dick Gregory and Michael H. Dann, CBS-TV programing vice president, during a panel discussion on "The Communicators."

Mr. Gregory, who has been active in efforts to advance Negro rights in the South, said the importance of informing the public about the civil rights issue has added considerably to the responsibility of broadcasters as communicators.

But, he said, "broadcasting is probably the most dishonest of all media because it is the most controlled." He said actors in a Broadway play could advocate intermarriage, "but if Ed Sullivan did it on his program, he'd lose his show."

Mr. Dann replied that television's coverage of the race problem constitutes "a distinguished effort." He said TV cameras have captured "for all Americans the evil of segregation" and have contributed "to a real understanding" of the civil rights issue.

Negro Casting ▪ After Mr. Dann had ticked off several programs he said indicated the trend to serious themes in television drama, Mr. Gregory interjected another facet of the Negro-TV issue:

"Gee, I watched Ben Casey week in and week out for years, and I was led to believe that a Negro never got sick in America."

Mr. Dann, however, said "a real revolution is underway in television. As a result, he said, "you're going to see that Negroes are shown as doctors, lawyers, and even drug addicts, just like whites."

He gave the credit for this change to the "pressure" exerted by Mr. Gregory and others active in the civil rights movement. He said he receives letters from advertisers daily asking that Negroes be shown in all the professions and occupations. And the letters urge that this be done "now—not in five years."

An example of the kind of TV coverage of the race issue to which Mr. Dann referred was shown delegates the next day by Douglas Manship of WBRZ-TV Baton Rouge. It was a segment from one of the documentaries his station has produced in an effort to pave the way to peaceful integration of Baton Rouge schools.

At the close of the conference, Richard M. Pack, Group W programing vice president, paid tribute to Mr. Manship's "courage." He also said that all broadcasters, North and South, may someday face similar situations and have to decide whether they will use their television or radio stations "with the same boldness, with that brand of courage. . . ."

40-feature 'Showcase 2' released by UA-TV

United Artists Television has announced its release of a new package of 40 feature films.

The group, *United Artists Showcase 2*, consists principally of post-1957 pictures. Many were in the UA-TV package shown last season on ABC-TV's Sunday night movie.

Among them: "Fugitive Kind," "The Bachelor Party," "Happy Anniversary," "The Horse Soldiers," "Moby Dick," "Inherit the Wind," "The Naked Maja," "Trapeze," "Separate Tables," "Tunes of Glory" and "The Unforgiven."



ABC mum on Lewis

ABC maintained silence as a report circulated last week that the network had entered negotiations with Jerry Lewis for chopping his contract back to fewer weeks than the original contract called for. The comedian has a two-hour show Saturday nights. His original contract called for 40 shows.

Ratings of the show have lagged.

NBC-TV pays charity for dropped bowl game

NBC-TV has paid the Blue-Gray Association of Montgomery, Ala., $17,000 for the rights to the Dec. 28 Blue-Gray football game, which the network is not carrying (BROADCASTING, Nov. 11).

However, the network last Thursday (Nov. 14) passed its rights to its Montgomery affiliate, WSFA-TV, if the station wishes to show the game on a local or regional basis. The station would pay NBC $100 per state for rights. WSFA-TV said it is "feeling out" sponsors for the game.

The 26-year-old game, which had been televised by NBC since 1954, was dropped because of the sponsoring organization's refusal to permit participation by Negro players.

NBC-TV's action, with knowledge of Gillette and Chrysler Corp., sponsors of the game, drew blasts last week from Alabama Governor George C. Wallace, and Montgomery Mayor Earl James.

Proceeds of the game have gone to a program of the Montgomery Lions Club for blind children. The network, whose contract with the association continues through 1966, said it would pay for the remaining three years on an annual basis. It noted that if the restrictions on Negro players were removed it would "probably" again televise the game nationally.

20th Century-Fox starts work on pilots

Two TV pilots, produced in association with ABC-TV, go before the cameras at 20th Century-Fox today (Nov. 18). A third pilot is set for Nov. 25 production, William Self, vice president in charge of TV production (for 20th Century-Fox) said.

Richard Basehart and David Hedison are to star in *Voyage to the Bottom of the Sea*, a joint venture of 20th Century-Fox, ABC-TV and Irwin Allen, who will produce and direct. An hour show, the pilot is in color.

Pamela Tiffin, Julie Newmar and



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Monica Moran star in *Three in Manhattan,* to be produced and directed by Vincent Sherman for executive producer Hal Kanter. Script of this half-hour romantic comedy was written by Mr. Kanter. This pilot, along with *Voyage,* is to start today.

Anthony Franciosa, recently signed to a nonexclusive feature TV pact at 20th Century-Fox, has been set for *Valentine's Day,* along with Jack Soo. Mr. Kanter, who wrote the comedy script with Jack Sher, is executive producer. Pilot for this half hour series, is to be shot Nov. 25.

Executive producer Quinn Martin is to start *12 O'Clock High* filming in early December. It is a joint venture of his Q.M. Productions and 20th Century-Fox, in association with ABC-TV.

NAB fears obscenity clause in D.C. bill

The National Association of Broadcasters told The Senate District of Columbia Committee that a section on obscenity in an omnibus crime bill for the District "is so sweeping" that it may "lead to the establishment of a broad system of censorship."

In a letter to Senator Alan Bible (D-Nev.), chairman, the NAB said it was in sympathy with the objectives of the legislation but said it "would punish first and prove afterward. . . . This gives the District paralyzing powers of a censor."

Douglas A. Anello, NAB general counsel, recommended the committee strike out all references to broadcasting in the legislation because federal law already prohibits broadcast of obscene material. "The FCC . . . has adequate means to protect the public from indecent broadcasts," he said.

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Film sales . . .

Anatomy of Crime (20th Century-Fox TV): Sold to WPIX(TV) New York; KTLA(TV) Los Angeles; WAGA-TV Atlanta; KORK-TV Las Vegas and WPRO-TV Providence, R. I. Now sold in five markets.

Six Wolper-UA-TV specials (United Artists TV): Sold to First National Bank of Memphis; Fidelity National Bank, Oklahoma City; Traders Bank, Kansas City; Showcase Homes, Sacramento, Calif.; First Federal Savings & Loan Association, Miami; U. S. National Bank, Portland, Ore.; Kansas Bankers Association, Wichita, Topeka and Pittsburg, all Kansas; First National Bank, San Antonio, Tex. and First National Bank, Louisville, Ky. Now sold in 58 markets.

Blackpool Tower Circus (Independent Television Corp.): Sold to KCOP (TV) Los Angeles; WCCO-TV Minneapolis-St. Paul; WTTV(TV) Bloomington-Indianapolis; KICU-TV Visalia, Calif.; WGAN-TV Portland, Me.; WBRE-TV Wilkes Barre-Scranton, Pa.; WHIZ-TV Zanesville, Ohio; WTAP-TV Parkersburg, W. Va.; KSHO-TV Las Vegas, Nev.; WTVN(TV) Columbus, Ohio; WTVW(TV) Evansville, Ind.; KGNS-TV Laredo, Tex.; WSAU-TV Wausau, Wis.; WMTV(TV) Madison, Wis.; WSJV(TV) South Bend-Elkhart, Ind.; WTAF(TV) Marion, Ind.; KVOS-TV Bellingham, Wash.; WALB-TV Albany, Ga.; WTVY(TV) Dothan, Ala.; KHQA-TV Quincy, Ill.; KGLO-TV Mason City, Iowa; WOC-TV Davenport, Iowa; WJPB-TV Weston, W. Va. and WJHG-TV Panama City, Fla. Now sold in 35 markets.

Jungle 4 (Independent Television Corp.): Sold to WCBS-TV New York; WBBM-TV Chicago; WCAU-TV Philadelphia; KMOX-TV St. Louis; WWL-TV New Orleans; WTTV(TV) Bloomington-Indianapolis; KTVT(TV) Fort Worth-Dallas; WMAR-TV Baltimore; KTNT-TV Tacoma-Seattle; KONO-TV San Antonio, Tex.; KTRK-TV Houston; WBRC-TV Birmingham, Ala.; KTVK(TV) Phoenix, Ariz.; WTVJ(TV) Miami; WOOD-TV Grand Rapids, Mich.; WGHP-TV High Point, N. C.; WIS-TV Columbia, S. C.; WJRT(TV) Flint, Mich.; WBNS-TV Columbus, Ohio; KOB-TV Albuquerque, N. M.; WFGA-TV Jacksonville, Fla.; WLOS-TV Ashville, N. C.; KUTV(TV) Salt Lake City; WSPA-TV Spartansburg, S.C.; KLAS-TV Las Vegas; KLFY-TV Lafayette, La.; WQAD-TV Moline, Ill. and KVOS-TV Bellingham, Wash. Now sold in 38 markets.

No more kissing babies

Presidential campaigns require "not brains but an iron constitution and damage a candidate's health and sanity," poll-taker Dr. George Gallup said last week in calling for the abandonment of barnstorming in favor of radio-TV broadcasts.

Speaking in Newark, Dr. Gallup said presidential campaigns should be restricted to six major speeches, each of which would be broadcast nationwide with no competing programs allowed. "It's the least we can expect of the networks and ask of our people," Dr. Gallup said.

Program notes . . .

New series ▪ Hal Seeger, producer of the *Out-of-the-Inkwell* TV animated series, is now producing a new series entitled *Flukey Luke.* Screenings of the pilot are set for late this month.

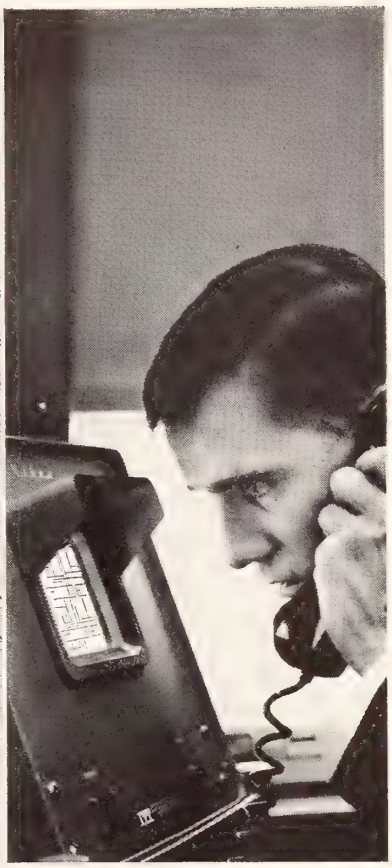
Another western ▪ H C Productions, in a co-production deal with ABC-TV, has filmed a 30 minute pilot at Goldwyn Studios, Hollywood, for a new western locale TV family series titled *Jody.* Starred is Mona Freeman with 11-year-old Kevin Brodie, son of actor Steve Brodie. Robert Maxwell is executive producer and Rudy Abel, producer.

Skiing in New England ▪ Beacon Sports Inc., Boston, is offering for syndication a new half-hour ski program that will be filmed and video-taped at various New England ski areas. Featuring Irene Hennessy, TV personality, model and noted skier, the program will consist of interviews with show business personalities, ski instruction, coverage of top ski events, plus reports on area conditions. Fred Cusick, hockey commentator, will cover other winter sports.

In living color ▪ WBAP-TV Fort Worth-Dallas announced last week that all local live programs originating from the station are being transmitted in color.

BBC-TV show in U. S. ▪ *Zero One,* an MGM-TV series on BBC-TV in England, will be syndicated to U. S. stations beginning Jan. 1. The series of 39 half-hours, based on a theme of international crime detection, stars British actor Nigel Patrick.





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SDX condemns government news censorshi

RESOLUTION ON FCC REFERRED TO FOI COMMITTEE

Resolutions condemning secrecy in government in areas not involved with national security, and supporting the public's "right to know" were unanimously adopted at the Saturday (Nov. 9) closing business session of the annual Sigma Delta Chi convention in Norfolk, Va.

Referred to the society's Freedom of Information Committee was a resolution drafted by three undergraduate members from the Penn State University chapter urging the convention to express its opposition to any ruling by the FCC which would give that body "the power to regulate radio or television programing in any way, or the power to censor the content of any radio or television station's program schedule." The resolution cited the FCC's proposed rulemaking to control advertising content which was characterized as a first step toward censorship in contravention of the First Amendment and in violation of the anticensorship section (326) of the Communications Act. The Resolutions Committee supported the sense of the resolution but recommended further study. Authors of the resolution were Stephen C. Monheimer, president and delegate of the Penn State chapter; Anthony R. Foglio, chapter vice president, and Stuart H. Chamberlain Jr., chapter member. Messrs. Monheimer and Chamberlain are staff members of WDFM(FM) University Park, Pa.

Gardner Cowles, president of Cowles Magazines and Broadcasting (KRNT-AM-TV Des Moines; WREC-AM-TV Memphis) told the convention at its Saturday night banquet that he did not believe the print media are declining. He said his own organization was expanding in the newspaper, magazine and newsletter fields. He urged newspaper editors to "beware of too great emphasis on sheer entertainment. Television has pre-empted that field.

"Good editors," he said, "don't scoff at advertising." Unlike some "shallow liberals who attack advertising," Mr. Cowles said that "good editors realize advertising revenue in real volume is what supports and makes possible the whole wonderful complex of communications media in the United States—newspapers, magazines, radio, television."

Undergraduate news awards in radio and television were: Radio reporting: First place, San Diego State College, KEBS news staff; second place, Tom Woods, Steve Shelby and Don Buffon, San Diego State College.

Radio or TV newswriting or commentary: First place, Jim Tilton, Washington State University; second place, Dorothy Drasher, Pennsylvania State University.

Radio or TV public service in journalism: First place, Team Project Pennsylvania State University; second place, Mike Sexon and Tom Hunt, Washington State University. No award was made in television reporting.

For new officers and election of fellows by SDX see page 96.



Howell hits FCC action at free time seminar

KLZ-AM-TV Denver and the Junior League of Denver last week held their fifth annual Public Service Seminar, a meeting designed to teach the public how best to use free public service time on radio and television.

Luncheon speaker at the session was Rex Howell, owner of KREX-AM-FM-TV Grand Junction, Colo. In his speech he zeroed in on the FCC, charging that the agency misunderstands the true relationship between the public and broadcasters. Mr. Howell said it is "regrettable" that broadcasters "must have such an inordinate amount of our time and substance devoted to resisting the incursions of government, when we need to put the maximum effort into creativity and expanded service in the interest of the public we serve."

NBC's attitude test

NBC Radio scheduled an "experiment" Sunday (Nov. 17) to determine listeners' attitudes toward dramatic programing in radio today. From 6:30-7 p.m., the network carried a special presentation, *Experiment in Drama*, consisting of two science fiction stories by Ray Bradbury. Listeners were asked to send their comments to the NBC affiliate in their area.

If it's free, there are always plenty of takers

A cable company in Portsmouth, Ohio, offered free installations as part of its first anniversary celebration and expected to get about 300 requests. It ended up with 667 new orders.

Multi-Channel Cable Co., which feeds TV signals from Dayton, Columbus, Cincinnati, all Ohio, and Charleston and Huntington, both West Virginia, over a seven-channel system to its subscribers, offered free home installations during the 30-day period of the "First Anniversary Promotion." The company charges $10 for first installations and $5 for second hookups, but from the period Aug. 20-Sept. 20 it agreed to do the installation gratis.

The offer was to TV homes in the cable area in Portsmouth; the company is now wiring the rest of the city's downtown area.

AP editors cite 1 TV, 5 radio stations

Citations were presented to five radio stations and a television station last week by the Associated Press Managing Editors Association for "outstanding contributions" to the AP news reports.

The stations, which received the citations during the APME's 30th anniversary convention in Miami, were WMLF Pineville, Ky.; WMTV Vancleve, Ky.; KBON Omaha; WALK Patchogue, N. Y.; WOBT Rhinelander, Wis., and WSAU-TV Wausau, Wis.

A report was made by Al Hewitt, managing editor of the *Shreveport* (La.) *Times* on the unsuccessful efforts of the Freedom of Information Committee to have the American Bar Association's Canon 35 rescinded. Mr. Hewitt said that as far as the ABA is concerned, the case against Canon 35, which forbids the use of cameras and microphones in courtrooms, is "dead." He criticized the report of an ABA special study committee, claiming that many broadcasters and editors have argued that the committee did not gather a "body of reliable factual data."

1963 Ted V. Rodgers Awards

for publication writers and radio/TV producers

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for published or broadcast reporting on metropolitan transportation problems

Entries close Dec. 31, 1963.

Writers of published articles or editorials and producers of radio/television programs that contribute to public understanding of metropolitan transportation problems—and possible solutions—are eligible for the 1963 Ted V. Rodgers Awards.

The Awards are sponsored jointly by the ATA Foundation (American Trucking Industry) and Trailmobile (manufacturers of truck trailers). As leading members of the nation's transportation complex, the sponsors' purpose in offering these awards is to recognize outstanding contributions toward community understanding of the problems of transporting people and goods to and from, and within metropolitan areas.

Awards are offered for published articles in three media: Newspapers . . . magazines . . . and radio/TV public service programming on the subject (local or network). First Award in each category is $1,500; second award $700; third award $300. Entries from *weekly newspapers* will compete in the general newspaper category but are also eligible for a special $500 award reserved for weeklies only. *Plaques* will also be awarded to winners in all categories.

rules:

1. Entries will be judged on the basis of scope, thoroughness, writing and reportorial skills as they contribute to public understanding of the problems, planning and financing of transportation facilities responsive to the efficient movement of people and goods to and from and within metropolitan areas.

2. Entries in the 1963 Competition must have been published or broadcast on or between the dates of January 1, 1963, and December 31, 1963.

3. Articles, editorials and programs of any length are eligible. A series of articles or broadcasts will be considered a single entry.

4. There are three categories of participation: Magazines; daily weekly newspapers; radio/television. Material printed in publications devoted primarily to the transportation industries is not eligible.

5. Awards will be the same in the three categories: First—$1,500; Second—$700; Third—$300. There is also a special $500 weekly newspaper award.

6. Entries will be accepted until December 31, 1963 (postmark). They should be mailed to:

Ted V. Rodgers Awards, The ATA Foundation, Inc., 1616 P Street, N. W., Washington 36, D. C.

7. Material submitted will be returned only when specifically requested. Radio/TV stations may submit in addition to scripts other supporting material such as audio tapes, video tapes, film clips, etc. Decision of the judges will be final. In event of ties, duplicate prizes will be awarded. This awards program is subject to state and national regulations. Winners will be notified by special letter. A complete list of winners will be available to all entrants and those requesting it.

TRF-53

TRAILMOBILE *member* ATA FOUNDATION INC.
AMERICAN TRUCKING INDUSTRY

CBS PLANS TO SPLIT STOCK

Proposal to give stockholders two shares for every one they now hold causes active trading

A proposed two-for-one stock split announced Nov. 13 by CBS Inc. drove the company's stock up four points on Nov. 14 before it settled at a figure of 81⅞ at the close of trading that day.

News of the imminent split plus a healthy third-quarter financial statement made CBS one of the 10 most actively traded stocks on the New York Stock Exchange last Thursday (Nov. 14) when 42,000 CBS shares changed hands.

Stockholders will vote on the stock split proposal at a special meeting Dec. 20.

Net income for CBS through the first nine months was $9,225,512 over its three-quarter level in 1962. The income jump came on a sales increase of $27,825,954. In the third quarter alone net income and sales were up $4,438,215 and $7,684,134 respectively over the comparative quarter of 1962.

At the stockholders meeting last week the CBS board declared a 45 cent dividend per share of common payable Dec. 6 to stockholders of record Nov. 22.

The directors also declared a 3% stock dividend payable Dec. 16 to stockholders of record Nov. 22.

The CBS statement issued by William S. Paley, chairman, and Frank Stanton, president, noted that additional shares as a result of the split would probably be distributed around Feb. 15, 1964, and that an expected 25 cent dividend on the split shares would be paid in March.

In a letter to stockholders the CBS executives claimed continuing decisive leadership in program audiences for CBS-TV in both day and nighttime programing according to recent Nielsen surveys. The letter stressed expansion of CBS in international ventures. Among them: the acquisition last month of an option to buy interest in Vancouver Cablevision Ltd., a Canadian community antenna TV system.

Three months ended Sept. 28:

	1963	1962
Net income	$ 9,007,672	$ 4,569,457
Sales	121,868,940	114,184,806
Earnings per share	0.97	0.50

Nine months ended Sept. 28:

	1963	1962
Net sales	$395,145,909	$367,319,955
Cost of sales	252,476,768	248,871,949
Selling, general and administrative expenses	86,189,797	77,810,502
Operating income	56,479,344	40,637,504
Other income	6,089,230	4,209,422
Other deductions	3,076,885	2,579,749
Income before income taxes	59,491,689	42,267,177
Income taxes	31,114,000	23,110,000
Net income*	28,377,689	19,157,177
Earned per share	3.08	2.09

*1963 income shown above does not include a net gain of $1,499,014 on the disposition of certain real estate.

Stock dividend announced

American Broadcasting-Paramount Theaters last week announced a 2% stock dividend on top of regular fourth quarter dividends.

The fourth quarter cash dividend of 25 cents per share of common is payable on Dec. 14 to stockholders of record Nov. 22. The stock dividend will be paid Dec. 27.

TPT sells 3 divisions, elects 3 directors

Stockholders of Teleprompter Corp. approved the sale of three divisions to Defiance Industries Inc., and elected three new directors at its stockholders meeting Nov. 8.

Sold were the Weathers, Conley Cartridge and Audio-Visual divisions, which have shown losses in excess of $230,000 for the first eight months of this year. The sales price was $780,000 exclusive of inventories.

Elected to the board were Fred H. Barkau, Q-TV Inc., Los Angeles; Charles C. Kieffer, an attorney, and Herbert Krasnow, an accountant. Other members were re-elected.

Irving Kahn, president of TPT, said that the first nine-month sales and earnings of businesses retained were $2,504,189 and $310,947 respectively. He said 80%-90% of this revenue came from the operation of TPT's community antenna systems.

SEC report on insider trading

The Securities & Exchange Commission reported the following stock transactions by officers and directors of broadcasting and allied companies in its October issue of *Official Summary* (all common stock unless otherwise indicated):

CBS Inc.—Lawrence W. Lowman, exercised option to buy 1,351 shares, holds 9,999; Clive J. Davis, exercised option to buy 506 shares, holds 506; Jack B. Purcell, exercised option to buy 917 shares, holds 917.

Crowell-Collier Publishing Co.—Sumner Blossom, sold 300, retains 3,658; Wilton D. Cole, sold 10,816, retains none.

Macfadden-Bartell—David B. Bartell, bought 450, holds 223,088; Gerald A. Bartell, bought 250, holds 222,927; Lee B. Bartell, bought 325, holds 222,197; also bought 200 as custodian, holds 200 as custodian; Melvin M. Bartell, bought 250, holds 101,500.

Metromedia Inc.—Mary L. McKenna, exercised option to buy 750, holds 1,550; Richard L. Geismer, bought $2,000 of 6% convertible subordinated debentures, holds $4,000; his wife holds $3,000.

Outlet Co.—Arnold F. Schoen Jr., bought 100, holds 100.

Rollins Broadcasting—Henry B. Tippie, exercised option to buy 750, holds 5,750.

Storer Broadcasting Co.—George Haggarty sold 5,400, retains 4,600.

Taft Broadcasting Co.—Charles P. Taft, sold 400, retains 16,154; Hulbert Taft Jr., sold 6,272, retains 113,453.

Jerrold backlog at peak

Although reporting a loss for the six months of its fiscal year, Jerrold Corp. President Milton Shapp said last week that current operations are profitable and a continuation of the upward trend is anticipated.

He disclosed that Jerrold has now built up the largest backlog in its history, $6,103,000, compared to $1,651,000 at the start of the fiscal year. Since June, Mr. Shapp said, the company has received a total of $3 million in orders for community antenna installations.

Six months ended Aug. 31:

	1963	1962
Earned per share (loss)	$ (.56)	$ .09
Sales	10,060,000	10,413,000
Net income	(1,629,000)	190,000
Tax recovery	482,000	———
Net income after tax recovery	(1,147,000)	190,000

SET MAKERS SEEK FCC AID

Microvolt radiation level is cause for concern as all-channel deadline of April 30 nears

Television receiver manufacturers who are preparing for "All-Channel Day," April 30, 1964 when all TV sets in interstate commerce must be capable of receiving both VHF and UHF channels, are anticipating trouble on radiation levels unless the FCC gives them a little help.

Through the Electronic Industries Association, manufacturers are going to ask the FCC to extend for one year from April 30 next year the 1,000 microvolt allowable radiation level. The maximum limit was scheduled to be reduced to 500 mv/m in April. The limits are for 1,000 feet.

TV receivers, as do most electronic devices, radiate radio energy. The limitation is an attempt to prevent interference among receivers.

An EIA engineering group has tested radiation levels and found it impossible to meet the 500 mv/m limitation with present UHF tuners that use tubes. It tested 253 receivers with tube tuners in 1962; only 141 sets met the 500 mv/m radiation limit; this year it tested 242 receivers and only 110 met the radiation limitation.

A possible answer, Fred W. Edwards, chairman of the subcommittee points out, is the use of transistors in the tuners. A test of 11 sets using transistor tuners showed that five met the limitation limit. The results were given at the EIA fall meeting in Rochester, N. Y., last week.

Tubes Better ▪ A report on the reliability of receiving tubes in television sets gives a brighter picture. For every 1,000 hours of use, 96 out of 100 tubes lasted without trouble.

The report was given by G. V. Herrold, Sylvania Electric Products Inc. He recounted that during the past nine years, TV tube failures have been reduced from 5% to 0.9% for each 1,000 hours of use on 130 volt current. At the same time, he said, trouble free tubes increased from 38% to 86% on a 1,500 hour test, also using 130 v.

Under normal operating conditions (117 volts), failure of tubes per 1,000 hours averaged one-fourth of 1%. The tubes were tested for 8,000 hours.

New film processors shown by Filmline Corp.

The Filmline Corp. of Milford, Conn. has introduced two new 16mm negative-positive film processors, the S-150 and the ND-100.

The S-150 spray processor develops negative and positive emulsions at speeds up to 150 feet per minute. It has an exclusive overdrive system, which consists of two separate drives that are coupled together for maximum film safety.

The ND-100 develops negative film at 50 feet per minute and positive film at 50-75 feet per minute at 80 degrees —the same operating temperature recommended for the S-150. The ND-100 was basically designed for TV stations, the manufacturer said.

NAB and RAB announce another joint study

The "togetherness" of the National Association of Broadcasters and the Radio Advertising Bureau spread to a new field last week as the partners in radio ratings research announced a joint study of the electrical transcriptions-to-tape cartridge controversy.

Following a meeting in New York last Tuesday, NAB and RAB said they would survey all radio stations on the problem of whether quality is lost in transferring ET's to tapes (BROADCASTING, Oct. 14). Also present at last week's meeting were representatives of advertising agencies, recording studios and equipment manufacturers. David Dole, chairman of a technical subcommittee of the American Association of Advertising Agencies, was chairman of the informal session.

The two broadcasting trade associations will send a questionnaire to radio stations to determine their present practices.

The issue is whether quality of reproduction is lost, a claim made by some advertisers and agencies, when stations transfer commercials from one form of recording to another prior to broadcast. Two NAB technical subcommittees are working on the problem and plan to establish industry standards for discs and tapes.

Technical infractions draw fine, warning

The FCC turned a critical eye toward the technical operation of stations last week, as the agency issued one short-term license and a notice of a $500 fine for engineering violations.

KAFE(FM) San Francisco, owned by the Hal Cox Co., was given a short-term license to cover its construction permit which allowed the FM to move to San Francisco from Oakland and increase its power. The commission said that during 1960 and 1961 the station violated a number of major rules governing technical operations and failed to promptly correct them, but the agency didn't specify the rules.

The commission said "more recently, a special field inspection revealed the technical operation to be much improved." But the station was warned that any future violations "will be viewed in a most serious light."

In another action last week the commission notified WAIL Baton Rouge, that it is liable to a $500 fine because the station submitted fictitious operating log readings. The commission said the composite week logs WAIL submitted with its last renewal application showed "improbable conditions and raised serious questions as to the validity of the readings" since they didn't vary. At a further inspection of the station it was again revealed that false readings were being logged, the commission said. WAIL has 30 days to pay the fine or contest.

'Average' consumers find color TV appealing

RCA reports that color TV now has broken out of the higher-income consumer level and broadened its appeal to so-called "average" consumers.

Jack M. Williams, RCA Sales Corp. vice president for advertising and sales promotion, told a Phoenix (Ariz.) Advertising Club meeting that consumers in the middle and lower economic areas, at one time hesitant in buying color sets, now represent 66.3% of those consumers indicating their next TV receiver will be color.

Mr. Williams also said that there was survey evidence that color may affect a show's audience ratings—viewers of the program in color showing a preference for the show, but these sentiments contrasting in some cases with the majority opinion of viewers who see the same show in black and white.

Ampex buys Allegri–Tech

Ampex Corp. has acquired the major assets of Allegri-Tech Inc., western division, Burlingame, Calif., manufacturer of printed electronic circuit boards. The division will become the component operations department of Ampex Video and Instrumentation Division, which has been a major Allegri-Tech customer for several years.

WWL wants study of over 50 kw power

Now that the courts have affirmed the FCC's decision to duplicate 13 of the 25 clear channel (class I-A) AM frequencies, WWL New Orleans wants the FCC to begin a rulemaking that would investigate the possibility of powers greater than 50 kw for the remaining 12 nonduplicated channels.

WWL's petition to the FCC last week claimed that the U. S. Court of Appeals in Washington provided "in effect, a mandate to the [FCC] to explore the public interest in increased service" for nonduplicated clear channels in its Oct. 31 decision affirming class I-A duplication. The commission's clear channel proposal, which dates back to 1961, was taken to the appeals court by WGN Chicago and WJR Detroit which claimed that channel duplication was in fact modifying their clear channel licenses (BROADCASTING, Nov. 4).

The question of higher power for nonduplicated channels was left by the court to the commission for further consideration. WWL said the court definitely indicated "further studies" were in order but that sufficient proof of the high-power case has not been shown to warrant compelling "the commission to authorize it."

The New Orleans stations also pointed out that the court noted duplication of 13 of the clear channels would extend service to only about 600,000 persons of the commission's estimated 25 million who are presently without a primary nighttime service. The court's decision was based on the fact that if it approved duplication of 13 channels there would still remain 12 channels "for possible future improvement of skywave service." And WWL wishes to see studies begun immediately which could lead to use of higher powers.

WWL took cognizance of the petition for a clear channel rulemaking which has been filed by the Clear Channel Broadcasting Service (BROADCASTING, April 15), and said that it supports CCBS's aims but suggested that the question of higher power for the 13 duplicated channels be reserved for separate consideration.

WWL urged that the rulemaking be instituted as soon as possible in order to measure the economic and social impacts of high-power broadcasting which have troubled the commission. It didn't think that isolated cases of experimentation by clear channels could give conclusive answers.

Attention FCC: Define Puerto Rico

Is Puerto Rico a state in the meaning of the all-channel TV receiver legislation?

Last week the FCC was asked to answer that question so that all manufacturers will be on an equal basis when the April 30, 1963 deadline rolls around. This is the date fixed by the FCC when all TV sets transported in interstate commerce must be capable of receiving both VHF and UHF signals.

The question was submitted by General Electric Co. in a Nov. 14 letter to the commission.

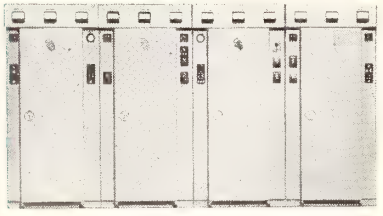
If Puerto Rico is not considered a state within the meaning of the interstate commerce clause, it is believed some manufacturers may attempt to continue making and selling VHF-only TV receivers there.

There are 30 UHF channels allocated to Puerto Rico at the present time.

SHREVEPORT

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chief engineer

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Technical topics...

New tube guarantee ▪ Sonora Electromatics, Paterson, N. J., distributor of industrial power tubes to radio and TV stations, is offering a new guarantee on tubes to contractual customers. Sonora warranty will protect broadcasters against downtime loss and guarantee replacement of faulty tubes with new equipment without pro-rated charges on used equipment.

Five-in-one micromultimeter ▪ Cohu Electronics Inc.'s Kin Tel Division, San Diego, has announced the production of a new micromultimeter, the 208R, which weds the advantages of a DC microvoltmeter, a microammeter, a wide-range ohmmeter, an electronic galvanometer and a narrow-band DC amplifier. All measurement functions are shown on two scales of the micromultimeter, which sells for $1,495.

Plant move ▪ Standard Electronics Corp., radio-TV transmitter producer, will move to a new plant in Manalapan Township, N. J., at the first of the year. The firm's permanent mailing address is Box 677, Freehold, N. J.

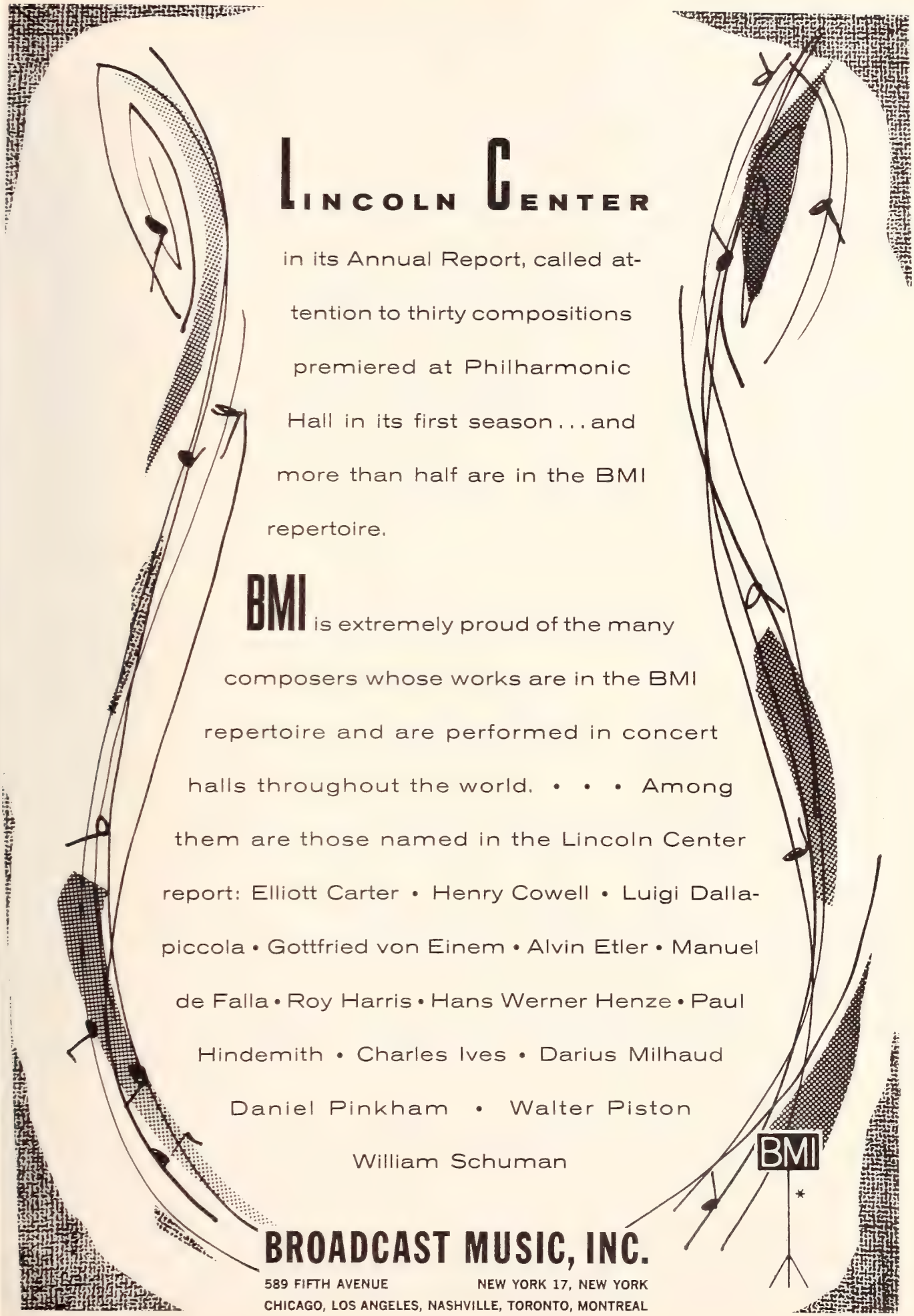
New mike ▪ A new microphone designed for use in permanently mounted installations has been announced by Shure Brothers Inc., Evanston, Ill. The new Model 561, only slightly over 2½ inches long, has an attached cable and a standard thread for direct mounting on flexible gooseneck or fixed pipe.

New Zoomar ▪ The Television Zoomar Co., New York, has announced the production of the new Angenieux-Zoomar Model 10-2-1B. The new model has improved optics and simplified controls and the speed has been refined to F/3.8.

New preamplifier ▪ Broadcast Electronics Inc., Silver Spring, Md., is now manufacturing Spotmaster Model TT-20A, an equalized turntable preamplifier which is claimed to reduce residual noise to more than 65 db below rated output. When powered by a dry-cell battery, the new product can eliminate all residual hum.

Hughes gets NASA contract

A study to determine whether it's possible to electronically "steer" communications satellite antennas has been ordered by the National Aeronautics & Space Administration. It has issued a $97,450 contract to Hughes Aircraft Co., Culver City, Calif., to conduct the study, which will have as its primary objective to determine which systems can operate at the highest reliability with the least power consumption while maintaining maximum bandwidths and power gain. The results could considerably lower power consumption, or permit additional voice and teletype channels without increasing power requirements. Hughes Aircraft built the present Syncom communications satellite for NASA.



LINCOLN CENTER

in its Annual Report, called attention to thirty compositions premiered at Philharmonic Hall in its first season . . . and more than half are in the BMI repertoire.

BMI is extremely proud of the many composers whose works are in the BMI repertoire and are performed in concert halls throughout the world. • • • Among them are those named in the Lincoln Center report: Elliott Carter • Henry Cowell • Luigi Dallapiccola • Gottfried von Einem • Alvin Etler • Manuel de Falla • Roy Harris • Hans Werner Henze • Paul Hindemith • Charles Ives • Darius Milhaud Daniel Pinkham • Walter Piston William Schuman

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BBC 2 will be a 'complete departure'

INDIVIDUAL CHARACTERISTICS PLANNED EACH NIGHT

BBC 2, the new BBC television network, which goes on the air next April, will be a "complete departure" from the BBC's present TV policy of contrasting programs during the evening, according to Hugh Carleton Greene, director general.

Each evening will have its own character. From Monday to Friday BBC 2 will start with 15 minutes of informal news, comment and weather reports. A 30-minute news bulletin will go out about 10 p.m.

▪ Monday evening will have straight family entertainment with a strong comedy backbone. Mr. Carleton Greene said it would provide a contrast with the current affairs programs which were a feature of BBC-TV's regular network (to be known as BBC 1) on Monday evenings.

▪ Tuesday evenings will be a classroom of the air for adult viewers. Programs will range from new teaching trends for such subjects as mathematics to increasing popular awareness of science, economics and technology.

With the public being served education for a whole evening, Mr. Carelton Green said, it would be fascinating to see what percentage of the potential audience makes use of this opportunity.

▪ Wednesday evening will be devoted to repeats.

▪ Thursday will carry programs of minority interest. This, said the BBC director general, will recognize the rights of viewers with minority tastes and interests not only to have programs they want but to be able to see them at convenient times.

▪ Friday will be an evening of straight family entertainment based on narrative drama—plays with a strong story line.

On the weekend BBC 2 will try to provide genuine alternatives to existing programs. There would be, for example, a program on Saturdays for viewers who don't like sports.

On Sunday BBC 2 will try to create "a sense of occasion" with big and important programs in the field of music and drama.

The director general pointed out that many problems have to be solved by the starting date of April 20, 1964, which is 15 months earlier than originally planned.

Other Plans ▪ Other BBC 2 projects include a nursery school program each weekday for children aged 3 to 5. The program will continue in school holidays and will be extended for children up to 7.

There are also plans for a historical documentary, a 45-minute classical serial and a science magazine for Saturday evenings. There will be experimental poetry, music and social affairs programs on the same night.

Full-length important plays will be screened on Sunday evening and these will alternate with commissioned operas and ballet. There will also be programs of concerts and feature films from Europe and Asia.

At the end of every Friday evening there will be a report on the week in Parliament.



BBC 2 bouncing along

Kangaroo, which rhymes with "BBC 2" and "It's new," will be the symbol of the new BBC television network. The symbol, according to Perry Guiness, publicity projects organizer, embodies the idea of leaping forward into the future. The kangaroo will be seen on leaflets, showcards and banners prior to the opening of the network.

Intertel reveals plans for new TV programs

The fourth meeting of the International Television Federation Council has decided to form a planning group to hold regular meetings to coordinate research and production.

Forthcoming productions in the Intertel series *Nations in Transition* include, for immediate release, a program on Malaysia made by the Australian Broadcasting Commission. At monthly intervals there will be programs on Algeria, by CBC; Iran and Kenya, produced by Associated Rediffusion Ltd., and on Italy and Australia, made by National Educational Television Network and the Westinghouse Broadcasting Co.

The Soviet Union and other East Europe countries have refused to make a program deal with Intertel. Negotiations were started but have reached a deadlock. Retiring Chairman John McMillan said that the Communist countries would only exchange programs on an hour-for-hour basis and will not buy productions. Intertel had no objection to this but it wants to know what it would be getting before it enters into any agreement.

Negotiations had been aimed at a straightforward sale of programs. Both sides would have been allowed to choose the productions they wished to screen.

Microwave system will expand Egyptian TV

Collins Radio Co. announced last week it has signed a $1.5 million contract with the United Arab Republic to start construction of a 500-mile microwave communication system along the course of the Nile River from Cairo to Aswan. The system will make television available for the first time to most of that country's people.

The contract calls for an initial installation of microwave equipment from the Egyptian capital to Luxor, about

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375 miles up the Nile, within 18 months. The UAR Ministry of Culture and National Guidance said Egypt intends to extend the system further southward to Aswan in time to permit live telecasting of the Aswan Dam festival in 1966.

The majority of Egypt's population lives along the Nile. Currently TV programs are available only in the Cairo and Alexandria areas. The system will carry one TV channel and associated audio signals plus two radio program channels.

Color set sales up in Canada

Color television broadcasts by U. S. stations on the Canadian border are stimulating sales of Electrohome color sets, it was reported last week by Carl A. Pollock, president of Dominion Electrohome Industries Ltd., Kitchener, Ont. Canada does not yet have color TV of its own.

Electrohome's sales of radio-TV products are up near 20% so far this year in Canada, he said, while export sales to the U. S., including color TV sets, have tripled over last year. The firm is building a new $6.5 million plant at Kitchener.

Abroad in brief . . .

Compton in Manila ▪ Compton Advertising Inc. of New York has purchased a substantial minority interest in Ace Advertising Inc. of Manila. Ace clients include: Carnation Milk Co., Johnson & Johnson of Philadelphia, Procter & Gamble Philippine Manufacturing Corp., Reynolds Philippine and Tidewater Oil Co.

Canadian survey ▪ A survey on the radio listening habits of Canadian working women has been made by the Radio Sales Bureau, Toronto, Ont. It shows that Canadian working women between 15 and 64 years of age listen an average of 2 hours and 42 minutes on weekdays, 2 hours and 24 minutes on weekend days. Quebec working women listen 3 hours and 48 minutes on weekdays, 3 hours and 12 minutes on weekend days. The survey reports that 83% of Canadian working women have two or more radios distributed through the house.

Moscow-Siberia link ▪ A chain of radio relay stations from Moscow to Eastern Siberia via Sverdlovsk is under construction. It will be used for two-way transmission of TV programs and for long-distance telegraph and telephone communication. Beyond the Urals the chain has already reached Kurgan in Siberia and construction is under way in the Sverdlovsk-Chelyabinsk section where the receiving and transmitting equipment is already installed.

No more duplication ▪ Talks are going on between BBC-TV and the commercial television companies to reach an agreement to avoid duplicate coverage of events of national importance. John McMillan, controller of programs of Associated Rediffusion Ltd., who revealed the negotiations, said that such duplication was unnecessary and wasteful.

Murrow back at work

Edward R. Murrow, director of the U. S. Information Agency, was back on the job in Washington last week a little more than a month after his cancerous left lung was removed (BROADCASTING, Oct. 14, 7).

Mr. Murrow was back at his desk Tuesday (Nov. 12), his staff reported, but will not be spending full days there for a while.

And, according to one report, the former chain smoker had given up smoking. His older brother, retired Air Force Brigadier General Lacey V. Murrow, told UPI Thursday (Nov. 14) it might not make any difference. The younger Murrow "never inhaled a cigarette in his life," General Murrow said.

Arbitration rejects union's BBC demands

The demand of the Variety Artistes Federation of Britain, which represents over 3,000 light entertainers, for higher fees from the BBC has been rejected by an industrial arbitration court. The union wanted BBC fees to be the same as those paid by the commercial TV companies.

This would have given a minimum $106 for performers and $223 for speciality acts. BBC offered to pay $59 for performers and $73 each for acts up to four people. BBC currently pays a minimum $29 though higher fees may be negotiated individually.

The industrial court said that the union's claim was not well founded. BBC maintained in the hearing that the commercial companies could charge what they liked for time sales and were subject only to business conditions. BBC's different position was recognized by Equity, the actors' union, and the Musicians Union which had negotiated lower rates with BBC.

VAF wanted BBC-TV to pay fees according to scales laid down in an agreement with the commercial companies. This agreement was won after a two-week strike by the federation in 1961. The VAF television pact with BBC ended in May 1961. Since then negotiations for a new agreement have failed. It was on the federation's request for Ministry of Labor intervention that the dispute was submitted to arbitration.

Reg Swinson, VAF general secretary, said after the court's decision, that talks would be resumed with BBC and VAF would try to get the best rates possible. BBC refused to comment on the court's finding.

Wales TV network has early '64 target date

BBC-TV's separate television network for Wales will begin operations early next year. Existing transmitters, with others now being built or scheduled for erection, will form an all-Wales network covering 96% of the population.

It will give BBC television in Wales operational independence of BBC-TV's main network and will allow programs of specific Welsh interest to be screened at peak viewing times.

About 14 hours of programs a week will be transmitted, seven of which will be in Welsh. The rest of the 60-hour broadcast time will be taken from the regular BBC-TV network.

BBC-TV's second network, BBC 2 (scheduled to start in April 1964), will extend to south Wales in 1965.

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BROADCAST ADVERTISING


Mr. Stolfi

Robert F. Stolfi, account executive with CBS-TV network sales in New York since August 1959, appointed Pacific Coast sales manager for CBS-TV network. He succeeds **Robert Livingston,** who has resigned to become president of his own firm, The Indek Co., North Hollywood, specializing in research and development in diversified fields. Mr. Stolfi originally joined CBS-TV in 1949 in operations department and left in 1955 to become advertising and sales promotion manager of WNDU-TV South Bend, Ind. He rejoined CBS in Chicago in 1957 and was transferred to network's sales staff in New York in 1959.

Floyd C. Smith, VP-account supervisor at John W. Shaw Adv., Chicago, joins Roche, Rickerd, Henri, Hurst, that city, in same position.

Tom Beck elected VP and executive art director of Johnstone Inc., an affiliate of Interpublic Inc., New York. Mr. Beck was art director of *Ladies Home Journal* for two years. Johnstone specializes in marketing and merchandising of products and services in women's interests field.

Gordon F. Buck, since 1961 media supervisor at Needham, Louis & Brorby, Chicago, elected VP and appointed personnel director. Earlier Mr. Buck had been general manager of Aubrey, Finlay, Marley & Hodgson and VP-media director of Foote, Cone & Belding.


Mr. Lieberman

Albert Lieberman, account supervisor at Doyle Dane Bernbach, New York, elected VP. Mr. Lieberman joined agency in 1956. Also elected VP's were **Ron Rosenfeld** and **Robert Levenson,** copy supervisors. Mr. Rosenfeld joined DDB in 1957; Mr. Levenson in 1959.

Edward A. Montanus, for past two years central sales manager of MGM-TV, appointed sales manager for ABC-TV central division, Chicago, effective today (Nov. 18). **Jack Reilly,** assistant sales manager of ABC-TV central division, named senior account executive in addition to present position.


Mr. Keck

Donald F. Keck, of ABC Television Spot Sales in New York, appointed general sales manager of ABC-owned WXYZ-TV Detroit. Previously, Mr. Keck served as account executive at KABC-TV Los Angeles and NBC Radio in San Francisco.

Charles L. Pray, account executive at WONE-AM-FM Dayton, Ohio, since 1954, promoted to sales manager.

Jane Dolben, formerly of WEEI Boston and Concert (FM) Network, joins Kettell-Carter, Boston-based station representative, as director of creative sales.


Mr. Falk

Albert (Hank) Falk Jr., VP and manager of market development department at Compton Adv., New York, since 1960, promoted to director of that department. Mr. Falk joined Compton in 1957 from Comstock Foods, Newark-New York, where he was national sales manager.

Tal Ripps and **Joseph T. Fitzgerald,** both formerly of Dancer-Fitzgerald-Sample, join Kenyon & Eckhardt, New York, as research project supervisor and art director-producer, respectively.

George Watkins joins Continental Baking Co., Rye, N. Y., as assistant advertising manager for bread products. He was formerly brand advertising manager for Minute Maid products.


Mr. Glenn

Bruce Glenn, of Wilmette, Ill., former account executive and media director at Advertising Division Inc., Chicago, has formed his own advertising agency, Bruce Glenn Inc., with offices at 76 S. Eighth St., Minneapolis, Minn. New agency will offer complete marketing-advertising services.

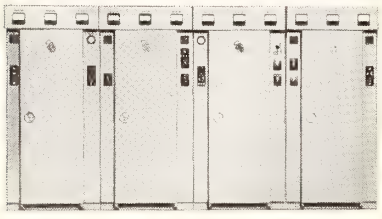
John Hassett, account supervisor, elected vice president of Hixson & Jorgensen Adv., Los Angeles.

Craig Jennings, account executive at CBS Radio Spot Sales, Detroit, joins McHugh and Hoffman Inc., TV and advertising consultants, Birmingham, Mich., in area of client services.

James Rankin and **Fred Hautau** appointed copy supervisors at Young &

Shuffle at Ford

Staff and divisional executive appointments announced last week by Ford Motor Co., Detroit: **Paul F. Lorenz,** previously executive director of corporate marketing staff, named assistant general manager of company's Lincoln-Mercury division; **Stanley N. Kuryla,** assistant controller on finance staff, succeeds Mr. Lorenz as assistant director of marketing staff; **Chase Morsey Jr.,** assistant general manager for sales and marketing of Lincoln-Mercury division, to general marketing manager of Ford division; **E. F. (Gar) Laux,** general marketing manager of Ford division, to division's general sales manager; **O. F. Yando,** previously general sales manager of Ford division, to division's Western regional sales manager, with headquarters at San Jose, Calif.; **Walter J. Cooper,** Ford division's Western regional sales manager, named division's Southwestern regional sales manager, with headquarters at Dallas; and **Harry B. King,** Southwestern regional sales manager for Ford division, to division's Southeastern regional sales manager, with headquarters in Philadelphia. Mr. King succeeds **Sidney A. Skillman,** who last month was appointed general sales manager of Lincoln-Mercury division.

DALLAS
KLIF
50,000 WATTS AM

GOES CONTINENTAL
". . . building space and costs are reduced to a minimum with our 317B. It is ideally suited for remote control operation with a minimum amount of maintenance." Glenn Callison
vice president, director of engineering
Continental Electronics
BOX 5024 • DALLAS 22, TEXAS • TELEX CEPCO
LTV Subsidiary of Ling-Temco-Vought, Inc.

Rubicam, New York. Mr. Rankin joined agency in 1961 from Norman, Craig & Kummel where he was creative director. Mr. Hautau, who joined Y&R same year, had been copywriter at N. W. Ayer & Son.


Mr. Miller

Robert D. Miller, copy supervisor at BBDO, New York, elected vice president. Mr. Miller joined agency in 1957.

Robert Root, of Spot Time Sales, joins Broadcast Time Sales, N. Y., as salesman.

Thomas J. Hollingshead, media supervisor at Richard K. Manoff Inc., and **Martin J. Brown,** with Roger O'Connor Inc., join television sales staff of Adam Young Inc., New York.

Frank Louis, formerly with Boris Hamilton & Associates, joins Earle Ludgin & Co., Chicago, as art director.

Thomas K. Clark joins advertising staff of WDBJ Roanoke, Va.

Leonard A. Swanson, former general sales manager of WWTV(TV) Cadillac, Mich., joins national sales staff of WIIC (TV) Pittsburgh.

Gerald Flesher, formerly sales promotion manager for WCBS-TV New York, appointed sales promotion manager for ABC-TV Spot Sales, that city.

Walter E. Staab appointed media group head at Kenyon & Eckhardt, New York. Mr. Staab joined agency in 1960 as senior media research analyst.

Art Pernitzke appointed local sales manager of WLOS-AM-FM Asheville, N. C. **Frank Painter,** commercial manager of WBLJ Dalton, Ga., joins WLOS local sales staff.

Tucker Halleran, account executive at J. Walter Thompson Co., New York, joins Sullivan, Stauffer, Colwell & Bayles, that city, in same capacity.

William H. Manning, formerly director of advertising and public relations for Marshall Industries, San Marino, Calif., joins Faust Day Adv., Los Angeles, as account supervisor. Agency has moved to new offices at 401 Silverlake Blvd., that city. Telephone is Dunkirk 1-7881.

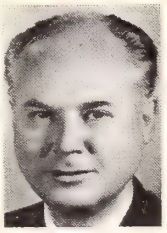
Richard T. Williams, formerly of WEAM Arlington, Va., joins Ernest S. Johnston Adv., Washington, as account executive.

Is Your Guard Up Against Libel Suits?

There's no telling when the wrong word can bring libel action against you. When that happens, it's too late to ask about special excess insurance to help ease the loss. DO IT NOW . . . BEFORE CLAIMS ARISE! For details and rates, without obligation, concerning protection against loss due to libel, slander, piracy, plagiarism, copyright violation and invasion of privacy, contact:

EMPLOYERS REINSURANCE CORPORATION
21 West 10th., KANSAS CITY, MO.
NEW YORK, 111 John • SAN FRANCISCO, 220 Montgomery
CHICAGO, 175 W. Jackson • ATLANTA, 34 Peachtree, N. E.

IBA elects Baisch


Mr. Baisch

Joseph M. Baisch, VP and general manager of WREX-TV Rockford, elected president of Illinois Broadcasters Association (AT DEADLINE, Nov. 11). Other IBA officers elected are **Ralph W. Beaudin,** president of WLS Chicago (see OUR RESPECTS, Nov. 11), VP-radio; **Fred Mueller,** president and general manager of WEEK-TV Peoria, VP-TV; and **Milburn H. Stuckwish,** WTIM Taylorville, secretary-treasurer (re-elected). New directors are **Bob Meskill,** WKID Urbana, and **Sam Hassan,** WROY Carmi.


Mr. Bowlin

C. C. (Bud) Bowlin, national sales representative for WCSH-TV Portland, Me., appointed manager of Boston office of The Katz Agency, national radio-TV sales representatives.

Robert Stark, market research director for Foremost Dairies Inc., San Francisco, and former VP and research manager for Young & Rubicam, New York, joins Chesebrough-Pond's Inc., New York, as general manager of marketing research.

John L. West, former assistant advertising manager for Continental Baking Co., joins special projects division of Blair Television, New York, as account executive.

Richard J. Mitchell, regional air sales manager in Cleveland for Railway Express Agency, joins local sales staff of WJW-TV, that city.

Kay Knight, former broadcast media director at Roche, Rickerd, Henri, Hurst, appointed director of radio-TV timebuying department at Gourfain. Loeff & Adler, Chicago advertising and public relations agency.

William M. Harris, formerly director of advertising and public relations for West Food Packers, San Francisco, joins The Bronson Co., Studio City, Calif., as copywriter. Agency has moved to new offices at 13273 Ventura Blvd. New telephones are 788-3881 and 873-7674.

Charles H. Brower, president of BBDO, New York, elected to board of governors of Rutgers University, New Brunswick, N. J. He fills unexpired term of late **Howard A. Smith,** whose term will end in June 1968. Mr. Brower has been member of university's board of trustees since 1946.

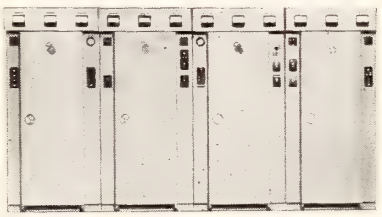
THE MEDIA

Robert E. Baker, former account executive and minor stockholder of KXO El Centro, Calif., named general manager of KAMP, that city, succeeding **Andrew Andreotti,** who retains post of president of board of directors.

Thomas J. McDermott, VP of radio-TV at N. W. Ayer & Son, New York, elected president of International Radio and Television Foundation, succeeding **William K. Daniel,** executive VP of NBC Radio. IRTF this year sponsored second annual Collegiate Broadcasters Conference.

Frank R. Lee, promotion manager of WPTA(TV) Roanoke, Ind., named operations manager of WPTH(FM) Fort Wayne, Ind. Succeeding Mr. Lee as

TULSA
KVOO
50,000 WATTS AM



GOES CONTINENTAL

". . . over 13,000 hours of operation logged on the Type 317B with many of the original tubes still in use, we feel our decision has been well founded with performance."

John McBurnett
chief engineer

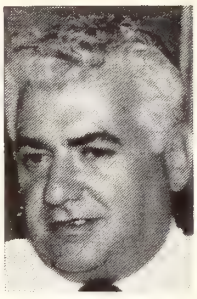
Continental Electronics
BOX 5024 • DALLAS 22, TEXAS • TELEX CEPCO
LTV Subsidiary of Ling-Temco-Vought, Inc.

Miller, Taishoff, Copley elected SDX fellows

Three veteran journalists were elected fellows of Sigma Delta Chi, national journalistic society, week ago Saturday (Nov. 9) on closing day of society's 1963 convention at Norfolk, Va. (BROADCASTING, Nov. 11).



Mr. Miller



Mr. Taishoff

Those honored, in recognition of their editorial performance or their contributions toward the elevation of journalism as a profession, were **Paul Miller,** of Rochester, N. Y., president of Gannett Newspapers and broadcast properties (WHEC-AM-TV Rochester and WINR-AM-TV Binghamton, both New York; WDAN Danville and WREX-TV Rockford, both Illinois) and president of Associated Press; **Sol Taishoff,** president, publisher and editor of Broadcasting Publications Inc. (BROADCASTING and TELEVISION magazines and BROADCASTING YEARBOOK); and **James S. Copley,** of San Diego, Calif., chairman of Copley Newspapers, which include 15 dailies.

James A. Byron, news editor of WBAP-AM-FM-TV Fort Worth-Dallas and former SDX national president, was recipient of Wells Memorial Key, highest honor society can bestow upon a member.

Four-day meeting also witnessed election of **Theodore F. (Ted) Koop,** Washington vice president for CBS Inc., as president (WEEK'S HEADLINERS, Nov. 11), and **Benjamin McKelway,** vice president of *Washington Star,* as honorary president.

Other officers elected at SDX convention are **Ralph Sewell,** assistant managing editor of *Oklahoma City Oklahomian* and *Times,* first VP; **A. L. Higginbotham,** chairman of University of Nevada's Journalism Department, VP for undergraduate affairs; **Raymond L. Spangler,** publisher of *Redwood City* (Calif.) *Tribune,* secretary; and **Robert M. White,** publisher of *Mexico* (Mo.) *Ledger,* treasurer.

Stephen Fentress, news director of KMOX St. Louis, was elected to SDX board representing Region 7 (Nebraska, Iowa, Kansas and Missouri) for two-year term. **James Bormann,** news director of WCCO Minneapolis, representing Region 6 (Minnesota, North and South Dakota), resigned for health reasons and was replaced by **Richard Kleeman,** education editor of *Minneapolis Tribune.*

WPTA(TV) promotion manager is **Wayne Studer,** staff producer-director. Both stations are owned by Sarkes Tarzian.

E. F. MacLeod, for past two years station manager of WCYB Bristol, Va., elected VP and general manager of WOPI-AM-FM Bristol, Tenn., and acquires interest in station.

Wally Voight, general sales manager of T-N Spot Sales and Tobacco Radio Network for past five years, appointed director of radio operations for Capitol Broadcasting Co., which owns WRAL-AM-FM-TV, T-N Spot Sales, Tobacco Radio Network and Tobacco Sports Network, all headquartered in Raleigh, N. C. **Bob DeBardelaben** named sales manager of Tobacco Radio Network.

Two Outstanding California Radio Stations For Sale

5000 WATT FULLTIMERS

Priced at $230,000 and $300,000

THE ALBERT ZUGSMITH
COMMUNICATIONS CORPORATION

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ARTHUR HOGAN JACK FELDMANN

Murry Woroner resigns, effective Dec. 31, as station manager of WAME Miami.

John E. Mayasich, sales manager of WDUZ Green Bay, Wis., for past three years, assumes additional duties as station manager. Mr. Mayasich will be in charge of sales, operations, and personnel at station.

Joel Chaseman, executive producer of Westinghouse Broadcasting Co.'s *The Steve Allen Show* and formerly organization's national radio program manager, appointed assistant general manager of WBC-owned WINS New York, effective Dec. 2.

Jerry Appy, manager of WGTV(TV) (educational ch. 8) Athens, Ga., named chairman of National Educational Television affiliates committee.

John T. Murphy, president of Crosley Broadcasting Corp., Cincinnati, elected to board of directors of Ohio Chamber of Commerce. Mr. Murphy was elected to three-year term representing southwestern district.

ALLIED FIELDS

Walter P. Sheppard, assistant professor of broadcasting at Boston University's School of Public Relations and Communications, assumes new post of faculty program director for WBUR(FM) Boston, university's educational outlet.

John Rhinehart, writer in program development department of Larry-Thomas Productions, joins National Tuberculosis Association, New York, as associate in radio-TV-film division.

PROGRAMING



Mr. Connelly

Joseph Connelly, co-creator, producer and writer of Revue-produced *Leave It To Beaver* series formerly on ABC-TV and now in syndication, elected VP of MCA and Revue Productions, Hollywood and New York. Mr. Connelly, veteran TV and motion picture writer, was nominated for Academy Award for his screenplay of motion picture "The Private War of Major Benson." He currently is executive producer of *90 Bristol Court,* 90-minute TV series that goes into production next month at Revue for 1964-65 season.

Stan Byrnes, former Midwest sales manager of Flamingo Films, appointed western division sales manager for Official Films, with headquarters in Los Angeles. Mr. Byrnes joined Official Films in 1961.

George Lefferts, producer of Bing Crosby Productions' *Breaking Point* TV psychiatry series for ABC-TV (Mondays, 10-11 p.m. EST), named series'

executive producer. **Richard Collins,** associate producer, promoted to producer on *Breaking Point,* along with **Mort Fine** and **David Friedkin,** formerly of Four Star Productions and MGM. Move will permit Mr. Lefferts to devote more time to development of scripts and to assume specific added assignments for Crosby Productions.

Jack Flax, executive vice president of Teledynamic Corp., joins Triangle Program Sales, New York, as sales representative.

Stan Schwimmer, assistant production supervisor at Screen Gems, New York, for past three years, signed to new contract as executive production assistant, with responsibilities in areas of production administration, general contract negotiations and business office supervision.

Hal Raymond, production director at WDGY Minneapolis-St. Paul, promoted to program director.


Mr. Sholes

Stephen H. Sholes elected to newly created post of division VP for popular artist and repertoire at RCA Victor Records, with headquarters in New York. Mr. Sholes, who has been with division for nearly 30 years, will have full responsibility for all RCA Victor pop product—albums and singles—as well as for all RCA Camden and Groove recordings.

Paul Bain, promotion and public relations director of KOB-AM-TV Albuquerque, appointed KOB program director.

Don Ranson, staff announcer and news director of KBBI(FM) Los Angeles, named production manager, replacing **Gary Brandt,** who resigned to join KPOL-AM-FM, that city. **Don Hawkinson,** formerly of WMBI Chicago and KUOW(FM) Seattle, joins KBBI as staff announcer. Mr. Hawkinson will host such KBBI programs as *Telephone Request Time, Journey Into Music* and *Sunday Concert.*

Charlene McCloskey joins WTAE(TV) Pittsburgh as film editor.

David N. Burke, formerly of WBZI Brazil, Ind., appointed sports director of WENT Gloversville, N. Y.

Bill Emerson, newscaster at WIBG-AM-FM Philadelphia, appointed station's sports director.

Woody L. Durham, former announcer at WBTW(TV) Florence, S. C., named sports director of WFMY-TV Greensboro, N. C.

Jack R. Wagner, program manager of KNBR San Francisco, appointed by Governor Edmund Brown to serve on Advisory Committee on Emergency Communication. Committee will work with California disaster office to plan and coordinate participation of broadcasting industry in emergency communications.

OAB elects Chopping

Robert Chopping, general manager of KAST Astoria, elected president of Oregon Association of Broadcasters. Other OAB officers elected are **Robert LaBonte,** general manager of KERG Eugene, VP; and **Ray Kozak,** president and general manager of KROW Dallas, secretary-treasurer. Directors are **Richard Green,** KOTI-TV Klamath Falls; **C. R. (Bob) Matheny,** KRCO Prineville; **Tom Becker,** KNPT Newport (all newly elected); **Les Smith,** KXL Portland; and **Irwin Adams,** KGON Oregon City (directors held over).

John Campbell, left corner line backer for Minnesota Vikings, joins sports staff of WCCO-TV Minneapolis in mid-December after close of professional football season. He will be writer-reporter.

Steve Davis, formerly host of *Seattle Sundown* on KOL Seattle, joins KEX Portland, Ore., to be heard on *Nightside* show (Monday-Friday, 7 p.m.-midnight).


Mr. Trivers

Stephen C. Trivers, formerly program director of WCOP-AM-FM Boston, appointed director of program operations at WPAT-AM-FM Paterson, N. J.

Phil Burrell named producer-host of *Broadway Music Hall,* weekly series of specials at WNCN(FM) New York. **Lee Beaupre,** film critic, will provide exclusive radio reviews of motion picture premieres for program, including interviews with Broadway and music personalities.

John A. Aaron appointed producer of *Alumni Fun,* new information game show starting Sunday, Jan. 5, on CBS-TV network (5-5:30 p.m. EST).

Lee Vogel, formerly with WDGY Minneapolis-St. Paul, joins KSTP there as air personality.

Robert Louis, formerly with WBAY-AM-TV Green Bay, Wis., joins announcing staff of WTMJ-AM-TV Milwaukee.

Jim Coy, formerly of WOR New York, joins KHJ-AM-FM Los Angeles as daytime air personality. Both stations are owned by RKO General Broadcasting.

Dale R. Munson, formerly production manager-air personality at KGLO-AM-TV Mason City, Iowa, joins announcing staff of WOW-AM-FM Omaha.

Bruce Hinton, Southern California promotional representative for Warner Brothers Records, Burbank, appointed western regional promotion manager.

Bud Kelly, formerly with WCOP Boston, joins WBBM Chicago as announcer-disc jockey.

INTERNATIONAL

E. S. Hallman, programing VP of Canadian Broadcasting Corp., elected chairman of International Television Federation, London.

Major General J. Desmond Smith elected to board of directors of Thomson Television (International) Ltd., London. He joined firm in 1962.

Peter Brook, co-director of Royal Shakespeare Theater, elected to board of directors of Granada TV Network Ltd., London.

Edward G. Fairburn elected board chairman of Tyne Tees Television Ltd., London.

Fred L. R. Hill, copy director and creative group head at Toronto office of Cockfield, Brown & Co., promoted to creative department director, and **J. Ross MacRae,** manager of radio-TV department, appointed director of

DETROIT

WJR

50,000 WATTS AM



GOES CONTINENTAL

". . . Type 317B is simplicity itself . . . in operation . . . all of the requirements necessary for our method of operation . . . are fully satisfied.

Andrew Friedenthal
chief engineer

Continental Electronics

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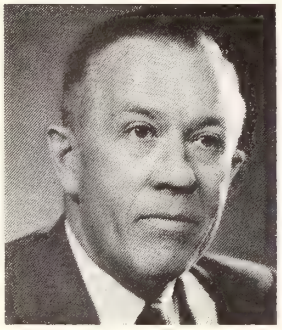
LTV Subsidiary of Ling-Temco-Vought, Inc.

ANA's Allen, Norton retire; McElroy elevated to senior VP

Joseph M. Allen, Association of National Advertisers VP whose identification with broadcast advertising goes back to Bristol-Myers' first radio programs in 1925, is retiring as of January 1, 1964.

Cy Norton, another VP and key operating executive of ANA, is retiring at the same time.

Their retirement plans were reported to ANA annual meeting last week by President Peter W. Allport, who also announced that **Lowell M. McElroy** has been promoted to senior vice president.


Mr. McElroy


Mr. Allen


Mr. Norton

Mr. Allen, who in recent years had directed ANA's information services and international activities, joined association as director of TV and radio in 1953, after serving with Bristol-Myers as VP in charge of advertising and, subsequently, public relations. He also had served on board of directors and on executive committee of Broadcast Measurement Bureau and was chairman of ANA's radio committee while at Bristol-Myers.

He joined Bristol-Myers in 1917, and when company went into radio advertising in 1925 Mr. Allen was put in charge of this activity. In ensuing years he handled such programs as *The Ipana Troubadors, Town Hall Tonight, District Attorney* and *Break the Bank,* and worked with such stars as Fred Allen, Eddie Cantor, George Jessel, Walter O'Keefe, Ed Gardner, Abbott & Costello and Dinah Shore.

Mr. Norton, with ANA since 1946, has had prime responsibility for association's national and regional conventions and for development of its "workshop" program. He formerly was with Strathmore Paper Co. and is past president of Paper Makers Advertising Association.

Mr. McElroy, ANA's new senior VP, joined association in 1950 and has concentrated on development of management training service facilities for member companies. He taught advertising and marketing subjects at Harvard Business School and University of Michigan, and during World War II was with War Production Board and its predecessor agencies in Washington.

Also see ANA annual meeting story, page 50.

broadcast services department. Mr. Hill joined Cockfield, Brown in 1958; Mr. MacRae in 1945.

Terence Hughes, former program director of BBC-TV's *South at Six* magazine series, joins corporation's *Panorama* group. Mr. Hughes has handled studio direction for *Panorama* program for past year.

Martin Young joins British Broadcasting Corp. (BBC) western region as reporter-commentator.

EQUIPMENT & ENGINEERING

Bernard J. Golbus appointed general manager of Dynascan Corp., Chicago, assuming responsibilities of **Robert M. Karet,** VP-sales, who has resigned, effective Dec. 31. Mr. Golbus, who joined firm in 1958, will be in charge of B&K Manufacturing division test instruments and antenna and communications products of firm's Mark division.

James Johnson, formerly engineering scheduling clerk at ABC-TV, Hollywood, promoted to assistant supervisor of engineering scheduling. **William Dryer,** ABC-TV technical director for *Queen For A Day,* appointed technical operations supervisor of network's Hollywood engineering department.

J. B. Steed, marketing manager for electronics products division of Varo Inc., Dallas, appointed general manager of Varo's electrokinetics division (fractional horsepower motors, electronic equipment and Amp-Champ portable electric power generators) in Santa Barbara, Calif. Mr. Steed joined Varo in July 1953.


Mr. Cloney

James M. Cloney, general sales manager for Ozalid products in photo and repro division of General Aniline & Film Corp., Binghamton, N. Y., appointed director of marketing for division, replacing **Ward J. Koepenick,** who resigned. Mr. Cloney joined GAF in 1946. Photo and repro division produces Ansco photographic films, cameras and other supplies in photographic field.



William V. Rauscher joins Eitel-McCullough Inc., electron tube manufacturer, in newly created post of government liaison engineer at firm's Belleville, N. J., office.

Dr. Robert L. Pritchard, director of engineering for Motorola's semiconductor products division, awarded Electronic Industries Association's Radio Fall Meeting Plaque at annual meeting in Rochester, N. Y., last week. Award cited Dr. Pritchard for his "many con-

tributions to national and international standardization of semiconductor devices through active participation in the International Electro-technical Commission, the Institute of Electrical and Electronic Engineers and the Joint Electron Device Engineering Council."

Edgar M. Welch, announcer and chief engineer at WKSB Milford, Del., resigns to join RCA as radio and mobile communications equipment sales representative for Delaware-Maryland-Virginia area.

Jack Izenstark, Chicago sales manager for phonograph division of Columbia Records, named manager of Olympic of Chicago Inc., wholly owned sales subsidiary of Olympic Radio & Television Sales Corp. Mr. Izenstark replaces **Austin White,** who resigned.

NEWS

Robert Norman, formerly with news department of WNHC-AM-TV New Haven, Conn., appointed news director of WCOP-AM-FM Boston.

Randolph L. White appointed director of news for WLIB-AM-FM New York.

Andrew J. Reese Jr., for past fifteen months manager of UPI's Memphis, Tenn., bureau, appointed Jackson, Miss., bureau manager. He will work under Cliff Sessions, Mississippi news manager with headquarters in Jackson. Succeeding Mr. Reese in Memphis is **Patrick A. Harden,** UPI's Jacksonville, Fla., manager. **Randolph Pendleton,** member of Miami bureau staff, replaces Mr. Harden in Jacksonville.

Daniel L. Nelsen, formerly with KSLA-TV Shreveport, La., joins KVTV (TV) Sioux City, Iowa, as news editor.

Robert Stern, with *Winston-Salem (N.C.) Journal and Sentinel* since 1957, joins news staff of WSJS-AM-TV there.

Bob Howick, former news director of WHLO Akron, Ohio, appointed news director of WCUE-AM-FM, that city.

Gene Goss, former news director of KATV(TV) Little Rock, Ark., joins staff of Representative Wilbur D. Mills (D-Ark.) as information assistant.

James Harper, formerly Lansing, Mich., correspondent for WJR Detroit appointed to station's news and public affairs department in Detroit.

Dan Bagott, staff publicist at ABC-TV Hollywood for past 10 years, joins CBS-TV press information staff there, effective Nov. 25, as unit publicist.

Sheri Blair, reporter for *Chicago American,* joins news staff of WBBM-TV Chicago.

Jim Van Kuren, news and sportscaster at CKLW Windsor-Detroit, promoted to broadcast coordinator of CKLW-AM-FM to assist in directing administrative and production work. **Donald West,** formerly newscaster on CKSL London, Ont., joins CKLW to handle Mr. Van Kuren's former duties.

Ralph Renick, VP in charge of news at WTVJ(TV) Miami, appointed to Florida Citizens Advisory Committee on Highway Safety.

Terry Montgomery, staff writer with *Minneapolis Tribune,* joins news staff of WCCO-TV Minneapolis.

JFK's science adviser

President Kennedy has announced he intends to appoint **Donald F. Hornig,** chairman of Princeton University's chemistry department, as his science adviser. Dr. Hornig will be director of Office of Science & Technology also, succeeding **Dr. Jerome B. Wiesner,** who is expected to resign in next few months to return to his teaching post at Massachusetts Institute of Technology. Dr. Wiesner joined White House staff in 1961. Dr. Hornig is native of Milwaukee, was graduated from Harvard and worked at Los Alamos during World War II.

DEATHS


Mr. De Huff

Thomas M. De Huff, 45, partner of The Zakin Co., New York advertising agency, died Nov. 12 of heart attack at his office. Mr. De Huff, former VP and director of TV commercial production for Cunningham & Walsh, New York, joined Zakin this past April as partner responsible for account management and supervision of broadcast activities. Before joining C&W in 1952, he had served as director of live TV production for William H. Weintraub agency (now Norman, Craig & Kummel) and program director for ABC Radio and staff director for ABC-TV.

Herman Levy, 53, advertising manager of Allied Artists Productions, New York, died Nov. 6 at Cedars of Lebanon Hospital, Los Angeles, after lengthy illness. Mr. Levy, formerly with advertising department of Universal-International, joined Allied in April 1959.

Don Bolla, film editor at WTAE(TV) Pittsburgh, died Nov. 5 at Pittsburgh Allegheny General Hospital following heart surgery.

Wayne Wilcox, 43, Detroit sales manager for CBS Radio network, died Nov. 8 in automobile accident near Northville, Mich. Mr. Wilcox joined CBS Radio in 1955.

Frederick Robert Bauer, 47, research director at Blair Television, New York, died Nov. 6 at Columbia-Presbyterian Medical Center.

Warren Edson Moore, 31, contract administrator for Page Communications Engineers, Washington, died Nov. 8 at Prince Georges General Hospital of injuries suffered in traffic accident at Seat Pleasant, Md.

Charles Scheuer, director of creative programing for industrial show division of Screen Gems, New York, died Nov. 7 after three-week illness at New York University Medical Center.

Hal Simonds, sales executive at WFIL-AM-FM Philadelphia, died Nov. 5.

Leo Rice, 55, staff producer at WWRL New York, died Nov. 7 at Mount Sinai Hospital.

Joseph C. Buckley, 65, account executive at J. Walter Thompson Co., New York, died Nov. 8 at his home in Fairfield, Conn.

Clyde D. (Wag) Wagoner, 74, former director of General Electric Co.'s news bureau, and well known radio and press relations executive for many years until his retirement in 1954, died Nov. 8 at his home in Schenectady, N. Y.

SAN ANTONIO

WOAI

50,000 WATTS AM



GOES CONTINENTAL

"... are particularly pleased with day-in, day-out trouble-free performance ... pleased with many comments we receive on high fidelity and exceptionally clean sound."

Chas Eggers
vice-president, engineering

Continental Electronics

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Subsidiary of Ling-Temco-Vought, Inc.

WTOP presents culture on a Sunday evening

A 2½-hour uninterrupted program espousing a variety of cultural ideologies is being presented on WTOP-AM-FM Washington, Sundays 8-10:30 p.m.

Called *Symposion*—the Greek root of "symposium"—the series is designed for the "audience with specific and discriminating tastes," according to Lloyd W. Dennis Jr., vice president and general manager of the station.

The program takes its inspiration, Mr. Dennis said, from the "convivial soirees and marvelous culture" of the Hellanic peoples. In addition to the "music, singing and conversation, so dear to the hearts of the Greeks, *Symposion* will explore new dimensions of radio," he added.

Symposion will draw the bulk of its material from Washington's people in the arts with occasional "exceptional contributions from every nation of the world . . . provided it is within our areas of artistic interest," Mr. Dennis noted.

Symposion's host is Roy Meachum, formerly administrator of the Washington National Ballet Foundation.



Traffic is no worry in the Navy

The U. S. Navy took to the air recently to deliver Vice Admiral John S. McCain Jr. to the WMAR-TV Baltimore studios. The helicopter landed Admiral McCain some 40 feet from the studio's doors.

Admiral McCain descended on the station to tape a show in WMAR-TV's biweekly series, *Passport*. After lecturing on the role of the modern U. S. Navy, the admiral left the same way he came.

Drumbeats . . .

Touch and go ▪ The "Fumbling Finks" of WFBR and "Big Ones" of WJZ-TV, both Baltimore, will meet in the second annual "Toys for Tots Bowl" Nov. 23. At last year's touch football game more than 5,000 spectators donated six truckloads of toys to the Marine Corps campaign to provide toys to underprivileged children.

Ex'span'sive promotion ▪ It was a bargain day for the motorists who crossed Seattle's Evergreen Point Floating Bridge and had their radios tuned to KVI Seattle. The station picked up the toll for 2,651 cars—44% of all cars crossing—during the morning and afternoon rush hours. Notes were passed out informing non-KVI listeners that they could have ridden across the Lake Washington bridge free, if their dials had been set at 570.

Wet contest ▪ KQV Pittsburgh received 2,500 entries in a two-week contest to predict the time and date of the city's next rainfall. The contest began after 30 days of drought and ended on the 46th day. A $50 prize was given to the listener who guessed closest to the date and time.

School support ▪ WONE Dayton, Ohio, has run ten 15-minute programs from area high schools in connection with a bond drive. The programs, *School for Today*, features a speech by the principal and music by the high school choir. The object is to tell the public about facilities available and facilities needed at the schools.

Haiku hopefuls ▪ WDTM(FM) Detroit drew over 1,000 entries in a Japanese traditional poetry contest in behalf of Japan Air Lines. Winners for best Haiku poems received jinrikisha rides through downtown Detroit to special luncheon event.

Knowledge ▪ WLS Chicago has received 2,561 requests for a new police department pamphlet, "Know Your Law," as the result of a three-day editorial campaign urging listeners to read the booklet.

Freshly baked ▪ Birthday cakes went to advertising agencies throughout Canada and the eastern U. S. for the 17th birthday of CKVL Verdun, Que., Montreal suburb, on Nov. 4. The distribution was done by messenger and the cakes were baked in Montreal and Toronto. CKVL, which started out as a 1 kw station, now operates with 50 kw, and has sent birthday cakes each year.

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FCC STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Nov. 7 through Nov. 13 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. —transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *educational. Ann.—announced.

Existing TV station

ACTION BY FCC

WSYE-TV Elmira, N. Y.—Granted waiver of Sec. 3.652(a) of rules to permit identification as Elmira-Corning station. Action Nov. 13.

New AM stations

ACTIONS BY FCC

Brunswick, Ga.—Dixie Radio Inc. Granted CP for new AM on 790 kc, 500 w-D, DA; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419, and program tests not to be authorized until permittee has shown Denver T. Brannen has divested all interest in, and severed all connections with, WPAP Fernandina Beach, Fla. P. O. address Box 723, Panama City, Fla. Estimated construction cost $11,100, first year operating cost $36,000, revenue $45,000. Owner is **Denver T. Brannen.** Sept. 19 initial decision looked toward grant. Action Nov. 8.

Mendota, Ill.—Mendota Broadcasting Co. Granted CP for new daytime AM on 1090 kc, 250 w; remote control permitted; conditions include precluding presunrise operation with daytime facilities pending final decision in Doc. 14419. P. O. address c/o Janet C. Becker, 924 Bellwood Avenue, Mendota. Estimated construction cost $11,753; first year operating cost $30,000; revenue $42,000. **Janet C. Becker,** sole owner, is employe at International Harvester Co. Action Nov. 7.

Existing AM stations

ACTIONS BY FCC

WMPO Middleport-Pomeroy, Ohio—Granted increased power on 1390 kc, D, from 1 kw to 5 kw; conditions include precluding presunrise operation with daytime facilities pending final decision in Doc. 14419; remote control permitted. Chairman Henry abstained from voting. Action Nov. 7.

KDRY Alamo Heights, Tex.—Granted authority to conduct program test operation pending further action on license application covering CP for new station. Chairman Henry dissented. Action Nov. 7.

KISN Vancouver, Wash.—Granted renewal of license. Chairman Henry and Commissioner Cox dissented. Action Nov. 7.

APPLICATION

KCBN Reno—CP to increase daytime power from 250 w to 1 kw. Ann. Nov. 7.

New FM stations

APPLICATIONS

***Fort Collins, Colo.—State Board of Agriculture, Colorado State University.** 90.9 mc, channel 215, 800 w. Ant. height above average terrain minus 109 feet. P. O. address c/o Jon T. Larsen, Activities Center, Colorado State University, Fort Collins. Estimated construction cost $8,046; first year operating cost $4,500. Ann. Nov. 8.

Belle Glade, Fla.—Seminole Broadcasting Co. 93.5 mc, channel 228, 3 kw. Ant. height above average terrain 252 feet. P. O. address c/o E. D. Rivers Jr., Box 217, Miami. Estimated construction cost $13,625; first year operating cost $11,100; revenue $15,000. Applicant is licensee of WSWN Belle Glade. Ann. Nov. 7.

Americus, Ga.—Americus Broadcasting Co. 94.3 mc, channel 232A, 3 kw. Ant. height above average terrain 183 feet. P. O. address c/o Charles C. Smith, Box 917, Americus. Estimated construction cost $10,583; first year operating cost $2,216; revenue $3,000. Applicant is licensee of WDEC Americus. Ann. Nov. 13.

Louisville, Ky.—Keith L. Reising. 106.9 mc, channel 295, 25 kw. Ant. height above average terrain 503 feet. P. O. address 2804 Hollywood Boulevard, Jeffersonville, Ind. Estimated construction cost $25,368; first year operating cost $42,000; revenue $60,000. Mr. Reising, sole owner, is general manager and part owner of WXVW Jeffersonville. Ann. Nov. 7.

Kingston, N. Y.—Nelson Broadcasting Co. 97.7 mc, channel 249, 2.042 kw. Ant. height above average terrain 352 feet. P. O. address 603 Thurnau Drive, River Vale, N. J. Estimated construction cost $12,023; first year operating cost $16,680; revenue $30,088. Principals: **Donald P.** and **Wilbur E. Nelson** (each 50%). Applicant is also applying for new FM in Newburgh, N. Y. (see below). Both principals are now employed by ABC. Ann. Nov. 8.

Newburgh, N. Y.—Nelson Broadcasting Co. 103.1 mc, channel 276, 3 kw. Ant. height above average terrain 300 feet. Estimated construction cost $15,080; first year operating cost $16,680; revenue $22,068. For other information see Kingston, N. Y., application above. Ann. Nov. 8.

San Angelo, Tex.—Techtronics Inc. 93.9 mc, channel 230, 26.7 kw. Ant. height above average terrain 156 feet. P. O. address 302 East Avenue K, San Angelo. Estimated construction cost $34,537; first year operating cost $22,916; revenue $25,920. Principals: **Kenneth S. Gunter** and **Theodore N. Winberg** (each 50%). Mr. Gunter is chief engineer of San Angelo community antenna system; Mr. Winberg is local businessman. Ann. Nov. 13.

Neenah-Menasha, Wis.—WNAM Inc. 105.7 mc, channel 289, 36.54 kw. Ant. height above average terrain 229 feet. P. O. address Box 707, Neenah. Estimated construction cost $26,294; first year operating cost $12,000; revenue $12,000. Applicant is licensee of WNAM Neenah-Menasha. Ann. Nov. 7.

Ownership changes

ACTIONS BY FCC

WINE Brookfield, Conn.—Granted assignment of CP from **Eastern Broadcasting System Inc.** to **Housatonic Valley Broadcasting Co.,** owned by Eastern (40%), **George F. O'Brien** and **Blair A. Walliser** (each 30%). No financial consideration involved, as assignment is resolution of conflicting applications for new AM's in same area. Action Nov. 8.

WDAE-AM-FM Tampa, Fla.—Granted transfer of control of licensee corporation, **Smiley Properties Inc.,** from **Joseph F. Smiley,** executor of estate of **David E. Smiley,** deceased, to Smiley family. No financial consideration involved. Action Nov. 7.

WMES Ashburn, Ga.—Granted transfer of control of licensee corporation, **WMES Inc.,** from **Donald H. Wingate** (33 1/3%) to **Maxine E. Robinson** (33 1/3%); other ownership remains stable. Consideration is $10,472 in debt. Mrs. Robinson owns 15% of WAAG Adel, Ga. Action Nov. 6.

WISH-AM-FM Indianapolis—Granted assignment of license from **Indiana Broadcasting Corp.,** subsidiary of **Corinthian Broadcasting Corp.,** controlled by **John Hay Whitney,** to **Star Stations of Indiana Inc.,** whose parent corporation, **Star Stations Inc.,** is headed by **Don W. Burden.** Consideration $1,250,000. Star stations are KOIL and KICN(FM), both Omaha, and KISN Vancouver, Wash. Commissioners Robert T. Bartley and Kenneth A. Cox dissented. Action Nov. 13.

WARE Ware, Mass.—Granted assignment of license from **Sherwood J. Tarlow** (51%), **Allan W. Roberts** (25%) and **Joseph Kruger** (24%), d/b as **Central Massachusetts Broadcasting Corp.,** to Mr. Roberts (100%), tr/as **Central Broadcasting Corp.** Consideration $70,860 and Mr. Roberts's stock in WWOK Charlotte, N. C., now jointly owned with two above principals. Action Nov. 7.

KXLL Missoula, Mont.—Granted assignment of license from **J. W. Burgan** and **June B.** and **George E. Wilson** (each 33 1/3%), d/b as **June Inc.,** to **Christian Enterprises Inc.,** nonprofit organization headed by **Harold Erickson.** Consideration $28,716. Christian Enterprises is associated with KGLE Glendive, KGVW Belgrade & KURL Billings, all Montana. Commissioner Robert T. Bartley dissented. Action Nov. 13.

WEMJ Laconia, N. H.—Granted assignment of license from **Albert F. Orlandino** (51 2/3%), **Martin J. Cicatelli** (33 1/3%) and **Samuel Kassel** (15%), d/b as **New Hampshire Broadcasting Corp.,** to **Albert L. Auclair** (52%), **David F. Shurtleff, Joseph C. Maltais** (each 20%) and **Talbot R. Hood** (8%), tr/as **Belknap Broadcasting Corp.** Consideration $80,000. Belknap is subsidiary of Monadnock Broadcasting Corp., licensee of WKBK Keene, N. H. Action Nov. 12.

WJJZ Mount Holly, N. J.—Granted assignment of CP from **John C. Farina** (100%), d/b as **Mount Holly-Burlington Broadcasting Co.,** to Mr. Farina (98%), **Sarah M.** and **Frederick R. Farina** (each 1%), tr/as **Mount Holly-Burlington Broadcasting Inc.** No financial consideration involved. Action Nov. 12.

WKNY Kingston, N. Y.—Granted assignment of license from **Kingston Broadcasting Corp.** to **William H. Rich** and **Alastair B. Martin** (each 50%), tr/as **Tri-County Broadcasters Inc.** Consideration $171,000. Mr. Rich has interests in WMGW-AM-FM Meadville and WPIC-AM-FM Sharon, both Pennsylvania, and WTRU Muskegon and

EDWIN TORNBERG
& COMPANY, INC.



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Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

WGRD Grand Rapids, both Michigan; Mr. Martin is investor. Action Nov. 7.

WBNO Bryan, Ohio—Granted assignment of license from **John G. Greene, Joseph S. Klarke** (each 24.5%), **George E.** and **Harry E. Worstell** (each 23%) and **Gladys R. Worstell** (5%), d/b as **Williams County Broadcasting System**, to **Williams County Broadcasting System Inc.**, owned by G. E. (37.69%), H. E. (22.38%) and G. R. (5.19%) Worstell, Mr. Klarke (9.09%), **Laurence M. Kimble** (14.28%) and **Rosemary S. Harsha** (10.39%). Mrs. Harsha is wife of U. S. Representative William H. Harsha (R-Ohio). Consideration is assumption of financial responsibility. Action Nov. 12.

KALV Alva, Okla.—Granted assignment of license from **John H. Goss, Aubrey D. Conrow** and **Homer G. LaForge** (each 33 ⅓%), d/b as **Alva Communications Inc.**, to **Roger W. Lovett** and **Merle D. Curfman** (each 48%) and **Linda K. Lovett** and **Avis A. Curfman** (each 2%), tr/as **Avlin Inc.** Consideration $100,000. Mr. Lovett is attorney; Mr. Curfman is broadcast newsman. Action Nov. 7.

WACB Kittanning, Pa.—Granted assignment of license from **Joel W. Rosenblum** (100%) to Mr. Rosenblum (100%), tr/as **WACB Inc.** No financial consideration involved. Action Nov. 6.

WUNO Rio Piedras, P. R.—Granted relinquishment of positive control of licensee corporation, **San Juan Broadcasting Corp.**, by **William M.** and **Hope W. Carpenter** (66 ⅔% before transfer, 50% after) and **Ramon Antonio de la Cruz** (16⅔% before 12.5% after) through sale of stock to **Williame de la Cruz** (37.5% after transfer, 16 ⅔% before). Consideration $25,000. Action Nov. 8.

WTND Orangeburg, S. C.—Granted transfer of control of licensee corporation, **WTND Inc.**, from **Sims family** (100%) to **James H. Grassette** and **John B. Rembert**, trustees of estate of **James I. Sims** (33 1/5% before transfer, 100% after). Consideration $46,666. Action Nov. 7.

KVII(TV) Amarillo, Tex.—Granted assignment of license from **Cecil L. Trigg** (25.72%), **Dave G. Scribner** (20%) and others, d/b as **Southwest States Inc.**, to **John B. Walton Jr.** (100%). Consideration $1,125,000. Mr. Walton owns KVKM-AM-TV Monahans and ⅓ of KFNE-FM Big Springs, Tex. Action Nov. 12.

KCDI Kirkland, Wash.—Granted transfer of control of permittee corporation, **Carl-Dek Inc.**, from **Carl E. Haymond** (51%), **Dexter Haymond** and **Jack H. Goetz** (each 20%) and **Arthur Balinger** (9%) to **Gordon B. Sherwood Jr., Edward R. Hopple** and **Media Management Corp.** (each 33 ⅓%); Media Management is owned 50% each by **Jack L.** and **Ada Stoll.** Consideration $22,320. Messrs. Sherwood and Hopple have interests in KWAC Bakersfield, Calif.; Mr. Stoll owns media brokerage firm. Action Nov. 12.

KMCS(FM) Seattle—Granted transfer of control of licensee corporation, **Market-Casters Inc.**, from **J. G. Talbot** (51%) to **Talbot Co.** (100% after transfer, 49% before), in which Mr. Talbot has controlling interest. Consideration $33,300. Action Nov. 8.

WPFP Park Falls, Wis.—Granted assignment of license from **Gordon F. Schluter** (100%) to **Desmond H. Callaghan, Thomas B. Beckwith** (each 21.9%) and others, tr/as **Northland Broadcasting Inc.** Consideration $90,000. Dr. Callaghan is physician, Mr. Beckwith is majority owner of petroleum outlet; both have minority interests in WERL Eagle River, Wis. Other minority owners of assignee have connections with WERL. Action Nov. 12.

APPLICATIONS

WTAG Worcester, Mass.—Seeks assignment of license from **W.T.A.G. Inc.** to parent corporation, **Worcester Telegram Publishing Inc.** No financial consideration involved. Ann. Nov. 13.

WLST Escanaba, Mich.—Seeks assignment of license from **Frank J. Russell Jr.** (100%) to **The Mining Journal Ltd.**, whose majority owner is Mr. Russell. No financial consideration involved. Mining Journal is licensee of WDMJ Marquette, Mich. Ann. Nov. 7.

KWRE Warrenton, Mo.—Seeks assignment of license from **Glenayre Broadcasting Co.**, 100% owned by **Harry H. Coon**, to **Kaspar Broadcasting Co. of Missouri**, owned by **Vernon J. Kaspar** (50%), **Ray V. and Susanne F. Hamilton** (each 25%). Consideration $105,000. Mr. Kaspar owns WILO-AM-FM Frankfort, Ky.; Mr. Hamilton is majority owner of KERN-AM-FM Bakersfield, Calif., and chairman of board of Hamilton-Landis & Associates, station brokerage firm; Mrs. Hamilton is president of brodcast reality firm. Ann. Nov. 13.

WLNG Sag Harbor, N. Y.—Seeks assignment of CP from **Fitzgerald Smith** (100%), tr/as **Hamptons Broadcasting Co.**, to **Eastern Long Island Broadcasters Inc.**, wholly owned by Mr. Smith. No financial consideration involved. Ann. Nov. 7.

WHOL Allentown, Pa.—Seeks assignment of license from **Allentown Broadcasting Corp.**, owned by **Victor C. Diehm** (44.8%), **Kathryn E. Kahler** (23%), **Harry L. Magee** (16.7%) and **Howard Isaacs** (15.5%), to **Empire Broadcasting Inc.**, owned by **Ray M. Schacht** and **James A. Herbert** (each 50%). Consideration $138,000. Mr. Schacht is general manager of WESA Charleroi, Pa.; Mr. Herbert is chief engineer of WAMO Pittsburgh. Ann. Nov. 7.

WCKI Greer, S. C.—Seeks assignment of license from **Vernon T. Fox** to **Sira-Pak Radio Inc.**, owned by **Marshall T. Pack** (50%), **Raymond K. Hall** and **Isaac H. Bourne** (each 25%). Consideration $85,000. Mr. Pack owns music company, talent broker and promotion firms; other two principals are businessmen. Ann. Nov. 13.

WFMV(FM) Richmond, Va.—Seeks transfer of control of licensee corporation, **Professional Broadcasting Inc.**, from **Joseph T. Byrne, William F. Grigg Jr., William T. Moore** and others to **Fidelity Broadcasting Co.**, subsidiary of **Fidelity Bankers Life Insurance Co.** Consideration is stock in Fidelity Broadcasting. Ann. Nov. 1.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting applications of Southern Radio and Television Co. for new AM on 1440 kc, 1 kw-N, 5 kw-LS, DA-2, in Lehigh Acres, Fla., and Robert Hecksher to increase nighttime power of WMYR Fort Myers, Fla., on 1410 kc, DA-N, from 500 w to 5 kw, continued daytime operation with 5 kw, both conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Nov. 13.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward denying application of Rhinelander Television Cable Corp. for new AM on 1300 kc, 5 kw-D, in Rhinelander, Wis. Action Nov. 13.

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Paul W. Stoneburner, tr/as Salem County Radio for new daytime AM on 1510 kc, 250 w, in Salem, N. J., and denying application of Radio Haddonfield Inc. for same facilities in Haddonfield, N. J. Action Nov. 8.

DESIGNATED FOR HEARING

WLAF LaFollette, Tenn.—Designated for hearing application for increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; made WEZJ Williamsburg, Ky., party to proceeding. Action Nov. 7.

OTHER ACTIONS

■ Commission announces formation of committee on subscription television consisting of Commissioners Lee Loevinger, chairman, Kenneth A. Cox and Robert E. Lee. Committee will closely follow and evaluate developments in field of pay-TV and inform commission on subject. Action Nov. 13.

■ By order, commission denied application and supplement by Simon Geller for review of that part of Review Board's July 15 decision which denied Geller's application for new AM on 1540 kc, 1 kw, D, DA, in Gloucester, Mass. Action Nov. 13.

■ Commission, with Commissioner Hyde dissenting, granted Hal Cox Co. short term license—to Dec. 1, 1964—to cover CP which authorized change in station location and trans. site of KAFE(FM) from Oakland, Calif., to San Francisco and increase power and make other changes, and dismissed as moot co-pending renewal application. Action Nov. 13.

■ By memorandum opinion and order, commission (1) granted applications of K and M Electronics Co. for two new UHF TV translator stations on channels 70 and 74 in Ely, Minn., to rebroadcast programs of WDSM-TV (ch. 6) and KDAL-TV (ch. 3), both Duluth, Minn.-Superior, Wis.; and (2) denied opposing petition by WELY Corp., owner and operator of Ely Television Cable Co., community antenna TV system serving Ely and Winston, both Minnesota. Action Nov. 13.

■ By letter, commission denied petition by Navajo Bible School and Mission Inc. for waiver of Sec. 1.351 of rules regarding application for new daytime AM in Windsor Rock, Ariz., on 630 kc, 1 kw power. Commission suggested that it might be possible for applicant to select different frequency which would not involve problems with respect to Class I-A channels or existing facilities. Action Nov. 13.

■ Commission granted, with conditions, request for waiver of all-channel TV receiver requirements to permit interstate shipment by Motorola Inc. of Motorola/Dahlberg "Televiewers" which are integral part of special communications systems for Barnert Memorial Hospital in Paterson, N.J., and St. Joseph's Hospitals in Fort Wayne, Ind., and Meridian, Miss. Action Nov. 7.

■ Commission scheduled oral argument for Nov. 14 in proceeding on application of Salina Radio Inc. for new AM in Salina, Kan. Action Nov. 7.

■ Commission, on request by Melody Music Inc., postponed oral argument from Dec. 16 to Jan. 9, 1964, in proceeding on application for renewal of license of WGMA Hollywood, Fla. Action Nov. 7

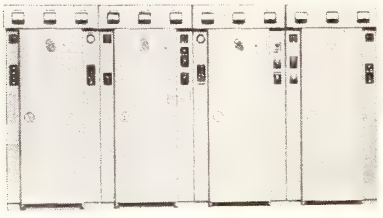
■ Commission, on request by Mid-Florida Television Corp., extended from 20 minutes to 30 minutes time for oral argument on Jan. 13, 1964, in proceeding on application and that of WORZ Inc. for new TV stations on channel 9 in Orlando, Fla. Action Nov. 7.

■ Commission denied request by WJMJ Broadcasting Corp. for extension of time from 20 minutes to 30 minutes for oral argument on Dec. 16 in proceeding on

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chief engineer

Continental Electronics

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application and that of Young People's Church of Air Inc. for new FM stations in Philadelphia. Action Nov. 7.

■ By letter, commission denied petition by Western Broadcasting Co. for waiver of Sec. 1.351 of rules and withheld action on application for increased power of KIFN Phoenix, Ariz., on 860 kc, D, from 1 kw to 5 kw, pending final consideration of Class 1-A channels within 30 kc of Western's proposal. Commissioner Lee abstained from voting. Action Nov. 7.

■ Commission granted extension of time to Oct. 31, 1964, for City of New York Municipal Broadcasting System to continue experimental transmission of coded or scrambled signals over WNYC-TV (ch. 31) New York, under stated conditions. Commissioner Ford abstained from voting. Action Nov. 7.

■ Commission gives notice that Sept. 13 initial decision which looked toward denying application of Golden Triangle Broadcasting Inc. to change facilities of WEEP Pittsburgh from 1080 kc, 1 kw-D, to 1070 kc, 500 w, DA-N, unl., and change station location to Mt. Oliver, became effective Nov. 4 pursuant to Sec. 1.153 of rules. Action Nov. 7.

■ By memorandum opinion and order, commission (1) dismissed late-filed petition by News-Sun Broadcasting Co., applicant for new FM on 106.7 mc (ch. 294) in Waukegan, Ill., for reconsideration of third report which adopted revised FM table of allocations requesting, among other things, that channel 294 be now assigned to Waukegan, and (2) on own motion, stayed further proceedings on applications for new FM stations of News-Sun, Waukegan, Radio America, Chicago, and Edward W. Piszczek and Jerome K. Westerfield for new FM in Des Plaines, Ill., pending disposition of pending conflicting requests for channel 294 in Chicago area. Action Nov. 7.

■ By memorandum opinion and order, commission (1) granted renewal of license for Central Massachusetts Broadcasting Corp., WARE Ware, Mass., conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419; (2) granted petition by WRYT Inc. (WRYT), Pittsburgh, to extent of attaching condition to WARE renewal grant; and (3) denied petition by WARE to designate renewal application and that of WRYT for consolidated hearing. Action Nov. 7.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on application of Raul Santiago Roman for new AM in Vega Baja, Puerto Rico, (1) denied petition by Arecibo Broadcasting Corp. (WMNT), Manati, P. R., to dismiss Roman's application and revoke prehearing conference and hearing orders; (2) granted in part Broadcast Bureau's untimely filed petition to extent of enlarging issues to determine whether in light of proceedings pending in Civil No. CS 62-819 in Superior Court of Puerto Rico, there would be any impediment to construction and operation of station by Raul Santiago Roman; and (3) withheld action on Roman's petition for waiver of Sec. 1.362 of publication rules pending receipt from Roman within ten days of additional information concerning complete compliance with publication rule. Action Nov. 12.

■ Scheduled following proceedings for oral argument on Dec. 10: AM applications of Don L. Huber, Madison, and Bartell Broadcasters Inc. (WOKY), Milwaukee, both Wisconsin; and AM applications of WNOW Inc. (WNOW), York, Pa., and Radio Associates Inc. (WEER), Warrenton, Va. Action Nov. 12.

■ Granted petition by Community Broadcasting Corp. to extend time to Nov. 25 to file oppositions to Sunbeam Television Corp. (WCKT) petition to enlarge issues in Miami TV channel 7 proceeding. Action Nov. 8.

■ Granted petition by Maricopa County Broadcasters Inc. (KALF), Mesa, Ariz., to extend time to Nov. 12 to reply to oppositions to petition to enlarge issues in proceeding on application of Eastside Broadcasting Co. for new daytime AM in Phoenix, Ariz. Action Nov. 7.

■ Granted petition by Cumberland Valley Broadcasting Corp. (WTBO-AM-FM), Cumberland, Md., to extend time to Nov. 19 to file exceptions to initial decision in proceeding on application of WKYR Inc. to move WKYR Keyser, W. Va., to Cumberland, and make other changes in operation. Action Nov. 7.

■ By memorandum opinion and order in Corpus Christi, Tex., TV channel 3 proceeding, (1) granted joint petition by South Texas Telecasting Inc., (KVDO-TV), and Nueces Telecasting Co., also supplement by Nueces, for approval of agreement whereby KVDO-TV would reimburse Nueces $40,000 for expenses incurred by latter in processing application in return for withdrawal; (2) dismissed Nueces application with prejudice; and (3) granted South Texas application to change facilities of KVDO-TV Corpus Christi from channel 22 to channel 3. Board Member Pincock not present; Board Member Slone dissented and issued statement. Action Nov. 6.

ACTIONS ON MOTIONS

By the Office of Opinions and Review

■ Granted motion by Quality Broadcasting Corp., Supreme Broadcasting Inc. of Puerto Rico and Radio Americas Corp. to extend time from No. 12 to Nov. 18 to file reply to Broadcast Bureau's opposition in matter of revocation of licenses of WKYN and WFQM(FM), both San Juan, and WORA-FM Mayaguez, both Puerto Rico. Action Nov. 12.

By Hearing Examiner Thomas H. Donahue

■ On own motion, continued Nov. 12 prehearing conference to Nov. 15 in proceeding on applications of Boardman Broadcasting Inc. and Daniel Enterprises Inc. for new AM stations in Boardman and Warren, both Ohio, respectively. Action Nov. 8.

By Hearing Examiner Charles J. Frederick

■ On own motion, rescheduled from 9:00 a.m. to 1:45 p.m., Nov. 13, further hearing in proceeding on application of Reading Radio Inc. for new FM in Reading, Pa. Action Nov. 8

■ Granted motion and supplement by WTIF Inc. and WDMG Inc. to continue Dec. 9 hearing to Jan. 15, 1964, in Tifton, Ga., in matter of revocation of license of WTIF Tifton and renewal of license of WDMG Douglas, both Georgia. Action Nov. 8.

■ On own motion, scheduled hearing for Nov. 13 in proceeding on application of Reading Radio Inc. for new FM in Reading, Pa. Action Nov. 5.

By Hearing Examiner Arthur A. Gladstone

■ Granted request by Northland Radio Corp. (KWEB), Rochester, Minn., to continue Nov. 25 hearing to Dec. 3 in proceeding on AM application. Action Nov. 7.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement reached at Nov. 6 prehearing conference in proceeding on AM application of Moberly Broadcasting Co. (KNCM), Moberly, Mo., continued Dec. 6 hearing to Feb. 4, 1964 Action Nov. 6.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Nov. 12

KTHO Tahoe Valley, Calif.—Granted license, correct geographic coordinates and redescribe main studio and trans. location.

WEEX Easton, Pa.—Granted licenses covering changes in ant. and ground systems, increase in daytime power, and installation of new trans. and DA-D, specify type trans. and correct geographic coordinates (main); and use of old alternate main trans. as aux. trans. at main trans. site.

KCAP Helena, Mont.—Granted license covering change in ant.-trans. location and changes in ground and ant. systems.

WBAL Baltimore—Granted license covering installation of new trans. (main); correct geographic coordinates.

WPRO-FM Providence, R. I.—Granted CP to install new trans. and new ant., decrease ant. height to 540 feet and make changes in ant. system.

■ Granted licenses covering installation of aux. trans. for following: KCAP Helena, Mont.; WKEY Covington, Va.

■ Following were granted extensions of completion dates as shown: *WTVI(TV) Charlotte, N. C., to May 18, 1964; WBKB (TV) (main trans. and ant.) Chicago to July 20, 1964; WCIU(TV) Chicago to May 21, 1964; *WITV(TV) Charleston, S. C., to April 15, 1964.

Actions of Nov. 8

WGMS Bethesda, Md.—Waived Sec. 3.30 (a) of rules and granted mod. of license to extent of permitting establishment of main studio at 5100 Wisconsin Avenue, N.W., Washington; condition.

***WMUB-TV Oxford, Ohio**—Granted CP to change ERP to 151 kw vis. and 91.2 kw aur.; change type trans. and type ant.; ant. height to 320 feet; condition.

KMCS(FM) Seattle—Granted CP to increase ERP to 35 kw, make changes in ant. system, install new ant. and change ant. height to 1,100 feet.

KLZ-FM Denver—Granted CP to increase ERP to 100 kw.

KPAT-FM Berkeley, Calif.—Granted CP to increase ERP to 50 kw (horizontal) and 3.9 kw (vertical) and install new trans.

K05AH Hot Springs, Mont.—Granted CP to make changes in ant. system and specify name as Hot Springs Community T. V. for VHF TV translator.

***WGLS-FM Glassboro, N. J.**—Granted mod. of CP to change type trans. and type ant.

KALB-FM Alexandria, La.—Granted mod. of CP to change type ant. and type trans.

KURL-FM Billings, Mont.—Granted mod. of CP to change type ant. and increase ERP to 17.5 kw.

WDOL-FM Athens, Ga.—Granted mod. of CP to change type trans. and type ant.

WIAC-FM San Juan, P. R.—Granted mod. of CP to change type ant. and increase ERP to 91 kw.

K12EK, K08EM, K12BS, Breckenridge and Blue River Valley, both Colorado—Granted mod of CP's to change frequencies to channels 12, 8 and 10, respectively, for VHF TV translators.

K09GD Canby, Minn.—Granted mod. of CP to change frequency to channel 9, type trans. and make changes in ant. system for VHF TV translator.

K12BO, K10ER, Glasgow, Mont.—Granted CP and mod. of CP to change trans. location to Water Tower Hill in Northern City limits of Glasgow, make changes in ant. system and include King Springs, Galpin and Tampico, Mont. in principal community, and specify type trans. for VHF TV translator station K12BO; and change type trans. and include King Springs, Galpin and Tampico, Mont. in principal community for VHF TV translator station K10ER.

KSD-FM St. Louis—Granted request to cancel CP for new FM in St. Louis; delete call letters.

■ Following were granted extensions of completion dates as shown: KSEA(FM) San Diego to Jan. 15, 1964; WKBN-TV (main trans. and ant.) Youngstown, Ohio, to Jan. 9, 1964; *WEIQ(TV) Mobile, Ala., to May 1, 1964.

Actions of Nov. 7

KHUL(FM) Houston—Granted SCA on subcarrier frequency of 67 kc.

KVEN Ventura, Calif.—Granted license covering use of old main trans. as alternate main trans. at main trans. site; remote control permitted.

KCOH Houston—Granted license covering installation of aux. trans.

KUNO Corpus Christi, Tex.—Granted license covering change in studio and ant.-trans. location.

KHOT Madera, Calif.—Granted license covering change from DA-D to non-DA; redescribe trans. and main studio location.

KFDA Amarillo, Tex.—Granted license covering installation of new trans. as aux. daytime and main nighttime trans.

KLWW Cedar Rapids, Iowa—Granted license covering use of old main trans. as aux trans. at main trans. site; remote control permitted.

KSVP Artesia, N. M.—Granted license covering installation of aux. trans. and ant.

WPDQ Jacksonville, Fla.—Granted license covering installation of old alternate main trans. as aux. trans.

WQXI Atlanta—Granted CP to install alternate main nighttime and aux. daytime trans. at main trans. site; remote control permitted; condition.

K71BB Daggett, Calif.—Granted CP to change primary TV station to KBAK (ch. 29) Bakersfield, Calif., for UHF TV translator station; condition.

K12BB Martinsdale and Lennep, both Montana—Granted mod. of CP to change type trans. and make changes in ant. system for VHF TV translator station.

K75BD Weed Heights, Nev.—Granted mod. of CP to change type trans. for UHF TV translator station.

K83AR Tularosa, N. M.—Granted exten-

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 13

	ON AIR Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,847	40	146	297
FM	1,113	17	96	276
TV	521[1]	55	82	124

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Nov. 13

	VHF	UHF	TOTAL TV
Commercial	473	88	561[1]
Noncommercial	52	29	81[2]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Sept. 30

	AM	FM	TV
Licensed (all on air)	3,838	1,110	521[1]
CP's on air (new stations)	49	20	55
CP's not on air (new stations)	134	75	81
Total authorized stations	4,021	1,205	657[1]
Applications for new stations (not in hearing)	185	224	70
Applications for new stations (in hearing)	123	12	51
Total applications for new stations	308	236	121
Applications for major changes (not in hearing)	226	95	46
Applications for major changes (in hearing)	52	3	10
Total applications for major changes	278	98	56
Licenses deleted	2	1	0
CP's deleted	2	1	1

[1] Does not include seven licensed stations off air
[2] Includes three stations operating on unreserved channels

sion of completion date for new UHF TV translator station to April 27, 1964.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KWOC Poplar Bluff, Mo.; KATE Albert Lea, Minn., specify type trans. and redescribe main studio and trans. location; condition; KCKC San Bernardino, Calif., and specify type trans. (two main trans.—D and N), and install DA-2.

■ Granted CP's to replace expired permits for following new VHF TV translator stations: K08EA, Raton Community Television Club, Raton, Springer and Maxwell, all New Mexico; K11EP, Television Viewers Association, San Mateo and Ambrosia Lake, both New Mexico; K08BF, K13BQ, Black Hills Ordnance Depot, Igloo, S. D., and specify applicant's name as Black Hills Army Depot.

K71BA, K73BA, K75BB, East Wenatchee and East Wenatchee Bench, both Washington—Granted CP's to change type trans. for UHF TV translator stations.

Actions of Nov. 6

Granted renewal of licenses for following: WHKY-AM-FM Hickory; WISP Kinston; WKMT Kings Mountain; WLOE Leaksville, all North Carolina; WFBC-FM Greenville, S. C.; WANS Anderson, S. C.; WAYS Charlotte; WBAG-FM Burlington-Graham; WBIG Greensboro; WBUY-AM-FM Lexington, all North Carolina; WCAY Cayce, S. C.; WCEC Rocky Mount, N. C.; WCSC-FM Charleston, S. C.; WDNC-FM Durham; WEED-FM Rocky Mount; WENC-FM Whiteville; WETC Wendell-Zebulon; WFMO Fairmont; WGBG Greensboro; WHKP-FM Hendersonville; WIRC-FM Hickory; WMFR-FM High Point; WOHS-FM Shelby, all North Carolina.

Lake George Volunteer Fire Department, Lake George and Florissant, both Colorado—Granted CP's for new VHF TV translator stations, on channels 2 and 6, to translate programs of KBTV(TV) (ch. 9) and KLZ-TV (ch. 7), both Denver, respectively.

WNIK Arecibo, P. R.—Granted license covering use of old alternate main trans. as aux. trans. at main trans. site; remote control permitted.

KMNS Sioux City, Iowa—Granted license covering use of old main trans. as aux. trans. at main trans. site, with DA-2.

KSJB Jamestown, N. D.—Granted license covering installation of aux. trans.

WHKP Hendersonville, N. C.—Granted renewal of license for aux. trans.

KSWS-TV Roswell, N. M.—Granted mod. of CP to change ERP to 267 kw vis. and 140 kw aur.; type trans. and make changes in ant. system (main trans. and ant.).

WCRB-FM Waltham, Mass.—Granted mod. of SCA to delete subcarrier frequency of 41 kc.

■ Granted licenses for following: KJWH Camden, Ark., specify trans. location, correct geographic coordinates, and redescribe main studio location and remote control point; KJAY Sacramento, Calif., and redescribe trans. and main studio locations.

■ Granted licenses covering increase in daytime power for following: KNOW Austin, Tex.; KKIT Taos, N. M.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KOPR Butte, Mont., and redescribe trans. location and specify type trans.; KSAM Huntsville, Tex., and specify type trans.; WNIK Arecibo, P. R., and increase radiation; KWBE Beatrice, Neb., install new ant., specify type trans. and make changes in ground system.

■ Granted licenses covering use of old main trans. as aux. trans. at main trans. site for following: KWKW Pasadena, Calif.; KOPR Butte, Mont., redescribe trans. location and specify type trans.; remote control permitted.

■ Following stations were granted extensions of completion dates as shown: KCHJ Delano, Calif., to Dec. 15; KSON San Diego, Calif., to Dec. 22; WNDY Indianapolis to March 23, 1964; WIRE Indianapolis to Dec. 11; WIBC Indianapolis to May 20, 1964; WCND Shelbyville, Ky., to March 1, 1964; WVOC Battle Creek, Mich., to Dec. 15, and specify applicant's name as WVOC Inc.; WJAQ Jackson, Miss., to May 3, 1964; WJAG Norfolk, Neb., to Dec. 31;KNBX Seattle to Dec. 23; KVKM Monahans, Tex., to Jan. 8, 1964; KRYS Corpus Christi, Tex., to Dec. 15; WVNA Tuscumbia, Ala., to Jan. 6. 1964; KZIM Cape Girardeau, Mo., to April 1, 1964; WLOB Portland, Me., to Dec. 15; WXYC Fort Myers, Fla., to April 14, 1964; KSGM Chester, Ill., to an. 1, 1964; WPVL Painesville, Ohio, to April 13, 1964; WYKP Ocean City-Somers Point, N. J., to April 17, 1964; WSTH Taylorsville, N. C., to Jan. 1, 1964; WHTG-FM Eatontown, N. J., to April 29, 1964; WLOB-FM Portland, Me., to Dec. 15; WISZ-FM Glen Burnie, Md., to March 25, 1964· KERI(FM) Bellingham, Wash., to May 2, 1964.

Action of Nov. 5

Capital Cities Broadcasting Corp., Roanoke Rapids, N. C.—Granted CP for new VHF TV translator, on channel 13, to translate programs of WTVD(TV) (ch. 11) Durham, N. C.

Actions of Nov. 4

K and M Electronics Co., Columbus, Neb.—Granted CP for new UHF TV translator, on channel 74, to translate programs of KOLN-TV (ch. 10) Lincoln, Neb.

Apple Valley T. V. Association Inc., Monitor, Cashmere and surrounding areas, all Washington—Granted CP's for three UHF booster stations for UHF TV translators K71BA, K73BA and K75BB.

■ Granted CP's for following new VHF TV translator stations: VFW Charles E. Thorne Post #2038 on channel 13, Blunt and rural area northeast of Pierre, both South Dakota, to translate programs of KXAB-TV (ch. 9) Aberdeen, S. D.; Village of Clearwater on channel 13, Clearwater, Neb., KTIV(TV) (ch. 4) Sioux City, Iowa; Valier Community Club on channel 13, Valier, Mont., KFBB-TV (ch. 5) Great Falls, Mont.

Actions of Nov. 1

■ Granted CP's for following new UHF TV translator stations: Jefferson County

Continued on page 111

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Help Wanted—Management

Station manager, major market, midwest full time, c&w, old time. Must be hard hitting, aggressive, idea salesman with administrative experience. Track record in sales most important. Good salary and incentive. Write details first letter, Box N-153, BROADCASTING.

Manager Midwest, top fifty, aggressive news department, multiple operation. Opportunity for advancement. Box N-215, BROADCASTING.

Manager for new station of Southeastern group operating Negro major markets. Immediate opening—excellent guarantee—insurance—moving expenses—training. Must be experienced competitive market—married—33-43—have top references. Send late photograph—complete resume. President, McLendon Broadcasting—Suite 980; Milner Bldg., Box 197, Jackson, Miss.

Part-ownership opportunity to right man. Must have successful management experience, program oriented and strong local news background. Regional operation. Not top 40. 5 kw fulltime in growth area of California. Salary in five figures, plus percentage. Send salary, complete resume and picture. Box N-60, BROADCASTING.

Help Wanted—Sales

Detroit—Immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box M-169, BROADCASTING.

Bright, middle of road, Eastern Iowa local station needs salesman who can handle short morning on-the-air shift. Job opportunity for presently employed announcer who has some selling experience and wants to increase his income. Need resume, references and picture first. Box M-260, BROADCASTING.

Broadcast service organization desires territorial representatives in midwest, New England, and Southeast. Complete sales training for qualified men. Opportunity equal to ability for ambitious men who can develop large, virgin territories—must be free to travel extensively. Send resume and references to Box N-62, BROADCASTING.

Have opening in one of top 20 Texas markets—include all information 1st time. Box N-208, BROADCASTING.

Sales manager, number one station, modern music, aggressive news department. Must have proven sales record. Box N-214, BROADCASTING.

Single market station needs salesman. Excellent income. Fulltime salesman and part time salesman, wanting fulltime sales work. Should apply to . . . Dale Low, KNCM, Moberly, Missouri. AM 3-1230.

Work and play in colorful Colorado, vacationland of the booming Rocky Mountain empire. Opportunity for salesman-announcer with production experience. Write KCOL—Fort Collins, Colorado.

Rockford, Illinois daytimer wants solid, experienced salesmen. 25% straight commission, half on draw, other half when account pays. Young organization. Terrific potential, metropolitan area. Phone, write or see Joe Salvi, WLUV Box 2201, Loves Park, Illinois. Phone 876-2337.

Sales—(Cont'd)

Capable young salesmen who can prove their selling ability and advance to assistant managership. You will be selling for a tested and proven radio operation with a real powerful selling story on Negro radio. Good guaranteed salary to start with commission plan which will allow you to earn top salesman's pay. We need several men in Gulf coastal southern cities. Give full details about yourself and your experience, write OK GROUP, 505 Baronne St., New Orleans, La.

You're in demand if you can sell. Over 600 station contacts. Write: Broadcast Employment Service, 4825 10th Ave. S., Minneapolis, Minnesota. 55417.

Announcers

Announcer for staff work and play-by-play. Position calls for experienced man at solidly established, aggressive, well equipped eastern adult station near metropolitan market. Paid holidays, vacations and fringe benefits. Box N-68, BROADCASTING.

On your way up? This may be your move. Got gimmicks? Different voices? An inside heckler? Special approach to top 40? Make it interesting and exciting for teens and young adults and we'll do the same for you. Evening show. First phone helpful. If you're the guy—name your price. Top-rated east coast station requires good references, picture, tape, and personal resume. Box N-77, BROADCASTING.

Help wanted: Strong commercial announcer for top station in Southeastern market. Excellent salary for right man. Send audio or video tape, or film audition, also picture and salary requirement to Box N-146, BROADCASTING.

Are you a young radio announcer with a mature voice, some commercial experience, and a desire to join a good medium market station? Then let's get together. We're loaded with employee benefits. The market's a good one, and the staff is broadcasting minded. Send tape resume and salary range to Box N-154, BROADCASTING.

Immediate opening for experienced, mature announcer with pride in his work. Old, established, adult station needs mature man with authoritative bright voice for morning shift and possible play by play sports. Send resume, tape and photo to Box N-191, BROADCASTING.

Announcer needed for new FM affiliate of established 5 kilowatt daytimer in suburban New York City area. Must have mature voice and experience with "good music" programing. Box N-197, BROADCASTING.

Experienced better music air personality with mature voice for Ohio market under 50,000. Modern facilities—complete fringe benefits—fine sound and service image—$90 wk. to start—automatic raises—additional benefits for copy writing ability. Box N-217, BROADCASTING.

1st phone announcer with news background for afternoon and early p.m. news. Also includes some dj work. Gather, write and air local news. Typing essential. Jim Jae, KHMO, Hannibal, Mo.

Announcer with news gathering and writing ability wanted. Good salary. Write KTOE, Mankato, Minn.

Wanted: a young, ambitious, experienced announcer to cater to teenage audience, plus doing some staff announcing. No drifters wanted, no phone calls, send tape and resume or come in person. Paul E. Reid, WBHB, Fitzgerald, Ga.

Metropolitan station wants experienced top flight record personality. No rock and roll. Send resume and tape to WBRB, P. O. Box 489, Mt. Clemens, Michigan.

Announcers—(Cont'd)

Going fulltime by end of November. Need two first class combo men. Salary open. Other benefits. WHPL, Winchester, Va., P.O. Box 828 or call 662-5101.

Top modern format in mid-state Wisconsin is looking for experienced man with imagination and good voice . . . no screamers. Good salary for right man. Send tape and resume to WSPT Radio, Stevens Point, Wisconsin.

Experienced announcer for suburban Maryland, independent. Send tape, resume, photo immediately to WASA, Havre De Grace, Md.

Announcers with first phone. Also announcers with first and potential sales ability. Send resume and audition tape to: WSYB, Rutland, Vermont.

Announcer-engineer, first phone, wanted at once for new 5,000 watt WTIK, Durham, N. C. No maintenance required. Send photo —tape—work history, etc. References.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 212-TW6-1245.

Wanted negro 1st phone combo. Little maintenance for small market daytimer. Call collect Ted Reynolds 919-654-3971.

Take advantage of our 600 station contacts and professional representation. Write: Broadcast Employment Service, 4825 10th Ave. S., Minneapolis, Minnesota. 55417

DJ's learn the professional way to introduce a record. 300 interchangeable, intelligent intros by excellent writers for vocals and instrumentals. $3.95. Broadcast Intoros, 975 North 35th, Milwaukee 8, Wisconsin.

Negro group operating Tampa—Birmingham—Shreveport—Little Rock—Jackson—Richmond, has opening for 2 swinging R & B men with teenage appeal—and a dynamic religious personality. Send resume—late photograph—tape. Program Director, McLendon Broadcasting Company, Box 197, Jackson, Miss.

The Denver leader needs a top forty disc jockey with a deep, resonant voice and production ability. $150.00 per week to start. Send tape and resume to Ron Curtis, P. O. B. 1. Arvada, Colorado. Only jocks presently in a top 25 market need apply.

Technical

Permanent position in one kw daytime operation for chief engineer. New Gates equipment. Minimum three years experience. We are a growing operation in medium. N. H.-Vt. market. State minimum salary requirement in first letter. Good combo man would be considered. Box M-33, BROADCASTING.

Florida. Experienced engineer announcer combo. Middle of road format. Excellent working conditions. Must have mature voice. Great opportunity for right man. Box N-93, BROADCASTING.

Transmitter supervisor—Florida 5000 w fulltimer-directional. Experience required—good pay for good work. Box N-186, BROADCASTING.

First phone engineer with studio maintenance experience. Excellent opportunity to attend leading southern college with radio and television department. Box N-188, BROADCASTING.

Production engineer need for independent 5 kilowatt daytimer and new FM station in suburban New York City area. Must have 1st class ticket and some experience. Box N-196, BROADCASTING

Engineer-announcer or engineer-newsman wanted for bright music and news station Habla, espanol helpful. Send full details KVOZ, Laredo, Texas.

Technical—(Cont'd)

Chief engineer—WGLI-AM-FM. Babylon, New York. 5 kw directional. Contact Sherman Egan. MOhawk 9-1290.

Chief engineer needed for lavishly equipped station. 1000 watt non-directional day, 500 watt directional night. Have applied for 50 kw FM. Must handle all this and vast amount of audio equipment in three studios. Send complete resume, photo and references to E. D. Beydush, WLPM, Suffolk, Va.

First class radio engineer experienced in both studio and transmitter maintenance. Must be familiar with directional antenna systems and capable of assuming responsibility of maintenance program for two AM stations. No announcing. Contact E. M. Tink, KWWL-TV Waterloo, Iowa.

Chief engineer WRFM New York City's first and only fulltime FM stereo station. Contact Sherman Egan, Lenox 9-5600.

Let us help you choose your job. Write for details: Broadcast Employment Service, 4825 10th Avenue S., Minneapolis, Minnesota. 55417

Engineer. Advisory capacity, must know all phases of storecast receivers, design, alignment and installation. Can be presently employed. Write P. O. Box 6731, Cleveland, Ohio.

Immediate opening for chief engineer. Must be sober, energetic, experienced in broadcasting operation, thoroughly trained and capable of assuming full responsibility for operation and maintenance of AM and FM facilities including directional antenna in station managed by people with engineering background and appreciation. Must be capable of assisting in planning and directing new construction in established station. Send complete summary of education and experience along with personal biography and photograph to Howard B. Hayes, General Manager, WPIK, Alexandria, Va.

Production—Programing, Others

Staff man, all type of broadcasting. Emphasis on gathering and writing news plus play-by-play. Box N-94, BROADCASTING.

Immediate opening for young newsman in progressive AM-TV operation in Virginia. Must be alert dependable, not afraid of hard work. Box N-179, BROADCASTING.

Need both experienced news director and dj. Want mature voices. Good pay. Send tape, resume to Box N-185, BROADCASTING.

KLMR, Lamar, Colorado is 30 days away from 5000 watts. We need production man, copywriter or staff announcer. First phone ticket important but not required. Experience and employer references necessary. Contact Kent Roberts.

Full time network affiliate needs news reporter, dj. Pleasant, midwest, medium market, progressive but no screamer. Lots of sports. Will consider recent announcing school graduate. WBIZ Eau Claire, Wisconsin.

WCTC (New Brunswick, N. J.) has opening for news writer-reporter in five man department. Fine opportunity for young man to develop abilities. Local news gathering and writing of prime importance in this market of one million. Must have one year commercial experience. Some air ability, chance to do sports, too. Send resume, tapes, writing samples, salary requirements to Art Mackwell, WCTC.

Wanted skilled program man who can handle details of tape recording, program planning and management of Negro personnel in a Negro format station in New Orleans. Must have good imagination, copy writing ability, understand operation of radio recording and taping equipment. Good salary with chance for advancement. Write giving details of experience and complete background information. Write OK GROUP, 505 Baronne Street, New Orleans, La.

Situations Wanted—Management

General manager available soon. Excellent background and top flight record. Box M-162, BROADCASTING.

Management—(Cont'd)

Seasoned pro! 15 years general manager competitive markets. Flawless record. N-187, BROADCASTING.

Manager—excellent background—production, sales, 1st telephone—would like opportunity to invest now or in future. Box N-189, BROADCASTING.

If you don't already know this man, you should! Fourteen years in ownership-management of important facilities. Ten years in broadcast journalism. A vigorous and imaginative entrepreneur and civic leader. Write today for free presentation kit. Box N-223, BROADCASTING.

Announcers

Sports announcer, seven years experience. Excellent voice, finest of references. Box L-353, BROADCASTING.

San Francisco first phone personality available. Interested? Box N-45, BROADCASTING.

Clever, creative dj, draft-free, top 40 only. Box N-90, BROADCASTING.

Announcer-disc jockey, first phone, presently employed, one and one third years AM combo experience, desires move to FM operation in New York or Philadelphia metro area. Phone 201-EL 6-0891 morning or evening or write, Box N-106, BROADCASTING.

At the risk of seeming boastful: 12 year veteran of the broadcasting and entertaining industry with an unusual broad record of experience & references to back it up desires to relocate in a major market with either personality or top 40 format. Will be desirous of some TV duties if available but this is not imperative. Latest affiliation for 3 years night time personality jock on 50,000 watter with 18 state coverage. Am a family man with no record of floating or boozing. Am looking for a top paying job where the boss expects and gets what he pays for. Complete brochure and tape on request. Box N-133, BROADCASTING.

The zoo, the zoo, the zoo. P.D. Looking. Box N-135, BROADCASTING.

P.D. of the zoo looking. Box N-136, BROADCASTING.

The Zoo P.D. Looking. Box N-137, BROADCASTING.

The Zoo, The Zoo, The Zoo P.D. Looking. Box N-138, BROADCASTING.

Top 40 Negro disc-jockey. First phone. Will work hard. Box N-141, BROADCASTING.

Talented sportscaster—commercials—sales, needs opportunity. Family—college—ex pro. Box N-143, BROADCASTING.

D.J. announcer, bright sound, experienced, tight board—news, married, want to settle permanently. Box N-144, BROADCASTING.

Morning personality. Funny with a capital GH (as in laugh). Consistently first, twelve station market. Box N-145, BROADCASTING.

Announcer, copywriter—good voice—excellent production received two years experience in number one clear-channel non-metropolitan station. Available immediately with finest references. Will travel. Box N-147, BROADCASTING.

Available December 1st. 25 years old announcer, married, no children. 5 years in radio. Presently morning man near the world's largest Army base, Ft. Bragg, N. C. Wish to move up. Preferably, West coast, but willing to consider anything. Good on production. Salary open according to my ability and experience. Box N-150, BROADCASTING.

A mature announcer, family man seeking secure position as program director. Presently in a highly competitive market. Will consider in either Florida or California. Minimum salary $10,000 annually. Box N-152, BROADCASTING.

Top 40 jock, play-by-play, news, experienced, tight board, good ad lib, production. Box N-162, BROADCASTING.

Versatile young announcer with three years experience is looking to relocate. Neat appearance and pleasant family life. Tape available. Box N-163, BROADCASTING.

Announcers—(Cont'd)

Attention major and medium markets—is personality gone in radio? Commercials all cartridged at present position in New England medium. I disagree! Want challenge and good money. DJ—music director, 30, married, 4 years experience. Air check middle of road format but can do top 40. Boston or New England. Box N-161, BROADCASTING.

Young man, ten years experience in all phases of radio, wants announcer or pd position in south Texas or New Mexico. Location more important than salary, all offers considered. Box N-164, BROADCASTING.

Sports announcer. Excellent play by play with tapes to prove it. Looking for advancement. Nine years radio-TV experience in all phases. Willing to settle. Box N-166, BROADCASTING.

1st phone yankee announcer with 3 yrs. exp. Wants to return to Louisiana. Am presently employed. Anyone interested? Box N-180, BROADCASTING.

Sportscaster/dj. First phone. Experience, degree, bright mature personality. Dependable. Box N-183, BROADCASTING.

Announcer—D.J.—mature, experienced, fluid delivery, fast board and production married. Box N-194, BROADCASTING.

Experienced announcer with 1st phone license. Tape-resume on request. Box N-199, BROADCASTING.

Experienced dj announcer, newscaster, Negro. Marketable air personality. Competent air sales, college background, excellent references. Box N-200, BROADCASTING.

First phone—announcer—some experience. State salary—no maintenance experience. Box N-201, BROADCASTING.

Announcer dj bright personality. Experience, tight board, authoritative newscast. Family man. Want to settle, not a floater or prima-donna. Box N-202, BROADCASTING.

Copywriter/announcer. Radio station and advertising agency experience. Tape or copy available. Currently employed. Box N-204, BROADCASTING.

1st phone showman—6 years in major markets. College, draft free. Box N-206, BROADCASTING.

Popular, country and western dj. 3rd ticket. Experienced as assistant manager, program director, news director and sales director. Houston or San Antonio vicinity only. Available now. Box N-207, BROADCASTING.

Top personality deejay-newsman. Want opportunity with aggressive, well equipped station. Married, 23, sales experience, currently Southwest. Box N-209, BROADCASTING.

Negro announcer—1st phone, dj/staff. 200 miles radius NYC. Available immediately. Box N-210, BROADCASTING.

Dedicated, competent, experienced selling manager desires to relocate in Arizona. More than doubled billings present location. Box N-212, BROADCASTING.

Dependable PD available. Forty, family. Sixteen years air, administration, production, top sports. Now large market—want to raise child in small or medium city, clean, good schools. Permanent with reasonable pay. Excellent references. Box N-213, BROADCASTING.

Want challenge, management potential. Creative combo-announcer. 5 years major market radio—3 FM stereo. All phases: classical to folk, sales, copy. College, married. Box N-216, BROADCASTING.

Announcer, R and B. Gospel music, Negro personality, know music, tight board, references, presently employed, 10 years. Desire larger market. Box N-219, BROADCASTING.

Experienced radio comical personality, professional gag writer, not an announcer, tape my commercials, want several hour music, interview show. Comedy style like Groucho Marx, college degree, broadcasting school graduate, veteran. Box N-220, BROADCASTING.

Announcers—(Cont'd)

Personable ambitious announcer-dj. Seeking right offer from good music station. Three years experience, rich pleasant voice. Available immediately. Steve Irwin, 8 Pinetree Drive, Farmingdale, New York. 516 MYrtle 4-3685 evenings.

Announcer, dj, presently employed, seeks position with station. Former ATS N.Y. grad., holding first license. Contact Mr. Alvin Strahle, 264 Pleasant St., Berlin, N. H.

Man, 22, studying 1st phone. Desires announcer-office, announcer-sales. Florida, Virginia, Southeast, FM in large, medium markets. Good music, top 40, small. 2109 E. Washington St., Orlando 3, Florida. Telephone GArden 5-1264.

Prefer small to medium market. Good voice, some experience, and first class license. Danny Gale, 3929 Lively Lane, Dallas, Texas.

First phone, some experience, middle of road, college, family, city administration background, prefer West or Midwest. Alan Lynn, Apt. 4, 1506 Garcez Drive, Concord, Calif. 686-2134.

Former WWJ newsman/announcer available immediately. Fully rounded experience . . . 8 years. Mature, stable, sincere. Will exchange boundless energy and loyalty for mature, intelligent management. Call/write: Ken Lawrence, 16831 Greenfield, Apt. 34, Detroit, 272-3541 evenings.

Technical

Chief AM/FM Proofs Directionals, some TV, solid air work. Outstanding references. Box N-87, BROADCASTING.

Experienced chief—announcer, first phone, hard worker, dependable, hope for permanent location, two weeks availability, prefer upper Midwest. Box N-142, BROADCASTING

Attention chief engineer & station managers. If you are looking for a top notch engineer I am for you. I am experienced with maintenance, AM & FM proofs, d.a. & common point work. Box N-156, BROADCASTING.

Chief for five years, ¼ to 5 kw, reliable, sober, married. Want chief or maintenance, prefer no air shift, 500 for 40 hour 5 day base. Box N-159, BROADCASTING.

Experienced engineer desires position as engineer or chief. Construction, installation, maintenance, proofs. Box N-184, BROADCASTING.

Experienced chief engineer, maintenance of transmitters, studio and directional system, a little television, would like Florida or South but will consider all, references, presently employed. Box N-224, BROADCASTING.

Experienced chief engineer, AM-FM, high power directional maintenance. Also number one Pulse rated announcer. Prefer large Eastern market. Box N-225, BROADCASTING.

First class engineer. Thoroughly experienced in all phases of radio looking for position with announcing shift. Salary $125. Preference, Michigan. Box N-205, BROADCASTING.

Attention Midwest: First phone technician wants a break in engineering. No announcing. Four years Air Force Communications technician. Will accept starting salary. Donald Hargis 1812 14th Avenue, Apt. 2, Seattle, Washington 98122.

Engineer—First phone, some announcing, 5 years experience, personable, single, desire small market. George Simpson, Box 392, Harrisonburg, Virginia, 434-8620.

First phone and ready to work. Limited experience. Any area. John Allen, 4017 Parkside Dr., Dallas, Tex.

Production Programing & Others

The Zoo P.D. Looking. Box N-139, BROADCASTING.

P.D. of The Zoo Looking. Box N-140, BROADCASTING.

Experienced play by play, special events, news, general staff. Married, family, prefer Midwest. Box N-149, BROADCASTING.

Production Programing & Others

Continued

Experienced TV production-program man seeks wider horizons. Now located in 100,000 market, in charge of programing for two channels. Seven years radio-TV experience. Will locate anywhere West of El Paso. Salary open. Reply Box N-160, BROADCASTING.

Experienced program director-operations manager with major market experience. Capable, ambitious. Ten years all phases including sales. Excellent production ability. Available immediately. Box N-170, BROADCASTING.

Production—12 years experience, all phases operation — excellent voice — music background—1st telephone. Box N-190, BROADCASTING.

News editor. Four years in million market, heavy local news. Mature, family man. Box N-203, BROADCASTING.

TELEVISION

Help Wanted

Sales

National sales manager for Eastern VHF. Send full details 1st letter. Box N-178, BROADCASTING.

TV salesman, experienced, wanted for 14-year CBS affiliate. Liberal salary, commission, travel expenses. Good hustler, can make excellent money in this beautiful, rich market. Write full details to Commercial Manager, WFMY-TV, Greensboro, N. C.

Announcers

Experienced announcer for commercials and interviews. Send photo and tape film or video tape to Program Director, WFRV-TV, Green Bay, Wis.

Wanted: Combination on camera announcer and director. Must be willing to work and know good production. Emphasis will be directing. Excellent working conditions and all company benefits. Send resume and references to R. J. Smith, program director, WTVO, Rockford, Illinois.

Help Wanted—Technical

Have immediate opening for experienced CATV engineer in construction and operation of proposed elaborate and large system. Send full particulars in initial response. Box N-7, BROADCASTING.

Chief, small VHF station, Eastern seaboard. Must have good knowledge transmitter. Unusual opportunity. Box N-198, BROADCASTING.

Production Programing & Others

Program director wanted by progressive television station. This station in the Southeast, CBS affiliate, is progressive and profitable. It needs a program director who has a number of years experience in production and a number of years experience as director of programing and production in a commercial station. If you have executive ability, are a creative planner, are truly familiar with production techniques, work well with a large staff, and want a position of real responsibility with a respected station in an excellent market, good living conditions, a salary commensurate with your ability, this may be the job for you. A good job is offered a good man. Apply by sending detailed resume of your education, training, and experience. Give us some good references. All qualified people will receive replies and your application is strictly your business and ours. Write Box N-193, BROADCASTING.

Wanted—Experienced, seasoned TV traffic manager. Excellent opportunity with large southeastern market station. Must be able to assume management responsibility of traffic operations. Write or wire: WAII-TV, Atlanta, Ga.

TELEVISION

Situations Wanted—Management

General manager available for television station. Mature, dependable, top record. Box M-161, BROADCASTING.

Manager operations/engineering: Presently employed. Thirteen years experience medium-major market television. Seeking change for valid reasons. Capable, ambitious. Strong engineering and administrative background: Directing programing, production, FCC, labor negotiations, etc. For resume write Box N-182, BROADCASTING.

National sales manager. Twelve years continuous experience in television sales and sales management in New York City. Possess thorough knowledge of: ideal station—national representative relations; the creation of rate structures that are competitive and profitable; programing which meets the needs of advertisers; merchandising which will create sales; all agency and advertiser echelons from time-buyer to corporate officers. Have directed local sales staffs. Aggressive, articulate, stable family man. Excellent references throughout the industry. Write for complete resume, or to arrange meeting. Box N-218, BROADCASTING.

Situations Wanted—Announcers

Versatile talented announcer, news director, cinematographer. Air personality: mature, relaxed, friendly, authoritative. Minor market TV since 1955, radio and public relations since 1947. Speech degree, Washington State University. Single, ambitious. Available immediately. Box N-167, BROADCASTING.

Technical

Have you opportunity for engineer with 12 years TV experience including color, planing, construction. Box N-104, BROADCASTING.

First phone. Transmitter operation, maintenance. Locate anywhere if permanent and solid opportunity, some experience. Box N-134, BROADCASTING.

Alert, capable, assistant chief desires position with progressive station. Have 9 years technical TV experience. All areas of U. S. considered. Box N-174, BROADCASTING.

Chief engineer, married, presently employed, desires position with Eastern UHF station. Five years experience in television. Box N-175, BROADCASTING.

Production Programing & Others

Experienced news director: Top-rated investigative reporter, excellent airwork, references. Consider exceptional staff job, major market. Box N-89, BROADCASTING.

Producer-director-extensive videotape and remote experience. Degree and draft exempt. Seeking floor manager or directing position in medium to large market or independent videotape production Co. Complete resume available. Salary open. Will relocate anywhere. Box N-92, BROADCASTING.

10 years TV experience—5 years radio. Can create, write, produce and perform for TV. My speciality is children shows. 7 years selling experience. Believe a man must be diversified to be an asset for local TV. Box N-155, BROADCASTING.

ETV planning—Administrative position with producer-director duties sought on West coast by imaginative, dependable 3 degree holder with ETV, commercial experience. 29. Resumes. Box N-169, BROADCASTING.

Exchange-position with creative rewards for top-flight production supervisor/producer-director. Extensive commercial/ETV experience. Excellent recommendations. Present employer agrees time here for move to bigger things. Box N-226, BROADCASTING.

Situations Wanted

Production—Programing, Others

Continued

I write copy that sells. Now continuity director, announcer, promotion manager for Southwestern TV, ready to move up to more competitive market that will take full advantage of my talents. Box N-221, BROADCASTING.

WANTED TO BUY

Equipment

6 X 8 foot passive reflector, have for sale or trade one 8 X 12 foot reflector with perforated screen. KTWO, Casper, Wyoming.

Needed: 702-A oscillator unit for Western Electric transmitter 443A-1. WKHM, 441 Wildwood Ave. Jackson, Michigan.

Wanted: 350 feet hard copper 3-⅛ inch transmission line. L. Wittenberg, Chief Engineer, WISN Radio, 759 N. 19th Street, Milwaukee, Wisconsin.

Wanted—used Ampex 600, 601, or 602. S.O.S. 270 Northcrest, Chattanooga, Tennessee.

Wanted: Thermometer for Doolittle frequency monitor, type FD-1A. Will pay good price. Contact WGRM, Greenwood, Mississippi.

FOR SALE

Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Templebar 2-3527.

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

Used UHF 1 kw RCA transmitter excellent condition, immediate delivery. A bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

963 foot Kimco Tower, 6-bay RCA superturnstyle channel 6 antenna and 25 kw DuMont transmitter. WITI-TV, Milwaukee, Wisconsin. Phone: UPtown 3-1919.

Limiting amplifiers, guaranteed new, trouble free workhorse, new model. Western Electric 1126D, no thumping, original cost $950.00. Cash $250. Box N-78, BROADCASTING.

Seeburg—selectomatic 200 with broadcast control unit, SBCU-1, also RCA 73B professional recorder with microphone complete —make offer. Frank C. Carman, KLUB, Salt Lake City, Utah.

Recording Lathe. Fairchild 199, including head & amplifier with variable equalizators. 33-⅓ & 78, excellent, $350. Box N-80, BROADCASTING.

Amplifiers, remote, Collins 212-U, almost new; Gates Monitor MON-4; Langevin Monitor AM-138-M; RCA Program BA-3A, BA-13A; RCA Booster BA-2C. Power supplies, Gates PWR-10, Raytheon RC-11. Box N-79, BROADCASTING.

Two 200 foot Blaw Knox self-supporting towers now operating 5 kw directional. 5 kw—RCA transmitter. Excellent condition. WAAB, Worcester, Mass.

Langevin equipped custom console and rack panel—6 mos. old, priced to sell now! Preamps—levelines—slide wire and rotary mixers—program equalizers A.P.I. meters etc. Also Presto 6N—cutting lathe. Steve Sampson, 1664 D Newport Blvd., Costa Mesa, Calif., phone 714-548-2701.

FOR SALE

Equipment—(Cont'd)

4 VHF TV transmitters for sale. For details write or call William S. Ward, 7505 Carroll Ave., Takoma Park, Md. 587-5136.

GE two-way remote unit—ideal for news, sports, 1963 on-the-air coverage from 8 lb. power pack through truck unattended three way report—perfect condition. Format change negates usefulness KWAC; presently installed in 1961 Ford window Econoline truck (6,000 miles, purchased new). For sale with or without truck, complete unit—latest advancements, wide range coverage, factory guarantee, terms, write or phone KWAC radio, Bakersfield, California. Tremendous discount.

Western Electric 405-B1 5 kilowatt AM transmitter for sale. Condition perfect. Make offer. Box N-148, BROADCASTING.

RCA power max. Increases effective AM coverage by increasing peak modulation, $90. Gates Sta-lever model M-5167, $100. WPVL, 713 Forbes St., Painesville, Ohio.

Magnecord PT6J/PT6AH, $175, Rek-o-kut D16, make offer. Box N-157, BROADCASTING.

RCA BTF-3B, latest cavity modifications. Good condition. Automatic overload reset device, harmonic filter, transmission line monitor. Excellent results with BTS-1a stereo generator, (not included). Instruction book and extra installation instructions and schematic. Best offer over $3,500. F.O.B., WJBC, Bloomington, Illinois by December 15th.

Like-new Rek-O-Kut Challenger disc recorder and playback reproducer, will sell or trade for small audio console. KVET, Austin, Texas.

Presto-6N-cutter & amplifier with—diameter —equalizer—console & RCA pre-amps—all — associated equipment — best offer — 516 Mahoning Bank Bldg., Youngstown, Ohio. 44503

For Sale: 1000 watt General Electric FM transmitter with spare tubes and matching cabinet rack. Clean and reasonably priced. WRAY Princeton, Ind.

Ampex type 1260, new, 5, $350.00 ea. One 1250, $330.00. Viking RP62VU, used excellent, $79.00. Microphones, etc. Write us your requirements. F. T. C. Brewer Company, 2400 W. Hayes Street, Pensacola, Florida.

Two, brand-new Eimac 4CX-1000-A's. Will ship C.O.D. for $150.00 each. Write, wire or phone XEMO radio, 295-6234, San Diego, California.

MISCELLANEOUS

First aid to ailing announcers! Chicago Radio Syndicate Script Service for 5000 watters or less. New jokes! Fresh program material! Low cost! Protected area! For sample write The Weekly Prompter, Radio Division, 4151 W. Lake Ave., Glenview, Illinois.

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

Jockey Joker is a new series of one line gags for deejays. This publication will be habit forming. First issue $2.50. Show-Biz Comedy Service (Dept. BJ) 65 Parkway Court, Brooklyn 35, New York.

Two daily 4:30 feature reports, with the actual voices of the newsmakers, on top national and international stories. Perfect partner to complement your sparkling local coverage—daily tape via air mail special delivery. Peak listener reaction—low cost. Let us join your team. Write Box N-61, BROADCASTING.

PGA Golf Tournaments fed to your station (28 feeds). $1.00 per 1,000 (city pop.). Write Tee-Putt Productions, 614 N. Rampart, New Orleans, La.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and graduate placement list. Don Martin School of Radio and TV Arts & Sciences, 1653 North Cherokee, Hollywood, Calif. "No cram school."

San Francisco's Chris Borden School graduates are in constant demand. 1st phone and "modern" sound. Plenty of jobs. Free placement. Illustrated brochure, 259 Geary St. Starting date for next class January 13, 1963.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 8, March 11, May 13. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated schedule. For the man who must get his 1st phone in a hurry, the Los Angeles Division of Grantham schools now offers the proven Grantham course in an accelerated schedule. Next class begins January 13. For free brochure write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance, Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

INSTRUCTIONS—(Cont'd)

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

1st ticket class . . . 6 week course resident, or correspondence Live and study in Denver, Colorado. The greatest! Write for bulletin. Next resident class starts January 13. Signal Broadcasting, 431 W. Colfax, Denver, Colorado, 80204. Also announcing station operations course and TV production.

Help Wanted—Management

Southern Metropolitan Market
Radio Station Manager

Salary Range $15,000 to $20,000

This man must be capable, aggressive, experienced radio man under 50 years of age. He must know the radio station management business, including sales, promotion, collections and market analysis.

You will be working for highly accepted radio station, selling to a specialized market with a proven program format. The stations ratings are good, the result story is well accepted, its national billing is representative of the best accounts, its local billing is also of leading advertisers. You will be supported by an intensive promotion plan, with strong selling pitch.

Give your complete history and experience and detailed report of your sales results, your education, your present employment. This is a permanent job for the right man. Salary commensurate with your record. Personal interview after careful survey of your background and experience.

All applications strictly confidential.

BOX N-176, BROADCASTING

RADIO—Help Wanted—Announcers

Negro Jockey—New York Metro Station
This is a top position. Must be strong rocker with plenty of experience. Would-be's and has beens pass this one up please. References will be thoroughly checked if we decide you're the man. Tape, resume and picture, all replies strictly confidential.
Box N-115, BROADCASTING

WINZ, MIAMI—WINQ, TAMPA
50,000 WATTS IN FLORIDA

Rand Broadcasting expanding operations: Need Strong Music Air Personalities with in-depth background in good popular music, and alert, authorative News Personalities to find, develop and deliver News and Special Feature Material.

Send Brochures and tape to:
Mark Richard
Program Director
WINZ Radio
Miami, Florida

NEGRO NEWS MAN

for announcing and on-camera work on new Chicago TV station. Must have background in gathering and presenting news. Contact John Weigel, WCIU, 141 Jackson, Chicago 4, Illinois. Phone: 922-7445.

Announcers—(Cont'd)

ATTENTION JACK STERLING

We know you have a job—but if you know of a pro with your warmth, voice, personality, etc. a group station in one of the top ten markets in America is looking for a crackerjack morning man. Tape and resume should be sent to:

Box N-151, BROADCASTING

WANTED
TOP NIGHT TIME PERSONALITY

A Metropolitan-market Network station has an opening for a top personality to take over the magic hours—12 Midnight to 6 AM. If you've got ideas about making money during these hours then you can make more for yourself—unequalled opportunity for stepping up in a chain organization that also offers Network possibilities—1st Ticket Required. Write—wire—Box N-211 Broadcasting.

Situation Wanted—Sales

ROGER K. HOECK
Former Regional Manager
American Research Bureau
Available for SALES,
STATION OR REP.
345 E. 54th St., New York 22, N.Y.
EL 5-1286

Announcers

JOCK

at Hooper rated and Pulse rated number one station in major midwest market seeks move up. Have handled all time slots with success will handle yours the same way. Write:

Box N-165, BROADCASTING

Production Programing & Others

Arkansas Profit Producer
available January '64

GM-part owner recently sold station seeks new challenge. 34—12 years sales & management—5 figure bracket last 6 . . . tops on sales-public relations . . . consider investing . . . will travel.

Box N-158, BROADCASTING.

SAM HOLMAN

Under Exclusive Contract To
ABC For Past Five Years

NOW AVAILABLE

To help your station or group. Top-Flite DJ-PD who successfully programmed WLS Chicago and WABC N.Y. to No. One! Available Dec. 1st.

440 E. 62nd
New York 21, New York
PL 2-1798

TELEVISION

Help Wanted—Management

TV PROGRAM MANAGER

Major eastern market must have experience program planning, film buying, talent negotiation, creative program development. Prefer man in thirties with future top management potential. Good opportunity with top station group. Send full resume. Salary Open.

Box N-177 BROADCASTING

Help Wanted—Announcers

NEED
Staff announcer/weatherman
Ability to fill for news and sports director desired. Ad-lib ability necessary. Send photo, audio tape or SOF with resume. Salary commensurate with experience and potential. Write Jeff Evans, Operations Manager, WRDW-TV, Augusta, Georgia 29841.

Production Programing & Others

TV PROGRAM DIRECTOR

Did you come up through the ranks of production? Have you been responsible for overall production and direction of personnel? Do you have years experience and are you fully qualified as an administrator? Tell us what you have done and send us proof of reasons you are qualified for this position. Give us salary requirements, knowing you will be rewarded for results as you grow with this old, established station. Five figure salary is available to right man. Let's try to get together."

Box N-192 BROADCASTING

ARE YOU OUR MAN

FOR SALE—Equipment

USED AM TRANSMITTERS

1 Collins 21A—5 kw—FOB East Coast. Price $4,950.00.
1 Collins 20V2—1 kw—FOB Michigan used only 18 months. Price $2,-995.00.
1 Collins 20V2—1 kw—had excellent care. FOB San Carlos, Price $2,-495.00.
1 Gates BC1J—1 kw—Needs work. FOB San Carlos. Price $1,495.00.
1 Gates BC1F—1 kw—FOB Florida Price $1,650.00.
1 RCA BTA—1 MX—1 kw—used as standby. FOB East Coast. Price $2,-750.00.
2 Raytheon RA-1000—one on each coast—choice $1,295.00 each.
1 Gates BC-250T—convertible to 1 kw. FOB San Carlos. Price $1,495.00.
1 RCA BTA 250M—250 watt—used only one year. FOB San Carlos. Price $1,295.00.
1 RCA BTA 250L—Clean—FOB Oregon. Price $550.00.
Terms—cash. As is—where is.

Contact Paul Gregg,
Bauer Electronics Corp.
San Carlos, California
Phone 591-9466

WANTED TO BUY

Stations

WILL BUY ALL OR PART

Radio Exec. seeks all or part ownership of radio or TV station in Iowa, Illinois, Wisc. or Indiana. Have B. S. Degree. Strong background in Operations, Programing, News, Sales. Replies confidential to:

Box N-173, BROADCASTING

BUSINESS OPPORTUNITY

BUSINESS OPPORTUNITY

Owner-Manager completing seventh year in competitive S. E. market looking for managership in major market. Can invest 50 to 150,000. Successful history of creative sales and programing with profits. Desire a growing market. All replies confidential.

Box N-31, BROADCASTING

WILL BUY

all or partnership in AM facility. 28-year veteran Sales and gen. Mgr. in 34th market now available. All replies confidential.

Box N-195 BROADCASTING

EMPLOYMENT SERVICE

JOB HUNTING?

Sherlee Barish
BROADCAST PERSONNEL AGENCY
New Offices: 527 Madison Ave.,
New York, New York.

MISCELLANEOUS

OKLAHOMA CITY

Metro area Station changing format to include paid Religion on a daily basis. For avails and rates, write:

Box N-86, BROADCASTING

FOR SALE—Stations

NEW ENGLAND DAYTIMER

Station just beginning to show profits but is undercapitalized. $100,000 cash needed on total price of $150,000.

Box N-172, BROADCASTING

EASTERN AM

Good facility in two station market. Neglected by absentee ownership. Has fine potential. $40,000 downpayment and good terms on balance of $60,000.

Box N-171, BROADCASTING

FOR SALE—Stations

Continued

UNUSUAL OPPORTUNITY
SOUTHEAST'S MOST FABULOUS
METRO GROWTH MARKET OF 225,000

Country—Western Dream

About once in 10 years an opportunity like this presents itself.

For authentic legal reasons—after 10 years of highly successful operation—this fine full-time 5 KW Day, 1 KW Night facility at Jackson, Miss., must be sold.

Only one station in this market has changed hands in 15 years. Excluding Florida, this is the most solid growth area in the Southeast—not just population, but retail sales, construction, bank deposits, etc.

All equipment, buildings, in excellent condition. Transmitter site is only small part of valuable industrial tract owned by company.

Country-Western top forty market wide open—begging. ⅓ substantial principals with cash resources need inquire to

JOHN McLENDON
NIMAC BROADCASTING CO.
Box 197, Jackson, Miss.
601-948-1617

SINGLE-MARKET

Daytime upper-midwest station serving 5-county area. 5,000 city, 20,000 county, 55,000 gross. Ideal owner-manager situation, making money. Total cost, terms over 6 years $65,000. Deal direct with owner in confidence.

BOX N-181 BROADCASTING

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
Appraisals Financing

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

HASKELL BLOOMBERG
Station Broker
208 Fairmount St.,
Lowell, Massachusetts

MAINE—$125,000; NEW HAMPSHIRE—$100,000; NEW YORK—$125,000; NEW YORK—$60,000; CONNECTICUT—$150,000; SOUTHWEST VHF—$100,000.
PLEASE WRITE WITH COMPLETE IDENTIFICATION.

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

Continued from page 104

Television Inc. on channel 72, Madras and Culver, Ore., to translate programs of KGW-TV (ch. 8) Portland, Ore.; Phillips County TV Association Inc. on channel 79, Phillips County, Mont., KRTV(TV) (ch. 3) Great Falls, Mont.

United Television Co. of New Hampshire Inc., Manchester, N. H.—Granted CP for new VHF TV translator station on channel 13 to translate programs of WMUR-TV (ch. 9) Manchester, N. H.

Fine

■ Commission notified Merchants Broadcasters Inc. it is liable to forfeiture of $500 because WAIL Baton Rouge willfully or repeatedly violated Sect. 3.111(b) of commission's rules concerning operating log requirements. Action Nov. 13.

Rulemakings

AMENDED

■ By report and order, commission amended rules governing emergency operation of AM, FM (including noncommercial educational FM), and TV broadcast stations in order to clarify conditions under which such stations might engage in emergency operation. New rules, which are effective Nov. 18, establish guidelines as to type of situation justifying emergency operation. Adopted rules are substantially same as those proposed in notice of proposed rulemaking of July 3, 1962, with three exceptions: (1) changes were made to permit transmission of music when engaged in emergency operation outside terms of station authorization; (2) notice required to be given to commission after engaging in emergency operation must contain more information than originally proposed; and (3) restrictions were added concerning use by unl.-time AM stations of daytime facilities at nighttime during emergencies. Action Nov. 7.

PETITIONS FOR RULEMAKING FILED

■ WELP Easley, S. C.—Requests institution of rulemaking proceeding to modify FM table of assignments by assigning channel 280A to Easley. Received Oct. 31.

■ KOMC(TV) McCook, Neb.—Requests amendment of rules to delete VHF channel 8 from McCook and resign it to Oberling, Kan. Received Oct. 31.

■ Voice of Christian Youth Inc., Milwaukee—Requests amendment of rules so that channel 252 (98.3 mc) be allowed in Milwaukee area so application for station construction may be filed. Received Nov. 1.

■ Inquirer & Mirror Publishing Inc., Nantucket, Mass.—Requests institution of rulemaking proceeding looking toward allocation of FM channel 260 (99.9 mc) to Nantucket. Received Nov. 6.

■ KXLY-FM Spokane, Wash.—Requests institution and finalization of rulemaking proceeding to substitute FM channel 282 for 258 at Wallace, Idaho. Received Nov. 7.

Stations (Cont'd)

STATIONS FOR SALE

SOUTHWEST. Exclusive. Priced at $150,000. Terms.
NEW ENGLAND. Exclusive. Priced at $85,000. Terms.
CALIFORNIA. Medium market. Priced at $145,000. Terms.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, California

Fla.	single	coast	$ 50M	terms
Ga.	small	power	90M	SOLD
Ill.	medium	daytime	85M	29%
W. Va.	metro	fulltime	300M	100M
M. W.	major	fulltime	525M	29%

buying and selling, check with
√ CHAPMAN COMPANY INC
2045 PEACHTREE RD., ATLANTA, GA. 30309

SET GOOD EXAMPLES FOR THE YOUNG...

Eating habits children learn in the home often lead to obesity problems later in life

PARENTS WHO ARE really interested in the present and future health and happiness of their children cannot ignore the importance of cultivating sensible eating habits in the young. Allowing a child to overeat or to not eat a well balanced diet, with the hope that the child will ultimately outgrow these poor habits, is a good example of how some parents encourage the development of lifetime behavior patterns that cannot help but lead to frustration and unhappiness. The fat child too often grows into a fat adult, or the undernourished girl, the one who is not encouraged to eat a balanced diet, often becomes an adult woman who will experience difficulties in pregnancy because her body is not as well developed as it might have been.

Children acquire most of their lifetime eating habits, their food tastes and preferences, at the family table. The example set by the parents in the home is a powerful influence in determining how the children will eat through the rest of their lives. For instance, the mother who nibbles at a piece of toast and a cup of coffee for her breakfast certainly does not set a good example for her teen-age daughter.

LEARN THE SIMPLE FOOD RULES

Mealtime should be a pleasant occasion for all members of the family. Consuming food should not be mysterious, complicated, or a medical treatment. Learning and following some very simple rules can provide a daily food pattern that is nutritionally adequate and enjoyable.

Regardless of other purposes eating may serve, the basic reason for consuming food is to provide the body with the nutrients required for proper growth, maintenance, and energy. Teaching children to eat meals and snacks that are well balanced in both quantity and quality of foods is a parental responsibility which, properly performed, can contribute much to the longevity and happiness of the child. We should never forget that it is easier to teach by a good example than by preaching alone.

Nutritionists have tried to simplify food selection as much as possible. They have analyzed the nutrients our bodies need, and they have suggested food patterns to provide these nutrients. A variety of foods is recommended because the nutritionists are not yet certain about our needs for certain nutrients. Trying to rely on pills for essential food nutrients is not only a less pleasant way to feed one's self but also may possibly eliminate some of the nutrients present in a variety of foods.

FOLLOW THE DAILY FOOD GUIDE

Parents should set a good example for children by following the daily food guide established by nutritionists. This involves selecting foods from four main groups:

MILK AND DAIRY FOODS: Children and teen-agers should have at least three glasses of milk each day (or its equivalent in such dairy foods as cheese and ice cream). Adults should have at least two glasses of milk. Two 8-ounce glasses of milk provide these portions of the recommended daily allowances of food nutrients for an adult man: protein (of very high quality, ready for immediate use) 25 percent; calcium (which adults need to keep bones strong even after growth is completed, as well as for other vital processes) 71 percent; vitamin A 15 percent; riboflavin 46 percent; thiamine 10-12 percent; calories (which become undesirable only when we consume too many!) 10-13 percent. The percentages for an adult woman are slightly higher because of the slightly lower nutrient needs of the woman, but two glasses of milk still provide only 14-18 percent of the daily calorie needs for an adult woman. To obtain the protein, minerals, and vitamins in milk through other foods usually would require a much higher cost in calories. This is why the calories in milk are often called "armored calories" as opposed to foods which provide fewer or no other nutrients except calories.

MEAT, FISH, POULTRY, EGGS: Two or more servings each day from this group of foods provide additional high quality protein, iron, thiamine, riboflavin, and niacin. Weight reducers should select the lean cuts of meat to keep calories down.

VEGETABLES AND FRUITS: Four or more servings, selected from the tremendous variety of these foods available today, help assure adequate consumption of vitamins and minerals. Selections should include a citrus fruit or vegetable rich in vitamin C and a dark-green or deep-yellow vegetable rich in vitamin A. Children do not have to be forced to eat any particular fruits or vegetables. Try many different kinds to find those they like best so that they get started in the habit of eating these valuable foods each day.

BREADS AND CEREALS: Four or more servings each day from this food group provide protein, iron, B-vitamins, and calories. Weight watchers should select carefully in this group to keep the calories in balance with needs.

Selecting foods from the four groups and determining the amount of food required to maintain desirable weight are lifetime eating habits that should be taught very early. Children should also be taught, again by parental example, that daily exercise is an important element in building and maintaining good health. The time has come to expand the slogan "Families that pray together stay together" to read: "Families that walk together to pray together stay together." Surely, families that learn to eat wisely together also have greater opportunities to live longer and happier lives.



american dairy association

20 N. Wacker Drive Chicago 6, Illinois

"Voice of the Dairy Farmers in the Market Places of America"

OUR RESPECTS to Grant Almerin Tinker

He's dedicated to the goal of balanced, diversified programing

Last May, when Grant Tinker was appointed vice president, NBC television network programs, West Coast, and his office moved from New York to Burbank, Calif., it was a fine step-up careerwise but an even more important improvement in his home life. Mr. Tinker's wife is actress Mary Tyler Moore, the lovely feminine lead of *The Dick Van Dyke Show* (Wednesday nights on *another* network).

"Mary has to be in California where the show is filmed," Mr. Tinker said last week, "and while my job as a general program executive at NBC-TV permitted me to spend a lot of time on the Coast, still my home base was in New York, and even in this jet age that's a long way from California. So it was the best break of my life when Felix Jackson was given a new job as vice president, NBC Productions, and I was moved into his old spot."

The Early Years ▪ The move west was also a break with family tradition. Grant Tinker's father had worked in New York, commuted to Stamford, Conn. (where Grant Almerin Tinker was born, Jan. 11, 1926, and grew up). Young Grant graduated from high school in 1943 and sweated out "a miserable semester" at Dartmouth College, waiting for his 18th birthday, when he would be permitted to join the Army Air Corps. It came, he was made an Air Corps cadet and for the next two years he got bits and pieces of training at eight bases in the U. S.

"I never got out of the country and I never got to be a pilot," he said, "but when the war was over and they gave me a choice of leaving the service or signing up for a three-year hitch to complete my training, I checked out and went back to Dartmouth."

There he majored in English, was a member of the tennis team ("that didn't mean much: the New Hampshire tennis season is a four-day affair") and was vaguely discontented because "I had no idea what I was going to do after college and I didn't much care."

A Start at NBC ▪ His indecision was a challenge to Dartmouth's employment counselor, who kept coming up with suggestions that were casually rejected until, chiefly to be polite, Grant agreed to have an interview at NBC in New York, where a training program was being inaugurated. Dozens of applicants were interviewed; two were chosen; Grant was one of them.

So, early in 1949, he started learning about network radio. With knowledge came interest; with interest, ambition. In less than three years he had advanced to the position of operations manager of the NBC radio network. Then he heard that Radio Free Europe was going to build a radio station in Istanbul. "The idea of living in Turkey fascinated me," he recalled. "So I left NBC to become a deputy director at RFE. A year later I was still in New York and tired of waiting, so I quit. It's a good thing I did as they haven't built that Istanbul station yet."

Next, Mr. Tinker joined a friend, John Moses, in the talent management-program packaging business, a new side of radio for him and an introduction into television.

In to Madison Avenue ▪ "It was a most interesting and educational experience," Mr. Tinker said, and it led to an invitation to join McCann-Erickson as director of program development. He spent four years with that agency, getting into account work as well as programing, then moved to Warwick & Legler as vice president in charge of TV programing. ("Here one of my major concerns was the Revlon account and that experience, too, was extremely educational.")

In 1959, Mr. Tinker joined Benton & Bowles as vice president in charge of television programing. "I was happy at B & B and I'd probably still be there if I hadn't run into Mort Werner, who told me he was leaving Young & Rubicam to go to NBC-TV as program head. I sounded off on the shortcomings of the networks and their failure to take advantage of their opportunities to do a much better job. Mort challenged me to join him to see if I could carry out my own ideas. A few months later—November 1961—I did."



Mr. Tinker

The assignment has not been easy, but it's a fascinating challenge, Mr. Tinker declares. He endorses the Sarnoff-Kintner theory of a balanced, diversified programing, thinks NBC-TV is making real progress towards that goal, but admits it's a long hard struggle. "Our entertainment programing, in addition to doing its own job, has to help support our news department, whose revenues are nowhere near its expenses, although it supplies more than 25% of all the programing."

Genuine Contributions ▪ Mr. Tinker resents the critics who have praise only for TV's specials. "I think that many of the weekly program series, like *Dr. Kildare* and *Walt Disney's Wonderful World of Color* and Jack Paar—to pull just three names out of a list that could go on and on of the shows the people watch and enjoy week after week—are making genuine contributions to the public understanding of life in America today. I get annoyed at the critics who lump all of these shows together as 'so-what' shows, time-killers at best.

"There are some failures, but there are also some glorious successes, and all the time a lot of hard working, dedicated people are in there trying. No one outside our business will ever know how hard we try to make good ones."

Mr. Tinker rates high with his business associates. "Grant is charming, extremely intelligent and, under a hard outer shell, a very warm, sympathetic person," one commented. "Most astute and knowledgeable about the business and a hard worker," said an executive at Benton & Bowles. "I hated to see him leave the agency."

The Tinkers live in Studio City, five fast freeway minutes away from his office ("a definite improvement on the New Haven"). The present Mrs. Tinker's son, Richard, lives with them. Mr. Tinker's four children, Mark, 12, Michael, 10, Jodie, 9, and John, 6, live in Darien, Conn.

Supervising the 18½ hours of prime time film programing fed from the Coast to NBC-TV each week, plus the *Andy Williams Show* and a few other live programs (mostly daytimers and specials) keeps Mr. Tinker busy for a long day at the office and into the evening.

On moving to California, he joined the Los Angeles Tennis Club, but complains that he gets there about as often as he does to the Weeburn Country Club in Darien, Conn.

For whom Bell toils

IN appointing Howard H. Bell to the sensitive post of director of the NAB code authority, President LeRoy Collins did what came naturally. He put into office a code director whose first loyalty is owed to Governor Collins.

Mr. Bell is a bright and attractive young man who came up through NAB ranks after joining the trade association in 1951. His advancements have been especially noticeable since Governor Collins became president. Yet it is difficult to equate his background and experience with the rigid specifications Governor Collins himself fixed for the post. The new director, the NAB president asserted last month, ought to exercise "vast powers to develop and initiate concepts far more dynamic than the cautious trails of the past."

Governor Collins was dissatisfied with the stewardship of Robert D. Swezey, the first code director who resigned last summer after a two-year tenure. Mr. Swezey came to the code post with a quarter-century background as network attorney, network executive and executive vice president of a major market, independently-owned station organization. He had been instrumental in the drafting of both the original radio and television codes.

It had been evident almost from the start that Messrs. Collins and Swezey did not see eye-to-eye. As a consequence code activity has been all but stalled. Governor Collins found he couldn't run the show with a man of Mr. Swezey's depth, experience and independence in the code directorship.

Several weeks ago we commented editorially:

"If the code apparatus starts moving again, broadcasters may find Governor Collins at the throttle and themselves going along for the ride."

And so be it.

How the House was won

IT ought to be clear now, even to FCC Chairman E. William Henry, that some very influential members of Congress are unwilling to let him and his agency stretch the Communications Act into any shape that fits the FCC's purposes. The questions and statements of the overwhelming majority of congressmen at the House Communications Subcommittee hearings a fortnight ago were openly hostile to Mr. Henry's presentation of his case for an FCC rule limiting commercials on radio and television.

To judge by the sentiments expressed in the House hearings, the FCC will be deliberately picking a fight with Congress if it proceeds with the commercial rulemaking it has begun. If that fight is provoked, the FCC is certain to lose it. The temper of Congress, once aroused against a regulatory agency, can be terrible indeed.

Mr. Henry's rebuffs did not occur by accident. Over the past couple of months individual broadcasters and their state associations have been calling on their delegations in both the Senate and the House to warn against the FCC's usurpation of the power to regulate commercial frequency and placement. If anyone had doubted that missionary work pays off, his mind must have been set at rest by the comments of congressmen at the House hearings.

Two observations can be made on the basis of the exchanges during the House subcommittee hearing.

One is that the FCC, under its present leadership, is acting more like an arm of the Kennedy administration than like the arm of Congress that it and other independent agencies were originally created to be. The more it acts that way, the greater will be the congressional urge to recapture control of the agency.

The second is that Congress, composed as it is of members who serve at the will of the electorate, is more apt to be responsive to broadcaster arguments than an FCC, whose members owe their jobs only to the President or his political apparatus, is apt to be. The lesson here is obvious: Broadcasters ought to keep in closer touch with their congressional delegations than they customarily do.

The threat of FCC invocation of a rule limiting commercials is a money issue that broadcasters immediately reacted to. There are other issues of principle that ought to arouse at least equal reaction. If all those issues were set out clearly enough for broadcasters to understand and to fight for, we have no doubt that broadcasters could make as much impact on Capitol Hill as they have made in the case of the commercial standards.

Many broadcasters have scoffed at our long-held notion that a complete rewriting of the Communications Act ought to be made a major broadcasting project. They have clung to the defeatist view that neither Senate nor House could be persuaded to consider such sweeping legislation.

Yet the experiences of recent weeks suggest that broadcasters can get attention when they go to the Congress with proposals that they understand and are willing to champion. Given a model act and vigorous missionary work in Washington, broadcasters could very well achieve a state of freedom and stature that is denied them under present circumstances.

A convert of consequence

EVEN though it owns a string of valuable radio and television stations and is connected with United Press International, a news service that would go broke without its radio and television clients, the Scripps-Howard newspaper chain has rarely missed a chance to clobber broadcasting in columns, editorials and news coverage.

But maybe Scripps-Howard editors are beginning to look beyond their ancient desks. Last week Louis G. Seltzer, editor of Scripps-Howard's *Cleveland Press* and one of the nation's most respected journalists, said it was time that newspapers joined in the fight to resist government control over radio and television.

Welcome to 1963, Mr. Seltzer.



Drawn for BROADCASTING by Sid Hix

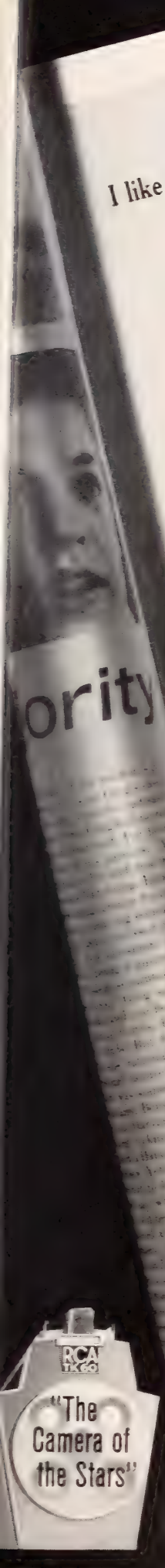
"It's cousin Al and his family, dear. Drove all the way from Chicago to see us and a football game that's blacked out there!"

I like your Hammonton Park suit
it must be Wool



Steve Allen wears the pure wool suit, very cool, extremely lightweight. Wool with the famous advance: permanent but natural trouser crease that will never cease.* You can tell at once it's wool by the great cut of the suit. Nothing tailors like pure wool. And, by that very special light grey, no fabric takes color like wool. Wear this new two-button Hammonton Park tropical worsted and see what happens. At fine stores everywhere or write Hammonton Park Clothes, 1290 Ave. of the Americas, N. Y. 19. Look for *The Steve Allen Show* nightly Monday through Friday, coast to coast. The Wool Bureau, Inc., 360 Lexington Ave., N. Y. 17. *Certification Mark

Hammonton Park Clothes.



– And we like the use they have made of RCA's great new camera– it must be the mark of deluxe television!

RCA The Most Trusted Name in Television













WKNR

THE STATION THAT *KNOWS* DETROIT

KNORR BROADCASTING CORPORATION

Mrs. Fred Knorr,
President

Walter Patterson,
Executive Vice President
& General Manager

REPRESENTED NATIONALLY BY THE PAUL H. RAYMER COMPANY

50 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

NOVEMBER 25, 1963

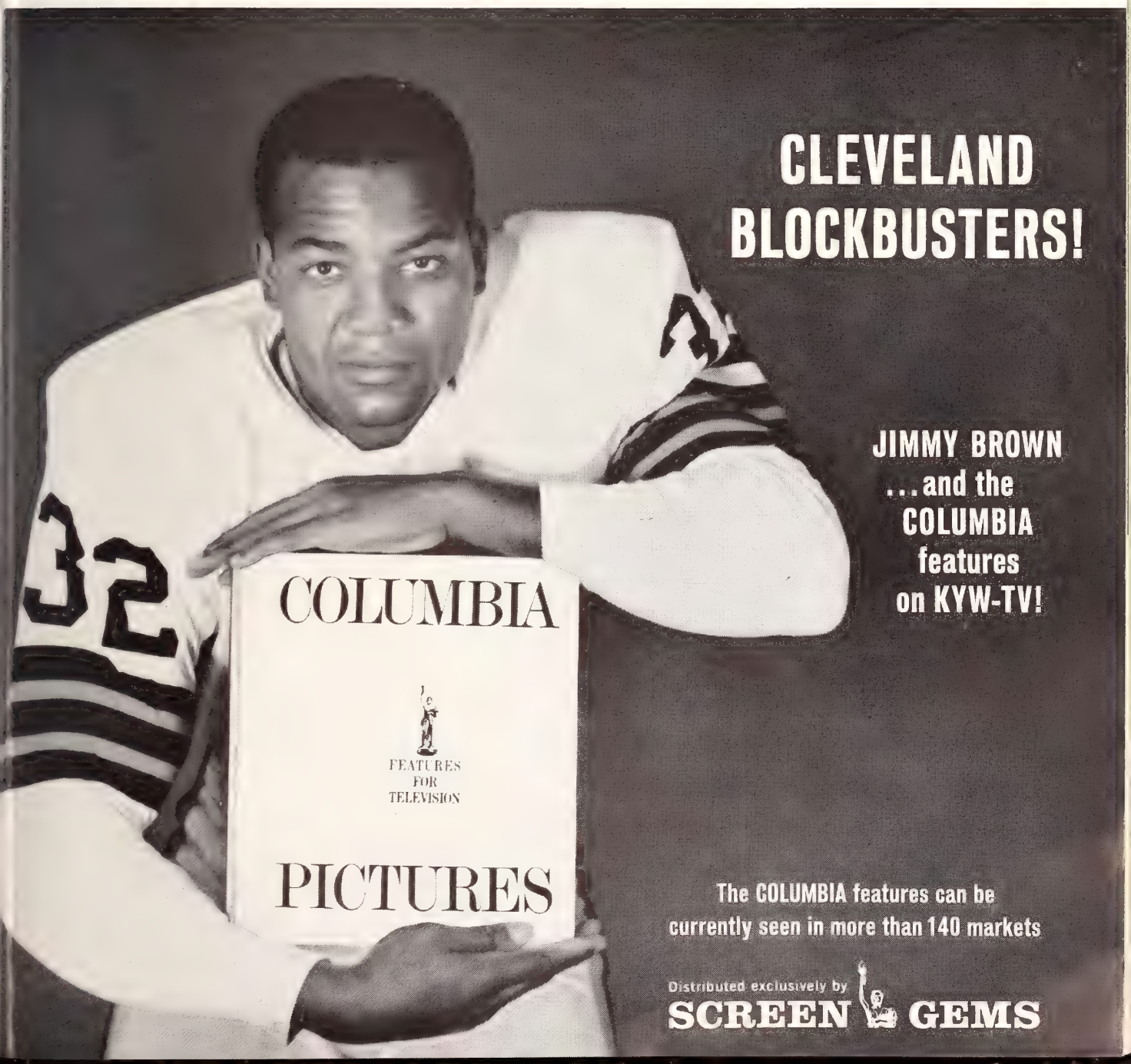
Radio income in '62 reaches 10-year peak, FCC records show 37

CBS offers candidates carte blanche in '64 for prime time debates 66

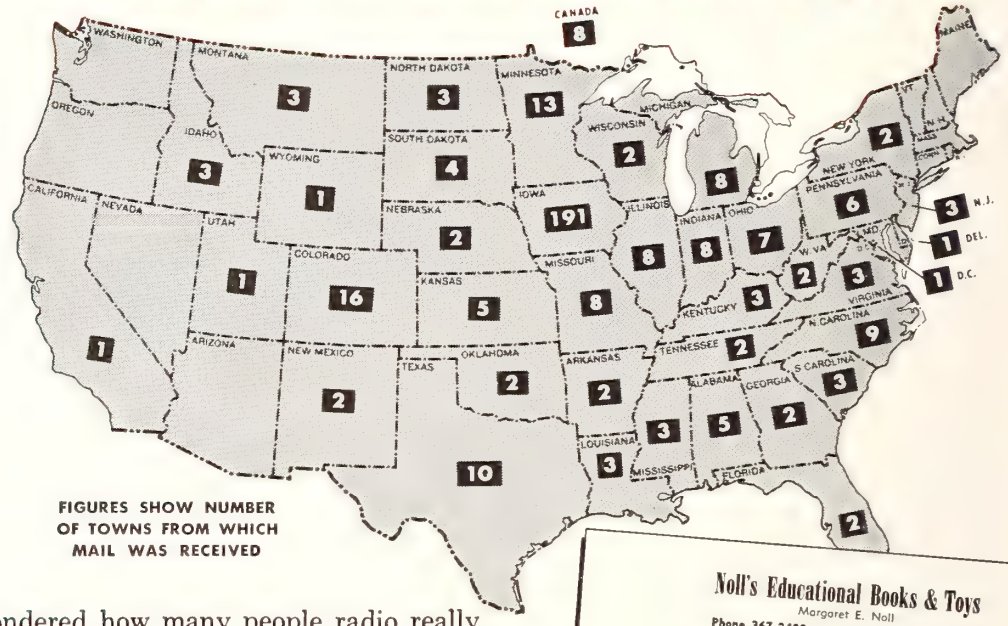
Cunningham's initial decision favors trade of NBC-RKO properties 80

Broadcast promoters meet in San Francisco, learn variations of drumbeating 92B

COMPLETE INDEX PAGE 7



Who in the world ever said "Radio Is Dead At Night"???



FIGURES SHOW NUMBER OF TOWNS FROM WHICH MAIL WAS RECEIVED

If you have wondered how many people radio really "gets" during prime TV hours . . . well, please listen to this *Clear Channel Radio* success story.

On April 12, 1963, we began broadcasting the night baseball games of the Minnesota Twins—almost all starting at 7 p.m. Beginning August 26 and ending September 27 (17 games), we had a brief message, asking our listeners to write us what they thought of the broadcasts. Mostly, we had one announcement per game, but never more than three. No "rewards" for the listeners—no prizes, no name-mention on the air, no favorite tunes played; *nothing* except the trouble of writing and mailing a response. (And the Twins were not, at the time, even in close competition for the pennant.)

As of October 7, we had received a total of *724 replies*. 41% from metro Des Moines—the rest from as far away as British Columbia, Florida and New York. The map tells the story.

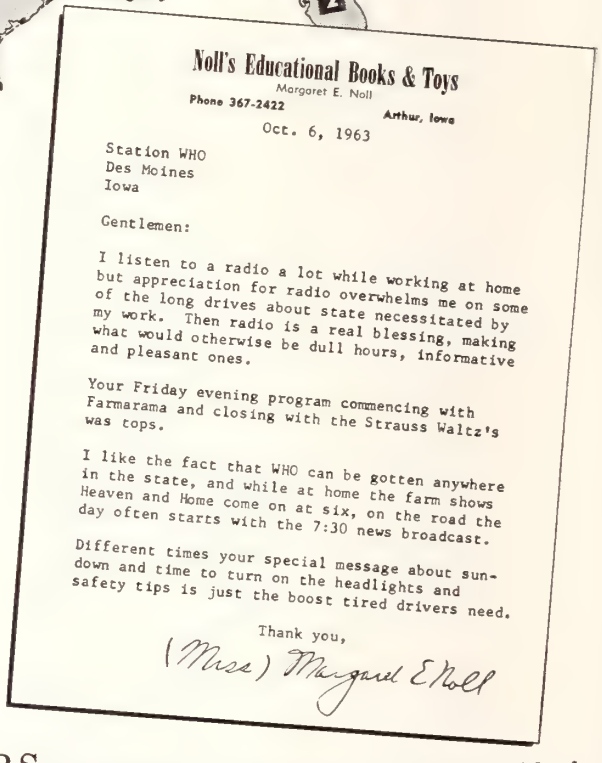
Most of the cards and letters said almost precisely the same things. Here are some samples:

From Pueblo, Colorado: "I listen to your sports broadcasts every night. There is no other station anywhere that does a more complete sports broadcast."

From Waynesboro, Va.: "Although we live many hundreds of miles from your city you come in real clear here. I have missed very few night games this season."

From Ainsworth, Iowa: "I listen to them and to all your other programs whether I'm in Iowa, or Illinois, or Missouri, or Kentucky. Keep broadcasting those games!"

From Chicago, Illinois: "Here we are limited to Chicago baseball only and would be brainwashed if it were not for stations such as yours."



Noll's Educational Books & Toys
Margaret E. Noll
Phone 367-2422
Arthur, Iowa

Oct. 6, 1963

Station WHO
Des Moines
Iowa

Gentlemen:

I listen to a radio a lot while working at home but appreciation for radio overwhelms me on some of the long drives about state necessitated by my work. Then radio is a real blessing, making what would otherwise be dull hours, informative and pleasant ones.

Your Friday evening program commencing with Farmarama and closing with the Strauss Waltz's was tops.

I like the fact that WHO can be gotten anywhere in the state, and while at home the farm shows Heaven and Home come on at six, on the road the day often starts with the 7:30 news broadcast.

Different times your special message about sundown and time to turn on the headlights and safety tips is just the boost tired drivers need.

Thank you,

(Miss) Margaret E Noll

P.S. This letter, above, has no connection with the Twins "success story." It just came in, entirely unsolicited, while we were preparing this ad. It is typical of hundreds that WHO Radio receives, thanking us for what our listeners believe to be uniquely *good service*. Why don't you ask PGW for some availabilities—and make *your own test?*

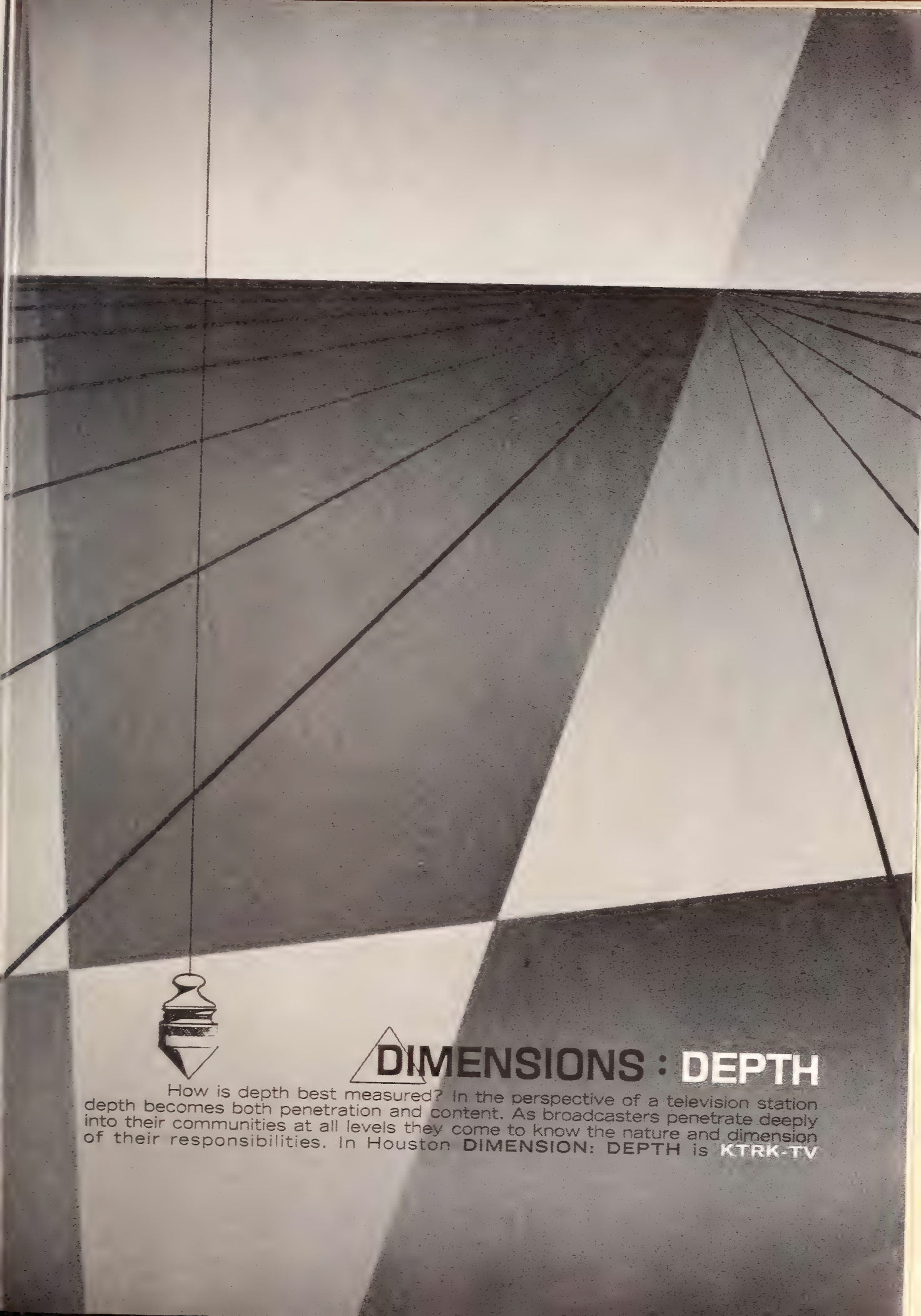
WHO RADIO

for Iowa PLUS!

Des Moines . . . 50,000 Watts . . . NBC Affiliate



Peters, Griffin, Woodward, Inc., *National Representatives*



DIMENSIONS : DEPTH

How is depth best measured? In the perspective of a television station depth becomes both penetration and content. As broadcasters penetrate deeply into their communities at all levels they come to know the nature and dimension of their responsibilities. In Houston **DIMENSION: DEPTH** is **KTRK-TV**



KRLD-TV could well be the keystone of your advertising expenditure budget. For not only can we tailor a schedule to your specific requirements, but we can also get your message to Texas' most informed, best entertained — most discriminating — television audience.

Find out for yourself.

See your ADVERTISING TIME SALES representative.

KRLD-TV

represented nationally by Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

CLOSED CIRCUIT

Grappling over groups

Within FCC sentiment is building for reconsideration of multiple ownership rules, and staff reportedly has begun work on background study. FCC Commissioner Lee Loevinger, who was antitrust chief in Justice Department before being moved to FCC, has publicly criticized FCC's permissiveness in development of group station ownership, and he's said to be stirring up new FCC interest in subject—with assistance from some colleagues.

Change of command

J. Leonard Reinsch, executive director of Cox stations, formally named last month as executive director of 1964 Democratic National convention, tendered his resignation Friday to allow President Lyndon B. Johnson to select his own man, if he so desires. Mr. Reinsch had already handled preliminary arrangements for convention for Democratic committee, including TV-radio aspects. Convention will be held in Atlantic City beginning Aug. 24. Mr. Johnson's TV-radio adviser during 1960 campaign was John S. Hayes, president of Post-Newsweek stations (see story page 9).

Mr. Reinsch arrived in Washington Friday night to make himself available at White House. For him, it was reminiscent of experience on April 12, 1945, when President Franklin D. Roosevelt died and Harry S. Truman assumed office. Mr. Reinsch reported to White House that day and was promptly named press secretary by new President, which post he subsequently relinquished to become adviser to Mr. Truman.

Ancient history

If Washington ratings hearings earlier this year caused any general hesitancy among agencies about use of ratings, it appears to be dissipating. Dancer-Fitzgerald-Sample has just signed for Pulse Inc.'s complete radio package—ratings reports from about 250 markets per year—and number of others have signed recently for similar deals. These include Sullivan, Stauffer, Colwell & Bayles, Kudner, Doyle Dane Bernbach, Campbell-Mithun and Lang, Fisher & Stashower. In all, it's understood, about 150 to 160 agencies buy all or part of Pulse's radio research.

Guaranteed ratings

New dialogue in ratings controversy is certain to develop with release by Sindlinger & Co. of its proposals for nationwide radio rating plans (see story page 44). One aspect of proposal—to guarantee and defend research against Federal Trade Commission or FCC attack—sets precedent in ratings field and may force competition into similar protective assurances.

New Sindlinger service, it's understood, represents initial research investment of more than $150,000. Since Sindlinger received kudos of House Investigating Subcommittee early this year, it's presumed that service was devised in effort to thwart ratings legislation. Rex Sparger, committee staffer who has joined Sindlinger, in some measure was responsible for criteria used in development of service. Sindlinger, who is veteran in research field, was "rediscovered" two years ago by ABC Radio President Robert Pauley.

It's a puzzlement

Is FCC effort to revise AM-FM program reporting form going to run into same kind of bureaucratic quicksand in which TV form has been mired for years? There's agreement on how form should be revised, but getting it down on paper is problem. Major difficulty is finding time to iron out details. Commissioner Lee Loevinger, who is annoyed more than most by red tape, is pressing for action, and has taken over task of collecting ideas and drafting them in proposed form.

At present, sentiment is for greatly simplified reporting form. Some commissioners would ask no more than six or eight main questions about handful of major programing categories, such as entertainment, news, commercials, public service. However, no one is predicting what shape form will eventually take.

Sudden softening

Slight setback may be developing in what is sure to be spot TV's best year in business volume. After unusually good business in October, several station reps report wave of cancellations and schedule cuts in spot by number of top TV advertisers, beyond normal seasonal trimming. Impact being felt this month is expected to intensify in December.

Mentioned as among advertisers cutting schedules (cancellations, cutbacks and like) are Colgate-Palmolive for string of products; Bromo-Seltzer, Dristan, Post cereals, International Latex, General Mills' Wondra flour, 4-Way cold tablets, Procter & Gamble's Tide and Ivory liquid. One new product advertiser, Bristol-Myers, suddenly took hiatus in December for Score hair cream. Reps say nobody is panicking since fall-off is attributed to any number of reasons but without set pattern.

Voice to Australia

Radio Press International has signed with key radio stations in Australia's The Major Network to provide them with voiced news service. RPI's service goes into effect with opening of new commonwealth Pacific cable-hookup that includes microwave relay and 8,700 miles of submarine cable from Canada to Sydney. Cable originates in London from where RPI will emanate its service (European-African-Asian report combined with western hemisphere report sent from RPI in New York). R. Peter Straus, president of RPI and WMCA New York, is scheduled to be at ceremonies Dec. 2 in Sydney with formal opening of cable's facilities. He'll represent RPI as first commercial user of facility. RPI in United States and Canada provides service to some 130 stations.

Make work

Washington lawyer Paul L. Laskin, who developed interest in television as counsel for Senate Juvenile Delinquency Subcommittee during two years of sex and violence hearings, is trying to sell some benevolent foundation on private study of "all the major problems raised or faced by television." Mr. Laskin, coming to end of year's work on narcotics for White House, has been contacting lawyers, network executives, some foundation people about idea. He thinks "about $100,000" would support 12-18 month project by small staff plus dozen "highly prestigious" persons from "wide range of disciplines"—TV, law, arts, education, social sciences, etc.

Search for a home

Campaign for new FCC headquarters building of its own (perhaps on shared basis with several other independent agencies) has made more headway than has been disclosed. In conversations with General Services Administrator Bernard L. Boutin, Chairman Warren G. Magnuson (D-Wash.), of Senate Commerce Committee, has received assurance that project will be expedited with prospect that funds will be earmarked next year. Preliminary figures indicate that building project could "pay out in 15 years" based on rent now charged for borrowed and begged space in other buildings (in case of FCC, in Post Office and old *Evening Star* buildings.

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WE'VE GOT A WAY WITH WOMEN

Again, the first Fall rating books show that Southeastern Michigan gals pick WJBK-TV as one of their steady dates. For instance, Nielsen (Sept. 2-29, 1963)* indicates that 47% of the girls in 4-station Detroit are tuned to TV2 between noon and 5 p.m. It's quite an affair, this thing between WJBK-TV and the big-spending Detroit homemakers! Make the most of it! Contact your STS man for further details and fine availabilities.

*Estimated and limited as shown in report.

TV2
WJBK-TV
DETROIT
CBS

MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN	*IMPORTANT STATIONS IN IMPORTANT MARKETS*
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KGBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBG	*STORER BROADCASTING COMPANY*

STORER TELEVISION SALES, INC.
Representatives for all Storer television stations.

WEEK IN BRIEF

Radio recovers from 1961 slump; total revenues in 1962 reached new high of $636.1 million—a 10-year mark. Profits were up too. Combined radio-TV revenues top $2 billion for first time. See . . .

RADIO INCOME HITS 10-YEAR HIGH . . . 37

Appeals court weighs Charlie Walker case, hears argument that WDKD death sentence by FCC is programing censorship. Commission upholds its decision as fair and within its authority. See . . .

WDKD'S DAY IN COURT . . . 69

Crosley Broadcasting works out yardstick for measuring radio stations, both quantitatively and qualitatively. System has agency aid, is seen as helping time buyers buy not by numbers alone. See . . .

RADIO VALUE MEASUREMENTS . . . 52

First transmission of live TV between U.S. and Japan using Relay run off. Seen as test of possible live coverage of Tokyo summer Olympics in 1964. New Relay being readied as present one due to cease within month. See . . .

U.S. TO TOKYO VIA RELAY . . . 76

Lavin warns telecasters their rates are too high, but TvB meeting reads message as indication that rates may be too low. Higher goals are urged by Cash. Participants see new promotion film. See . . .

LAVIN WARNING BACKFIRES . . . 56

FCC examiner recommends licenses be renewed for NBC's Philadelphia stations, that Philco be denied, and that exchange of network's Philadelphia stations for RKO General's Boston stations be approved. See . . .

INITIAL DECISION FAVORS SWAP . . . 80

CBS offers free prime time to both major political parties for debates by presidential and vice presidential candidates, provided Congress suspends Sec. 315. Offer made by Stanton at ceremony. See . . .

BLANK CHECK FOR '64 . . . 66

House communications unit approves Rogers' bill prohibiting FCC from imposing commercial time limits on broadcasters. Hearings on imposition of fees is scheduled; other actions considered. See . . .

FCC'S 'POWER GRAB' . . . 90

Pat Weaver sees pay TV as next big innovation in audio-visual field. Foresees gamut of special interest programs taking up omissions in network programing. New STV president makes first public appearance. See . . .

WEAVER'S ACE: SPECIAL PROGRAM . . . 68

Promotion men gather in San Francisco and roll up their sleeves. Not a "sensational" in the halls, as BPA convention holds working sessions all week on how to do a better job. See . . .

DRUMS BEAT LOUDLY . . . 92B

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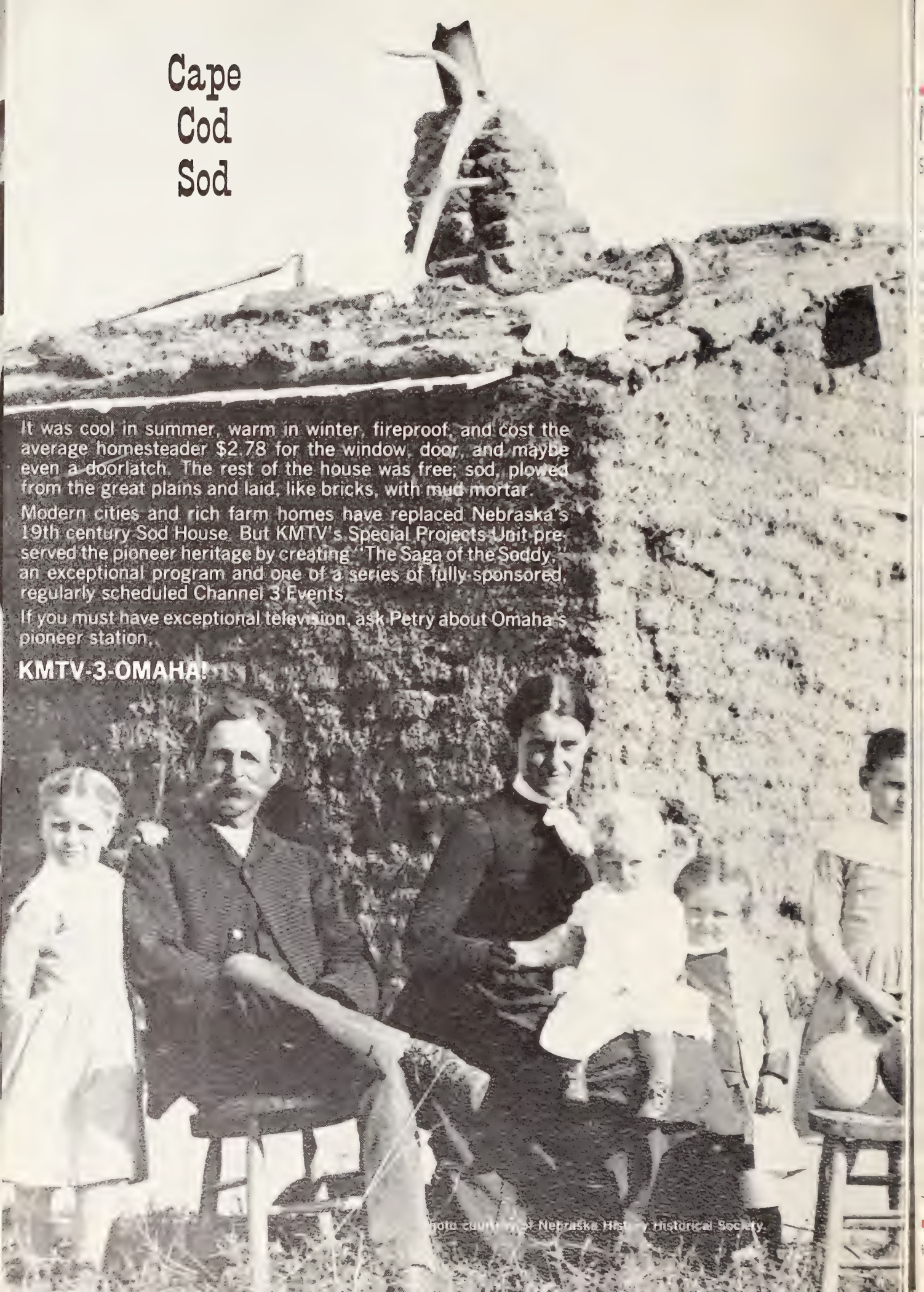
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Cape Cod Sod



It was cool in summer, warm in winter, fireproof, and cost the average homesteader $2.78 for the window, door, and maybe even a doorlatch. The rest of the house was free; sod, plowed from the great plains and laid, like bricks, with mud mortar.

Modern cities and rich farm homes have replaced Nebraska's 19th century Sod House. But KMTV's Special Projects Unit preserved the pioneer heritage by creating "The Saga of the Soddy," an exceptional program and one of a series of fully sponsored, regularly scheduled Channel 3 Events.

If you must have exceptional television, ask Petry about Omaha's pioneer station.

KMTV-3-OMAHA!

Photo courtesy of Nebraska History Historical Society

New President, new tone of regulation

SUDDEN TRAGEDY PUTS INTO OFFICE A PRESIDENT WHO'S DIFFERENT

The elevation of Lyndon B. Johnson to the Presidency of the United States could portend significant changes in the regulation of broadcasting.

For one thing Mr. Johnson is himself intimately familiar with broadcast operations. His wife owns the controlling interest in a company that has extensive station holdings. Mr. Johnson over the years has acquired an intensely practical approach toward the business of broadcasting.

In general the new President inclines toward a more conservative view than that of the late John F. Kennedy and many of the latter's appointees. FCC Chairman E. William Henry, who was named to the commission and the chairmanship by Mr. Kennedy, is in the classic mold of the New Frontier, of which Mr. Johnson was never an insider.

It is the prerogative of a President to name his own chairmen from among members of the federal regulatory agencies. If a change in command at the FCC were to take place, FCC Commissioner Robert T. Bartley would be a likely candidate to succeed Mr. Henry. Mr. Bartley, 54, is like the new President, a Texas Democrat, a nephew of the late Sam Rayburn, longtime speaker of the House, and a close friend of Mr. Johnson.

Even if personnel changes are not extensive throughout the federal establishment, the tone of regulatory philosophy is expected to veer toward the center of the political spectrum. The hard line pursued by the FCC and Federal Trade Commission under the administration of Mr. Kennedy will be at odds with the

A President of the television era

Television may not have elected John Fitzgerald Kennedy President of the United States, but he himself said he could not have been elected without it. In his campaign for the Presidency he made history by appearing with his opponent, Richard M. Nixon, in four televised confrontations, the first time that two presidential candidates had appeared in any forum face-to-face.

The so-called Great Debates of 1960 put the two candidates before an audience estimated at more than 100 million. They set a precedent that future candidates will find it difficult to ignore.

After he took office Mr. Kennedy made another innovation: He decided to permit live television coverage of his news conferences (Dwight D. Eisenhower had been considered daring when he let radio and TV occasionally make tapes for use after White House inspection and editing).

Mr. Kennedy encountered resistance when he opened his conferences to live TV. "Hazardous," said David Lawrence, syndicated columnist and editor of *U. S. News and World Report*. "The goofiest idea since the hula hoop," said James Reston, Washington correspondent of *The New York Times*. But the conferences attracted so large an attendance of Messrs. Lawrence's and Reston's ilk that they had to be held in the vast auditorium of the new State Department building. Again Mr. Kennedy had created a journalism institution, featuring television as its centerpiece, that it will be difficult for any successor to reject.

In December 1962, at the midpoint of what many people thought would be the first of his two terms in office, Mr. Kennedy submitted to an unrehearsed interview on television with reporters of the three networks. It was another precedent.

It fell to television, the medium that had been so close to Mr. Kennedy, to deliver the first dread report of his death. A newsman for KRLD-AM-TV Dallas was the first to report, on the CBS network, that the President was dead. The newsman had obtained the information from a doctor at the Dallas hospital. It was some 15 minutes before anyone else got the word.



Two days before he was struck down by an assassin in Dallas, President John F. Kennedy received the chief of the U. S. delegation to a Geneva conference that negotiated international allocations of frequencies for space communications. The picture above was made when Joseph H. McConnell, the U. S. chief negotiator, reported to the White House last Wednesday, Nov. 20. Mr. Kennedy called the McConnell mission "one of the most successful of its kind held in recent times." Mr. McConnell is president of Reynolds Metals Co.

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Eversman


Mr. Clyne

C. Terence Clyne, corporate executive VP of Maxon Inc., New York, elected chairman of agency's executive committee. **W. George Eversman,** senior VP of Maxon in Detroit, elected VP in charge of Midwest operations. Mr. Clyne joined Maxon in 1962 from McCann-Erickson where he was vice chairman of board. Mr. Eversman has been with Maxon for more than 20 years. Also announced by Maxon: **Michael F. Mahony** and **Peter G. Levathes** elected executive VP's and **Hunter Hendee,** senior VP, appointed director of creative services in Detroit office. **George Ogle,** supervisor on marketing services, elected VP in charge of product planning. He had been at Lennen & Newell on Colgate Palmolive account. **Ray Stone,** media director, elected VP in charge of media in Maxon's New York office. **Robert F. Gibbons,** VP, appointed head on agency's toiletries division of Gillette. Mr. Gibbons had been TV group head at McCann-Erickson and joined Maxon last June.

Clark Grant, WOOD-AM-FM-TV Grand Rapids, Mich., elected president of Broadcasters Promotion Association, succeeding **Dan Bellus,** WDOK-AM-FM Cleveland, at organization's eighth annual seminar last week in San Francisco (see story, page 92-B).

C. George Henderson, VP and general manager of WSOC-TV Charlotte, N. C., elected board chairman of Television Bureau of Advertising, succeeding **Gordon Gray,** president of WKTV(TV) Utica, N. Y., at TvB's ninth annual meeting in Chicago last week (story, page 56).


Mr. Booraem

Hendrik (Hank) Booraem, program executive at Lennen & Newell, New York, resigns to join WPIX (TV), that city, in newly created post of VP in charge of programs. Mr. Booraem entered broadcasting field in 1937 as assistant to VP in charge of radio at Kudner Agency. In intervening years he has served as producer-director at Young & Rubicam; VP in charge of radio-TV for Ogilvy, Benson & Mather, McCann-Erickson and C. J. LaRoche & Co., all New York, and as manager of national programs for Mutual Broadcasting System.

For other personnel changes of the week see FATES & FORTUNES

attitude of the new President.

Mr. Johnson's No. 1 aide during the new President's service in the Senate and as Vice President has been Walter Jenkins who presumably will move to a key position on the White House staff. Mr. Jenkins has kept in close touch with the operations of the Johnson station properties.

Several important figures in broadcasting have been close to Mr. Johnson.

One of the new President's confidantes going back to Senate days is Frank Stanton, CBS president. Reportedly Dr. Stanton could be enticed to leave CBS only by the offer of a high government position. In a Johnson administration a cabinet job for Dr. Stanton would not be out of the question.

Others from broadcasting who have worked with Mr. Johnson are John S. Hayes, president of the Post-Newsweek Stations and chairman of the Washington Post Co. executive committee, and Leonard H. Marks, Washington communications attorney. Mr. Hayes was radio-TV adviser to Mr. Johnson during the 1960 vice presidential campaign. Mr. Marks was active in the Johnson campaign financing. His firm, Cohn & Marks, also represents the station interests that the new First Lady, Mrs. Claudia T. (Lady Bird) Johnson owns.

Cancel commercials, all entertainment

Television and radio networks cancelled all commercials and all entertainment programs Friday afternoon for news and special coverage of assassination of President John F. Kennedy and related developments.

CBS and NBC radio and TV networks said they would carry no commercial announcements or entertainment shows until after funeral. Mutual radio network said it would follow similar policy. ABC said its radio and TV networks would do so "indefinitely."

Many affiliated and independently operated stations similarly cancelled commercial programing.

Date of funeral not set late Friday but was expected to be held Monday or Tuesday.

CBS cancellations include its regional coverage of collegiate football Saturday and National Football League professional games Sunday. ABC-TV has American Football League pro games whose coverage presumably would also be affected. Mutual said it would not provide its regularly scheduled football coverage over weekend.

LBJ broadcast holdings

President Lyndon B. Johnson is himself a broadcaster once removed. His wife, Mrs. Claudia T. (Lady Bird) Johnson, owns 57.49% of the LBJ Co., the licensee of KTBC-AM-FM-TV Austin, Tex. LBJ Co. also owns 29.5% of KWTX Broadcasting Co., licensee of KWTX-AM-TV Waco, Tex. KWTX Broadcasting Co. owns 50% of KBTX(TV) Bryan, Tex.; 80% of KVII(TV) Ardmore, Okla., and 80% of KNAL Victoria, Tex.

The LBJ Co. holds an option to acquire 50% of TV Cable of Austin Inc., which holds a franchise to construct a CATV system in Austin, Tex. TV Cable of Austin is owned principally by local residents.

Associated with Mrs. Johnson in the ownership of LBJ Co. are: J. C. Kellam, 5.95%; O. P. Babbitt, 1.19%; Paul Bolton, 2.9% and Warren Woodward, .34%. Both Johnson daughters, Lynda Bird and Lucy Baine, hold 13.6% each in trusts.

Radio, TV stations sold in Guam, South Carolina

Sale of KUAM-AM-TV Agana, Guam, by Phil Berg to H. Scott Killgore and associates for $650,000 was announced Friday (Nov. 22).

Killgore group owns KALI San Gabriel, Calif., KUDL Kansas City, KOFY and KUFY(FM) San Mateo, Calif., and CP for KECC-TV El Centro, Calif.

KUAM is 1 kw fulltime on 610 kc, and is affiliated with MBS and NBC. KUAM-TV is on channel 8. Broker was Blackburn & Co.

Also on Friday, FCC announced approval of sale of WQXL Columbia, S. C., by Edgar Morris and associates to Henderson Belk for $225,000. Mr. Belk, Charlotte, N. C., department store chain owner, owns WIST-AM-FM there and WORD Spartanburg, S. C. WQXL operates daytime only on 1470 kc with 5 kw.

Presenting

WARNER BROS. ONE

The latest and greatest selection of feature motion pictures for first-run television

CASH McCALL, STARRING JAMES GARNER AND NATALIE WOOD ☐ THE CROWDED SKY, DANA ANDREWS AND RHONDA FLEMING ☐ THE DARK AT THE TOP OF THE STAIRS, ROBERT PRESTON AND DOROTHY McGUIRE ☐ THE DESERT SONG, KATHRYN GRAYSON AND GORDON MacRAE ☐ THE FBI STORY, JAMES STEWART AND VERA MILES ☐ THE HANGING TREE, GARY COOPER AND MARIA SCHELL ☐ ICE PALACE, RICHARD BURTON AND ROBERT RYAN ☐ LOOK BACK IN ANGER, RICHARD BURTON AND CLAIRE BLOOM ☐ MANHUNT IN THE JUNGLE, ROBIN HUGHES AND LUIS ALVAREZ ☐ THE MIRACLE, CARROLL BAKER AND ROGER MOORE ☐ THE NUN'S STORY, AUDREY HEPBURN AND PETER FINCH ☐ BLACK PATCH, GEORGE MONTGOMERY AND DIANE BREWSTER ☐ PETE KELLY'S BLUES, JACK WEBB AND JANET LEIGH ☐ RIO BRAVO, JOHN WAYNE AND DEAN MARTIN ☐ THE RISE AND FALL OF "LEGS" DIAMOND, RAY DANTON AND KAREN STEELE ☐ THE RISING OF THE MOON, NOEL PURCELL AND DENIS O'DEA ☐ SERGEANT RUTLEDGE, JEFFREY HUNTER AND CONSTANCE TOWERS ☐ SO BIG, JANE WYMAN AND STERLING HAYDEN ☐ THE SUNDOWNERS, DEBORAH KERR AND ROBERT MITCHUM ☐ TALL STORY, ANTHONY PERKINS AND JANE FONDA ☐ —30—, JACK WEBB AND WILLIAM CONRAD ☐ UP PERISCOPE, JAMES GARNER AND EDMOND O'BRIEN ☐ WESTBOUND, RANDOLPH SCOTT AND VIRGINIA MAYO ☐ YELLOWSTONE KELLY, CLINT WALKER AND EDWARD BYRNES ☐ THE YOUNG PHILADELPHIANS, PAUL NEWMAN AND BARBARA RUSH.


Burton


Cooper


Hepburn


Kerr


Newman

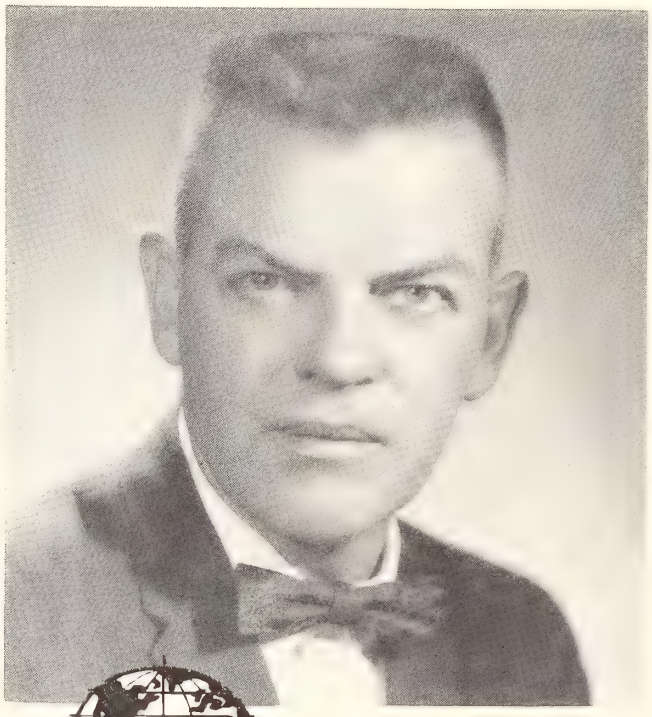

Stewart


Wayne


Wood

WAPI

PERSONALITY PORTRAIT



CLANCY LAKE

Clancy Lake, former City Editor of The Birmingham News and ace reporter of The Miami Herald is "Mr. News" to WAPI listeners. From the Alabama Senate floor or from a plane in the eye of a hurricane, from a disaster area, or the scene of crime . . . if the news is breaking, Clancy finds a way to bring WAPI listeners a direct on-the-spot report. Not only are WAPI listeners the best informed people in Alabama, but WAPI is the only station in the country to have its own "great Lake."

WAPI-RADIO

50,000 WATTS
BIRMINGHAM, ALABAMA

WAPI radio represented by Henry I. Christal Company, Inc.

DATEBOOK

A calendar of important meetings and events in the field of communications.

▪ Indicates first or revised listing.

NOVEMBER

Nov. 25—**American Jewish Committee Appeal for Human Relations,** dinner for broadcasting and advertising division at New York Hilton hotel in honor of William S. Cutchins, president of the Brown & Williamson Tobacco Co. Senator Thruston Morton (R-Ky.) is the speaker. Co-chairmen: Everett H. Erlick, vice president and general counsel of American Broadcasting-Paramount Theaters, and Sydney Eiges, NBC vice president.

Nov. 25-26—**NAB conference,** Fairmont hotel, San Francisco.

▪ Nov. 26—Luncheon meeting of the **Advertising Club of Metropolitan Washington,** Presidential Arms, Washington, D. C. Guest speaker will be Mark F. Cooper, president of the Advertising Federation of America. Title of his talk is "Advertising—The Voice of Free Choice."

Nov. 26—Annual stockholders meeting, **Screen Gems Inc.,** New York.

Nov. 29-Dec. 1—Annual convention of the **National Association of Radio and TV Farm Directors, Chicago.**

DECEMBER

▪ Dec. 2—**Hollywood Advertising Club** luncheon meeting, Hollywood-Roosevelt, 12 noon. George B. Storer Jr., president of Storer Broadcasting Co., speaks on "Break Through in Television Portability."

Dec. 2-3—**NBC Affiliates** annual convention: radio meetings and radio network luncheon-presentation followed by evening banquet on Dec. 2, TV meetings and NBC Board Chairman Robert W. Sarnoff address to joint radio-TV affiliates luncheon and an evening banquet on Dec. 3. Robert W. Kintner, NBC president, addresses radio and TV affiliates meetings. Beverly-Hilton hotel, Los Angeles.

▪ Dec. 3—Luncheon meeting of **Advertising Club of Metropolitan Washington,** Presidential Arms, Washington, D. C. Principal speaker will be Arthur Godfrey, CBS Radio.

Dec. 3-5—Winter conference of Electronic Industries Association, Statler-Hilton hotel, Los Angeles.

▪ Dec. 4—Chicago chapter of **American Women in Radio and Television** dinner meeting 6 p.m. Fourth Estate, 535 Michigan Avenue. Speaker is John Madigan, news director of WBBM-TV Chicago.

Dec. 5—Board of directors meeting of the **Association of Maximum Service Telecasters,** Riviera hotel, Palm Springs, Calif.

Dec. 5—**Association of National Advertisers** will hold a workshop on "New and Practical Ways to Evaluate the Effectiveness of Your Advertising," Plaza hotel, New York. Alfred Whittaker, vice president for marketing, Bristol-Myers Products Co., is program committee chairman. Speakers include: Gail Smith, General Motors Corp. William Weilbacher, C. J. LaRoche; Wallace Drew, Coty Inc.; and William Gillilan, Ketchum, MacLeod & Grove.

Dec. 5-6—Fourteenth conference of the Professional Technical Group on Vehicular Communications, Adolphus hotel, Dallas.

Dec. 6—Association of National Advertisers' workshop on planning and evaluation, Plaza hotel, New York.

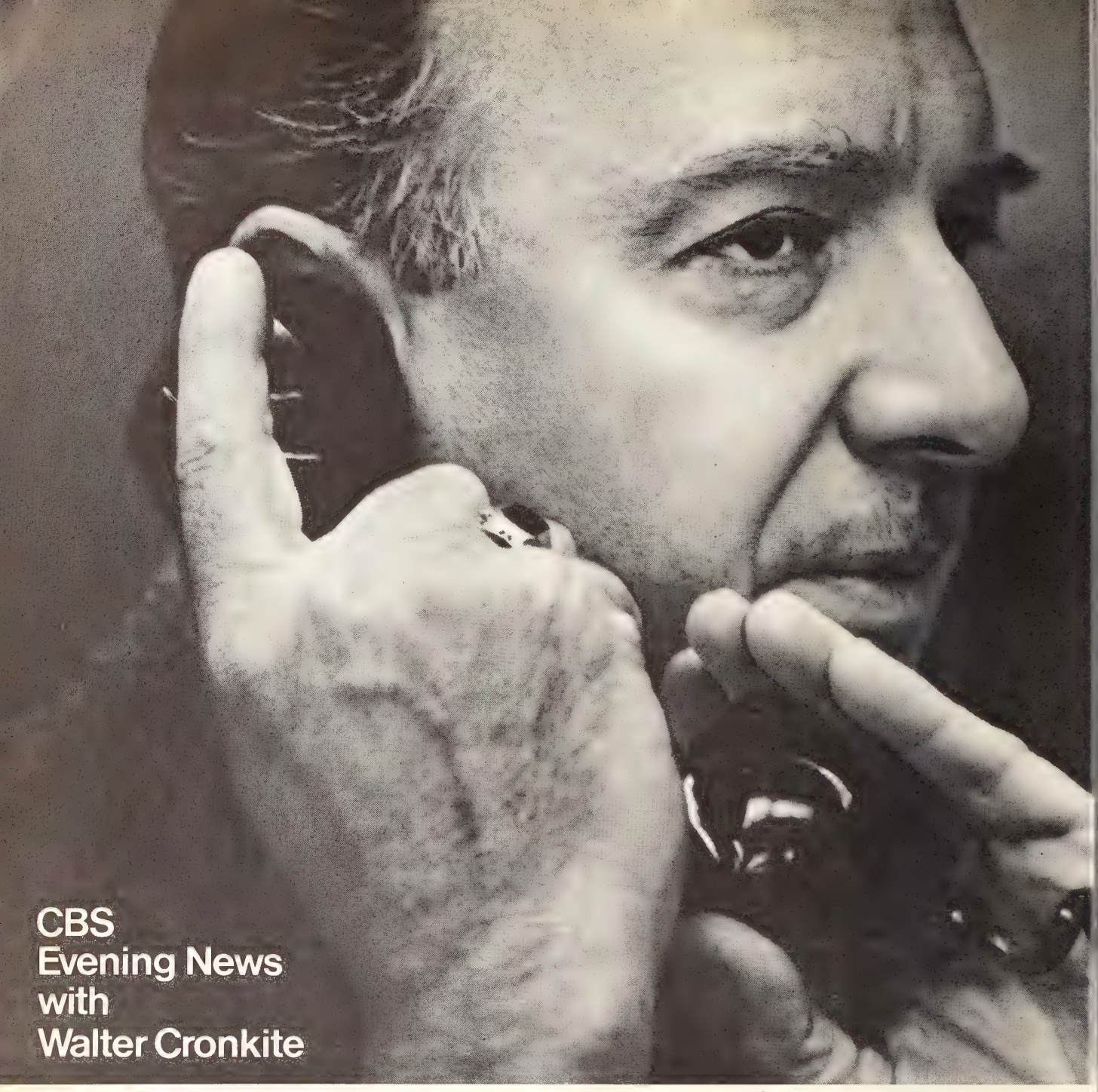
Dec. 6—**Arizona Broadcasters Association** annual fall meeting, Paradise Valley, Phoenix. FCC Commissioner Frederick W. Ford will be principal speaker.

▪ Dec. 9—**FCC oral argument** on proposed rulemaking to adopt commercial time

From WBBM-TV to the people of Chicago: a gala television premiere of a recent Hollywood blockbuster, celebrating the tenth anniversary (on November 29) of Chicago's favorite late-evening entertainment, The Late Show. ☆☆☆ Since opening night ten years ago, The Late Show has been a showcase for the finest feature films in Chicago television. ☆☆☆ And the best is yet to come. "From Here to Eternity," "On the Waterfront," "The Eddy Duchin Story," "Dark at the Top of the Stairs," "Ice Palace," "The FBI Story" and dozens more first-run-on-television hits assure long life and prosperity for movies on Channel 2. ☆☆☆ For The Late Show fans – audiences and advertisers alike – the future promises many happy returns!

Birthday Present





AND:

Eric Sevareid
Charles Collingwood
Harry Reasoner
Arthur Bonner
Winston Burdett
Wells Church
Tom Costigan
David Dugan
Bernard Eismann
George Herman
Richard C. Hottelet
Bernard Kalb
Marvin Kalb
Peter Kalischer
Frank Kearns
Alexander Kendrick
Charles Kuralt
Bill Leonard
Stanley Levey
Blaine Littell
Roger Mudd
Paul Niven
Stuart Novins
Robert Pierpoint
Dan Rather
Hughes Rudd
Robert Schakne
Daniel Schorr
Neil Strawser
Charles von Fremd
Harry Arouh
Steve Banker
Russ Bensley
Nelson Benton



Josh Darsa
Murray Fromson
Jeff Gralnick
Ben Holman
Walter Lister
Tony Pell
Bert Quint
Sam Roberts
Tony Sargent
Phil Scheffler
Don Webster
Lew Wood

This is the formidable team of CBS News reporters and correspondents stationed around the world who track down and present the news each weekday night on the CBS EVENING NEWS WITH WALTER CRONKITE.

In aggregate they add up to the most experienced, enterprising and penetrating journalists in broadcasting.

The central figure in this picture is Walter Cronkite, who has repeatedly established that he is one of the ablest and most versatile reporters in journalism. As one critic reported, he cannot be parodied because "he works in such pure, literal, unmannered straight news fashion." A distinguished fellow journalist has said of him "He's a pro. He does his homework." This reputation for integrity and dedication has earned the confidence of world leaders and given him access to exclusive interviews and news-breaking information.

But the news is far too big for one man to handle—or even two. As managing editor, Cronkite starts assembling his material and shaping his nightly news broadcast early in the day, screening thousands of feet of news film that have come into the news office overnight, conferring with producers, writers and assignment editors and discussing the stories that are expected to "break" throughout the afternoon. He continues to check for any significant developments right up to air-time.

He may call in Stanley Levey, one of the nation's top labor reporters, to analyze a knotty economic issue. He may ask roving correspondent Harry Reasoner to bring his special insight to bear on a major news story. He may ask Eric Sevareid, "broadcasting's foremost essayist," to illuminate a complex social problem, or Marvin Kalb, CBS News Diplomatic Correspondent in Washington, to assess the latest international development.

Monday through Friday on the CBS EVENING NEWS WITH WALTER CRONKITE you'll learn more about what has happened, where it happened, how it happened—and most important of all—why it happened—than anywhere else in television.

CBS News

Now . . .

No. 1

. . . WVON is Chicago's leading Negro radio station!

MONDAY THROUGH FRIDAY

	6 AM 12 Nn	12 Nn 6 PM	6 PM 12 Mid.
Pulse	30	41	29

	7 AM 12 Nn	12 Nn 6 PM
Hooper	17.1	27.2

NOTE: The data quoted are estimates: Hooper, Chicago city only—predominantly Negro areas, August 26 thru 30, '63 and Pulse, Chicago city Negro audience, July-August '63. These ratings are subject to limitations of sample size and other qualifications which are available on request.

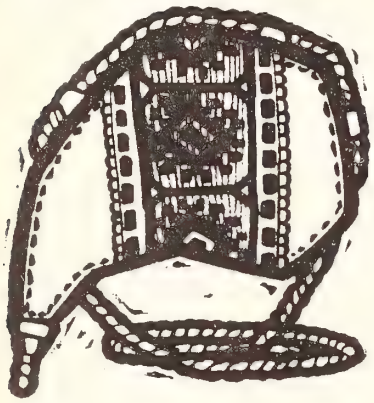
WVON

Voice of the Negro

1450 Kc. 1,000 watts Non Directional

BERNARD HOWARD & CO., INC.
National Representatives

or call Lloyd Webb, Commercial Mgr. 312-847-2600



WHY SALES CLIMB ALONG THE SKYLINE

There's refreshing sales performance in this "one-buy" TV market with Food sales as large as the 29th metro area and Drug sales that rank 26th!



SKYLINE TV NETWORK

P.O. BOX 2191 • IDAHO FALLS, IDAHO
CALL MEL WRIGHT, AREA CODE 208-523-4567

Call your Hollingbery office or Art Moore in the Northwest or John L. McGuire in Denver.

KOOK Billings / KFBB Great Falls / KXLF Butte
KID Idaho Falls / KMVT Twin Falls

standards of National Association of Broadcasters as rules.

■ Dec. 9—NAB President LeRoy Collins will head a delegation of 11 broadcasters to meet with representatives of the **National Council of Churches** in New York to discuss council's controversial policy statement on TV programing.

■ Dec. 14—**FCC Christmas dance,** at Willard hotel, Washington, D. C. Commission's newest member, Lee Loevinger, will be guest of honor. Dance is open to commissioners, staff, and employes, as well as communications engineers and attorneys. Ticket information may be obtained from George Enuton, at commission headquarters building.

■ Dec. 16—Deadline for the return of FCC questionnaires by the **Pacifica Foundation** attesting to the political loyalty of the foundation's directors and other officials.

JANUARY 1964

■ Jan. 1—New **FCC engineering rules** requiring that third-class radio-telephone operator be present for routine transmitter operation if first-class operator is employed parttime.

Jan. 3—Comments due on proposal to authorize on regular basis operation of **Midwest Program for Airborne Television Instruction Inc.** (MPATI) and to allocate six UHF channels for the purpose.

Jan. 3—Comments due on proposed expansion of **UHF table of assignments.**

Jan. 8—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. News analysis and forecast by a panel of Chet Huntley, Walter Cronkite and Ron Cochran.

■ Jan. 10-11—**Arizona Community Television Association** meeting, Ramada Inn, Scottsdale, Ariz. Anyone interested in CATV and allied fields is welcome to attend. For additional information contact Arlo Woolery, manager of KSUN Bisbee, Ariz., ACTA president.

Jan. 17-18—Midwinter meeting of **Oklahoma Broadcasters Association,** Enid. Paul Comstock, National Association of Broadcasters vice president for government affairs, will be featured speaker.

Jan. 21-23—National Religious Broadcasters convention, Mayflower hotel, Washington.

Jan. 21-23—Nineteenth annual Georgia Radio-TV Institute, co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens.

Jan. 24-26—Mid-winter convention of the Advertising Association of the West, Bakersfield, Calif.

Jan. 24-26—American Women in Radio and Television board of directors meeting, Hilton hotel, New York.

Jan. 27-31—Annual winter meetings of **National Association of Broadcasters'** radio, television and combined boards, Far Horizons hotel, Sarasota, Fla.

FEBRUARY

Feb. 3-5—Second annual Electronic Marketing Conference of the Electronic Sales-Marketing Association (ESMA), Barbizon Plaza hotel, New York.

Feb. 5—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. National Association of Broadcasters President LeRoy Collins is speaker.

■ Feb. 5-6—Annual legislative dinner and mid-winter convention of the **Michigan Association of Broadcasters,** Jack Tar hotel, Lansing.

Feb. 5-7—National Winter Convention on Military Electronics, Ambassador hotel, Los Angeles. C. D. Perrine, executive vice president of General Dynamics/Pomona, is convention chairman.

Feb. 8-16—International TV and Equipment Market, Lyons, France.

Feb. 25—International Broadcasting Awards banquet, 8 p.m., Hollywood Palladium. Presentation of trophies for best commercials on radio and television in any part of the world for 1963.

Feb. 26-28—Ninth Scintillation and Semiconductor Counter Symposium, under the sponsorship of the Institute of Electrical and Electronics Engineers, the Atomic Energy Commission, and the National Bureau of Standards, Hotel Shoreham, Washington. Program committee chairman is W. A. Higinbotham, Brookhaven National Laboratory, Upton, L. I., N. Y. The deadline for abstracts is Dec. 1.

MARCH

March 4—**International Radio and Television Society** 24th anniversary banquet, Grand Ballroom, Waldorf-Astoria, New York. Gold Medal award for 1964 will be presented to Leonard H. Goldenson, American Broadcasting-Paramount Theatres president.

March 9—Symposium on electronics marketing, sponsored by the **Electronic Industries Association,** Statler Hilton hotel, Washington.

March 11-12—Annual meeting of Southeast Council of **American Association of Advertising Agencies** at Riviera motel, Atlanta.

March 23-26—International convention of **the Institute of Electrical and Electronics Engineers, New York Hilton hotel and New York Coliseum, New York.**

APRIL

■ April 1—**British Broadcasting Corporation's** second television network, BBC 2, is scheduled to begin operating.

■ April 2—Twenty-five annual **White House News Photographers Association** photo contest dinner, Washington. All photos, black and white, must have been made by WHNPA members between Jan. 1, 1963 and Dec. 31, 1963. All color must have been made or appeared for the first time between the same dates. Each member may submit up to, and including, 15 prints for judging. The contest deadline is Friday, Jan. 31, 1964. All prints and mounted transparencies shall be delivered to the receptionist desk of the *National Geographic Magazine,* 1146 Sixteenth Street, N.W., Washington, no later than 5 p.m. of the above date. Tom Shields is co-chairman of the photo committee. Telephone: DI 7-1124.

April 5-8—Annual convention of the National Association of Broadcasters, Conrad Hilton hotel, Chicago.

April 6-9—Thirty-first annual **National Premium Buyers Exposition,** under auspices of National Premium Sales Executives, the Premium Advertising Association of America and the Trading Stamp Institute of America. More than 600 manufacturers expected to participate in exhibits. McCormick Place, Chicago.

April 7—Premium Advertising Conference of the **Premium Advertising Association of America,** McCormick Place, Chicago.

■ April 12-17—Ninety-fifth **Technical Conference of the Society of Motion Picture and Television Engineers (SMPTE),** Ambassador hotel, Los Angeles. John M. Waner, of Eastman Kodak Co., Hollywood, is program chairman. Papers committee chairman is C. Loren Graham, of Kodak Color Technology Department in Rochester, N. Y. Topics and topic chairmen for papers to be presented at the semiannual conference include: Cinematography: Viscous Proces-

■ Indicates first or revised listing.



If you cater to kids, *you'll find that Charlotte's WSOC-TV is your sell-ingest station in the Carolinas. Our tastier fare for youngsters – sweetened by award-winner "Clown Carnival" – does a joyful job for advertisers. Nearly three million people, children included, are served by this great area station. Ask us or H-R about packages, participations; how to get the quick results you want.* **Charlotte's WSOC-TV**

NBC and ABC. Represented by H-R. WSOC-TV is associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton; WIOD. Miami.

Special Holiday Rates

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

ONE YEAR SUBSCRIPTION
52 WEEKLY ISSUES—$8.50
EACH ADDITIONAL GIFT—$7.50

Reduced Rates Effective through December, 1963

Please send 52 issues of BROADCASTING as my gift to:

1 $8.50

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

2 $16.00

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

3 $23.50

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

4 $31.00

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

additional subscriptions may be listed separately at $7.50

all orders will be checked, in the event of duplication you will be notified immediately

☐ I enclose $ ☐ please bill

name _____
street & number _____
city _____ zone _____ state _____

MAIL TODAY!

BROADCASTING Subscription Department • 1735 DeSales St., Wash., D. C. 20036

sing, Roderick T. Ryan, Eastman Kodak Co., Hollywood; Motion Pictures, Television and Education, Howard Stucker, Los Angeles State College, Los Angeles; Television Engineering Developments, Henry Ball, RCA, Burbank, Calif.; and Television Production, Edward P. Ancona Jr., NBC, Burbank, Calif.

April 13—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. Robert Moses, president of New York World's Fair 1964-1965 Corp., is speaker.

April 21-24—**Alpha Epsilon Rho,** honorary radio-TV fraternity, annual national convention in Los Angeles at the Hollywood Roosevelt hotel.

April 24—Spring conference of **Oregon Association of Broadcasters,** Village Green motor hotel, Cottage Grove, Ore.

April 30-May 3—Thirteenth annual convention of the American Women in Radio and Television, Mayo hotel, **Tulsa, Okla.**

MAY

May 6—Broadcasting follies and annual **meeting of the International Radio & Television Society. Luncheon at Grand Ballroom of Waldorf Astoria, New York.**

JUNE

■ June 7-10—National convention of the **Advertising Federation of America,** St. Louis. Fran Harris, women's editor at WWJ-AM-TV Detroit, is general chairman of the 1964 Advertising Women of the Year committee. The award will be presented during the AFA national convention.

June 13-16—Summer convention of the Georgia Association of Broadcasters, Callaway Gardens, Ga.

■ June 15-16—**Chicago Spring Conference on Broadcast and Television Receivers,** O'Hare Inn, Des Plaines, Ill. Deadline for papers is Feb. 17, 1964. Papers should be sent to Francis H. Hilbert, Papers Committee, Motorola Inc., 9401 W. Grand Avenue, Franklin Park, Ill.

JULY

■ July 12-15—Third annual executive conference of the **New York State Broadcasters Association,** O-TE-SA-GA Inn, Cooperstown, N. Y.

■ Indicates first or revised listing.

BOOK NOTES

"Chases' Calendar of Annual Events" (Special Days, Weeks and Months), compiled by Apple Tree Press, 2322 Mallery St., Flint 4, Mich. 56 pp. Paperback. $1.50.

Advertisers, agencies and promotion men will find a complete list of events in 1964, ranging from the well-known holidays to such things as The Natural Chimney Jousting Contest. In all, there are 1,183 special events in the year ahead.

"The Best American Television Commercials," prepared and edited by Wallace Ross in cooperation with the U. S. Tele-Service Corp. The American TV Commercials Festival, 40 East 49th Street, New York 17. $17.50 on orders received before Jan. 15, 1964; $20 after that time. 150 pp.

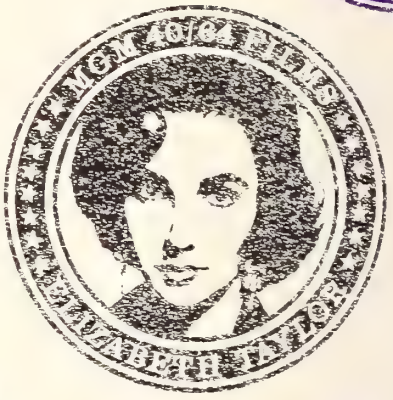
Mr. Ross, director of the American TV Commercials Festival, has written this book as a textual analysis that


Only one seal of approval really counts.

...in the motion picture business it's public acceptance at the box office that stamps the true picture of success

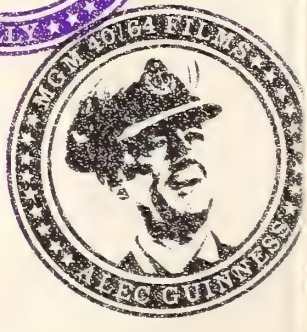












The largest box-office-approved Post '48 feature film entertainment ever offered by MGM Television

40/64

Forty exciting films with a $195 million box office record now available to television for the first time

Big Stars in Box Office Hits such as

"Love Me Or Leave Me"
"Vengeance Valley"
"Take The High Ground"
"Tea And Sympathy"
"On The Town"
"The Little Hut"
"The Invisible Boy"
"Cry Of The Hunted"

Cash in on the proven box office appeal of the 40/64 features right now. Individual prices and availabilities from any MGM Television office

















METRO-GOLDWYN-MAYER TELEVISION

New York • Chicago • Culver City



Mr. A. Carroll Jones

Advertising Manager

Koester Baking Company

"We advertise on WFBR extensively to promote our new Ring 'a Round Bread, and our radio campaign is most successful. We look forward to many more successful campaigns on WFBR."

Koester Baking Company is a longtime advertiser on WFBR, Baltimore, which carried more local advertising volume during the first eleven months of 1963 than during any corresponding period in the station's 41 year history.

You, too, can sell an important segment of the Maryland market on WFBR. So join our host of friendly and happy local advertisers. Call your Blair man today.

RADIO WITH REASON

WFBR

BALTIMORE

points up concepts and techniques which have prevailed in some 40 product classifications. The book features post-production picture and storyboard analyses of some 60 notable commercials produced during the past five years.

The editor also presents credits for the 200 commercials cited among over 5,300 entered in the first four American TV Commercials Festivals. The entries were considered by panels of advertising executives.

OPEN MIKE ®

'Victim' of AM too long

EDITOR: I read "AM-FM Duplication" [BROADCASTING, Nov. 11] with mixed emotions. What are the AM boys afraid of? FM is another avenue of broadcasting which many people want, just as they want AM or TV.

Where FM has been given a fighting chance, as it has in one of the top five markets, Hooper shows more people prefer FM to the offerings of a 50-kw AM.

Let's put it bluntly: FM has been the victim of AM for too long. Most AM operators have FM licenses for only one reason. They fear the future of FM broadcasting. They have kept their licenses and duplicate AM and FM because it costs them nothing and it is insurance against FM becoming a factor. . . .

I don't often agree with the FCC but this time they are on the right track. Give FM a chance and it will emerge as a potent factor in broadcasting.

Separate AM and FM and watch the fur fly. Maybe some of the AM "free ride" boys will get a new perspective. *—John E. Surrick, Surrick Associates, 358 Kirk Lane, Media, Pa.*

Is radio-TV a stepchild?

EDITOR: If you would publish my letter to Eugene P. Foley, administrator, Small Business Administration, Washington, I could get some support from other fellows on an omission that could cost broadcasters a lot of retail advertising. The letter:

"Dear Mr. Foley: I have before me a copy of *Small Market Aids No. 96* for October 1963. You kindly sent this to me and it is excellent.

"However, I do feel that the great radio and television industry was slighted somewhat in the 'For Further Information' section at the end of the booklet.

"You specifically call attention to a publication from the Bureau of Advertising, American Newspaper Publishers Association, complete with address. And you also say ['How to Budget Advertising for Bigger Volume, More

BROADCASTING PUBLICATIONS INC.

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office

Copyright 1963: Broadcasting Publications Inc.



Traumatic License

Why Dr. Freud was afraid of missing trains is one personality secret that will remain unexplored on "The Eleventh Hour," but it is one of the few.

With ever-increasing realism, the pioneering psychiatric series is setting new standards of dramatic honesty in its second season, not to mention a new trend in television entertainment.

For this, credit literate scripts; the close cooperation of The American Psychiatric Association; and the compelling performances of co-stars Jack Ging, as psychologist Paul Graham, and Ralph Bellamy, as psychiatrist L. Richard Starke.

A distinguished 35-year career has brought Mr. Bellamy many dramatic plums (notably, the role of FDR in "Sunrise at Campobello"), and developed the considerable skills that make him one of the most appealing actors in television, motion pictures or the theatre. It's no wonder that NBC is happy to have him. Nor is it any surprise that "The Eleventh Hour," in Wednesday night's anchor position, is attracting one of television's most substantial and significant audiences. Frankly, that's just what we expected.

NBC

Look to NBC for the best combination of news, information and entertainment.

THE EFFICIENT WAY

RCA 25 KW Transmitter...



This is the new TT25DH designed with compact walk-in cabinet using half the usual floor area. Diplexed circuits plus air-cooled tubes and transformers assure the ultimate in reliability and trouble-free performance.

TO GET 316 KW ERP!

Plus RCA Traveling Wave Antenna



This "Traveling Wave" antenna design based on slot radiators results in improved signal effectiveness, excellent circularity, low VSWR, high power handling capacity and low wind load. Simplicity of construction means virtually no maintenance and it is resistant to lightning damage.

This RCA "package" provides the most efficient and most economical combination of antenna gain and transmitter power. The 25 KW transmitter, with an antenna gain of 15-18, provides an ERP (Effective Radiated Power) of 316 KW. A carefully designed vertical radiation pattern satisfies requirements for *close-in* as well as *far-out* coverage. It's the "easiest way to get 316 KW." Compared to other transmitter-antenna combinations this one (a) uses only half the transmitter power; (b) requires only a fraction of the usual floor space; (c) cuts operating costs in half; (d) requires lower capital investment. RCA offers single-source supply, undivided responsibility, and matched equipment. RCA supplies all hardware—arranges for installation, if desired. And RCA is on call for service 24 hours a day.

Your RCA Broadcast Representative is ready to help you work out the best proposition to fit your requirements. Call him, or write RCA, Broadcast and Television Equipment, Dept. CD-22, Building 15-5, Camden, N. J.

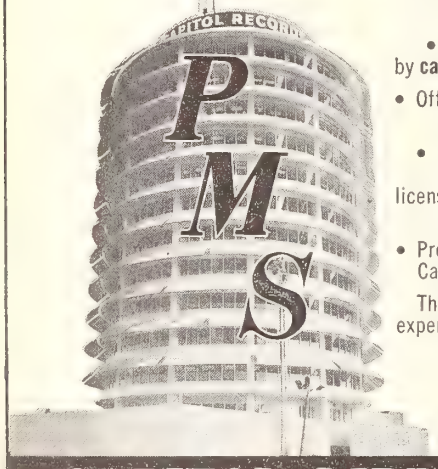
RCA **The Most Trusted Name in Television**



Now hear this, you little monsters. You already have one of the biggest Christmas presents the FCC ever created. A new leader in Eastern North Carolina television. Name of WITN-TV with NBC. You don't have to believe old Santa. Uncle ARB says so. Uncle ARB allows how 215,000 of your homes can now receive the new WITN-TV and only 199,000 can pick up Station Z. Net weekly circulation is up 41.3% in two years. Net daily circulation is up 38.1%. WITN-TV isn't made out of spitballs, after all. It took big, fat things like a new 1523-foot tower, new transmitter, enlarged studio and office building, $100,000 Telemobile and new tape facilities to make WITN-TV the new leader. Now go back and tell that to all your time-buying parents or I won't open up this box and give you your ponies of gin.

ARB Coverage Study Feb./March 1963

It's Here! The Easiest-To-Use, Best Organized Hi-Quality Production Music Series In Broadcasting!



- Saves your time in selecting background music by **categories**, not titles — almost push-button selection.
- Offers you a wide choice of classifications, from "News & Metro" to "Fashion Show Melodic".
- Costs nothing extra — you pay only once for unlimited live use all material. Can be licensed for videotape or film scoring upon request and at a nominal cost.
- Provides the assurance that goes with Capitol's High Fidelity Recording

This is music especially created & recorded by experts for your needs.

GET YOUR FREE DEMONSTRATION DISC TODAY. WIRE OR WRITE:

CAPITOL LIBRARY SERVICES
HOLLYWOOD AND VINE, HOLLYWOOD, CALIFORNIA

Profits'] is available from member newspapers.

"Radio-television also has aids available and I would like to request that you include same in future booklets.

"Newspapers sell [but] so does radio-television."—*Walter H. Stamper, sales manager,* WAPO *Chattanooga, Tenn.*

The farm directors are coming

EDITOR: I, like many in the broadcast industry, have always considered the radio-television farm director one of the foremost personalities in our industry. Now as a part of the sales committee for the National Association of Television and Radio Farm Directors, I am trying to help them get their story of who they are and what they do and how well they do it told to as many advertising agencies and advertisers as possible here in Chicago.

In years gone by on the Monday following the annual farm directors' convention, a luncheon was held with agency people being invited. However, in most or all cases, it was one or two executives from agencies who attended. In my opinion, we were not reaching out far enough to the account level, creative level and media level. Consequently, instead of the luncheon, this year we plan to have the farm directors split into teams of two and simultaneously at 10 a.m. Monday, Dec. 2, visit a total of 50 offices. We have sent invitations throughout Chicagoland.

Incidentally, we have one specific presentation which all teams will deliver covering the group as a whole. In no instance will the individual RFD's discuss their own programing and/or market. Also, it is not to be construed as a specific sales endeavor but instead more informative for those people at all agencies who have not had reason in the past to be closely aware of what an RFD does. — *Roger O'Sullivan (NATRFD Sales Committee), senior vice president, radio, Avery-Knodel, Chicago.*

Open end interviews

EDITOR: My sincere thanks for the mention of our new syndicated record service "Assignment: People" (BROADCASTING, Nov. 11).

In setting up our own syndicated record service I was amazed to find that many stations around the country apparently are still using "open-end" type interviews. The interviews that Ted White Productions is sending to the stations are conducted by professional newsmen in New York and other parts of the country. Their voices are identified and they are paid an AFTRA fee for their professional work. . . . I believe that the FCC has condemned the practice of using "open-enders," which I personally consider to be unethical

"One picture worth a thousand words?

You give me 1,000 words and I'll take
The Lord's Prayer,

the twenty-third psalm,

the Hippocratic oath,

a sonnet by Shakespeare,

the Preamble to the Constitution,

Lincoln's Gettysburg Address,

and I'd still have enough words left
over for just about all of the
Boy Scout oath. And I wouldn't
trade you for any picture on earth."

No place do words mean more or
do more than on today's radio.

ABC OWNED RADIO STATIONS
WABC NEW YORK • WXYZ DETROIT • KQV PITTSBURGH • WLS CHICAGO • KGO SAN FRANCISCO • KABC LOS ANGELES

Radio...one of the good things about America

ABC OWNED RADIO STATIONS

WABC NEW YORK • WXYZ DETROIT • KQV PITTSBURGH • WLS CHICAGO • KGO SAN FRANCISCO • KABC LOS ANGELES

and actually bordering on dishonesty. Most reputable radio and TV stations have a definite policy against using "open-enders" which deceive the radio and TV audience.

I have in my possession a record sent to stations around the country with a five-minute "open-end" interview made with Bob Hope. According to the producer of this record, several hundred radio stations permitted someone on their staffs to inject their own voices into the interview to pretend that they were actually talking to Bob Hope.

As a teacher of radio and TV at New York University and a professional news editor at WOR-AM-TV New York, I find this practice extremely distasteful.—*Ted White, Ted White Productions, 345 West 88th Street, New York 24.*

The seven-voiced oracle

EDITOR: . . . If television and radio station owners would follow the advice in your editorials, we would not have a "ball up" with an FCC that seems to think it is the voice of 185 million people.

After all is said and done, the listening and viewing public is the arbiter of the matter, and all the regulating that the FCC can do will not satisfy the vast majority of our citizens.

The greatest force today against overcommercialism and bad programing is that little knob which the viewer or listener can twist quickly.—*Nat L. Royster, sales executive,* WINA *Charlottesville, Va.*

More on call letters

EDITOR: I would imagine that you have received quite a bit of comment about the recent letter from a gentleman who is compiling a history of station call letters (BROADCASTING, Nov. 4). The subject fascinates me, too, for obvious reasons.

To add to your collection I have two others, and I don't believe the stories about them have ever been told.

Jim Rivers in Cordele, Ga., once told me that his application for a construction permit was returned by the secretary of the FCC Mary Jane McCormick, because he had neglected to propose call letters. In an effort to return the application to the commission as quickly as possible, Jim picked the initials of the commission's secretary, and we now have WMJM Cordele.

When Al Lowe received his construction permit for a new station in Macon, Ga., in 1945, he pondered about call letters. In his bathroom one morning, he spied a box of Kleenex, and from that brand names submitted two pairs of call letters: WKLE and WNEX. The FCC granted the latter.

There are probably thousands of in-



LEADS IN GROWTH

The Bureau of the Budget confirms what we have long known—Indianapolis is a booming market! The Indianapolis Metropolitan Area is . . . officially . . . a seven-county complex with a population of almost 1,000,000. This puts Indianapolis in 27th place among the nation's metropolitan markets. Spendable income of $2.2 billion annually earns a 26th place rating. We're 20th in drug sales; 23rd in general merchandise; 24th in automotive sales, etc.

LEADS IN SERVICE

WIBC is the only 50,000 watt station serving the important Indianapolis market and the only station capable of serving the entire 46-county Indianapolis retail trade area. Year in . . . year out, this area continues to grow and prosper at a rate far above the national average. Ask your Blair Man about WIBC's dominance in both Indianapolis and Indiana.

2835 N. Illinois Street
Indianapolis 8, Indiana

50,000 WATTS **WIBC** 1070 KC
The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative

WIBC IS A MEMBER OF THE **BLAIR GROUP PLAN**

Stations DO Have Personality



LES BIEDERMAN, PRESIDENT

ENTHUSIASM -- That's the keynote of OUR Les Biederman, up to his neck in an eager, very vocal push for civic improvements and growth of Northern Michigan.

Les starts campaigning and the public (most of it) joyfully joins in.

The enthusiasm boiling out of this man reflects in his stations. It is an enthusiasm that sells YOUR product.

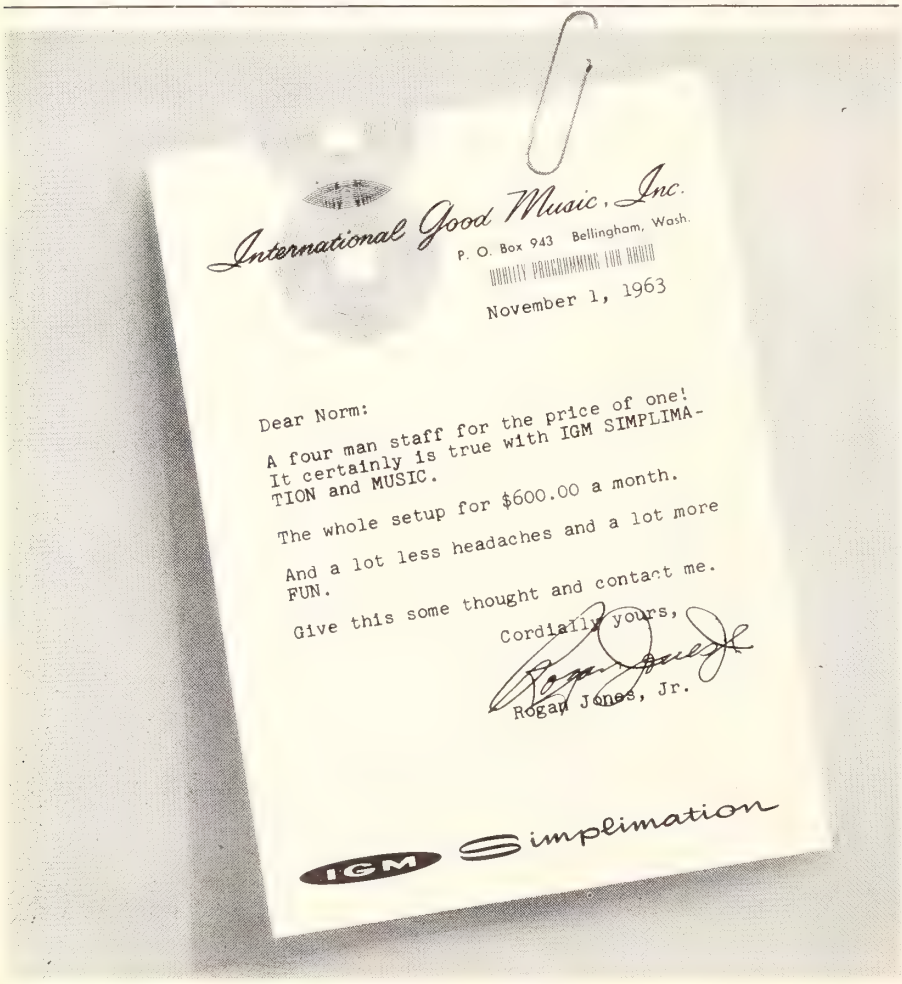
STATISTIC -- The Northern Michigan Grade B Area of WPBN-TV and WTOM-TV lists annual drug sales of $20,825,000.

The PAUL BUNYAN STATIONS

WPBN-TV WTOM-TV WTCM WMBN WATT WATC WATZ

Soren H. Munkhof, Gen. Mgr. Paul Bunyan Bldg., Traverse City

Nat. Rep.-Venard, Torbet and McConnell -- Network Rep.-Elisabeth Beckjorden



teresting stories about call letters, and I don't recall that anybody has ever tried to collect them. Among the most obvious, of course, are those which are picked because of city identity such as: WNYC New York; WPIT Pittsburgh; WBOS Boston; KCMO Kansas City, Mo., and KCKN Kansas City, Kan.

Your editorial comment also mentioned WACO Waco, Tex. There is one other set of call letters which spells out the city of the licensee, WARE Ware, Mass.

Your readers might also find some interesting stories about those stations whose call letters reflect the owner's name, such as the former KECA Los Angeles, (Earl C. Anthony); KWKH Shreveport, La. (the former W. K. Henderson); and one of the newer ones, WHWH Princeton, N. J. (Herbert W. Hoebler).—*Charles W. Godwin, vice president, Mutual Broadcasting System, New York.*

An educator for the FCC?

EDITOR: I was quite amazed as well as consternated at the Nov. 4 letter of D. A. Rock, WSMN Nashua, N. H. [which asked how many broadcasters were urging their congressional delegation to press for the appointment of a broadcaster to the FCC], even more so at your added comment ["Not enough"].

I would suggest that both of you reread the Communications Act as amended, specifically Title I, Section 4, paragraph b. Perhaps the FCC is not the only group that needs to know its limitations.

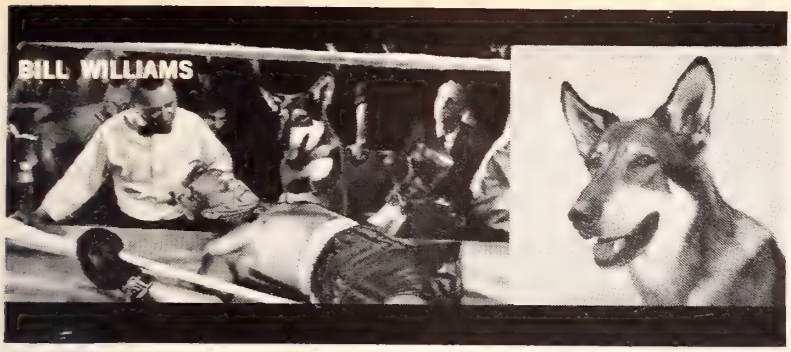
As to Mr. Rock's suggestion, if it were possible it would be great. But as it is not, might I suggest an alternative? Suppose the President were urged to appoint some broadcast educator to the commission? There are many in the field who know the commercial broadcasters' problems because they've been in it.

The only other available solution would be an amendment to the aforementioned section and because of possible "conflict of interest" I doubt if it would even get by Mr. Rogers.—*Donald W. Hansen, director of radio, Wichita University,* KMUW(FM) *Wichita, Kan.*

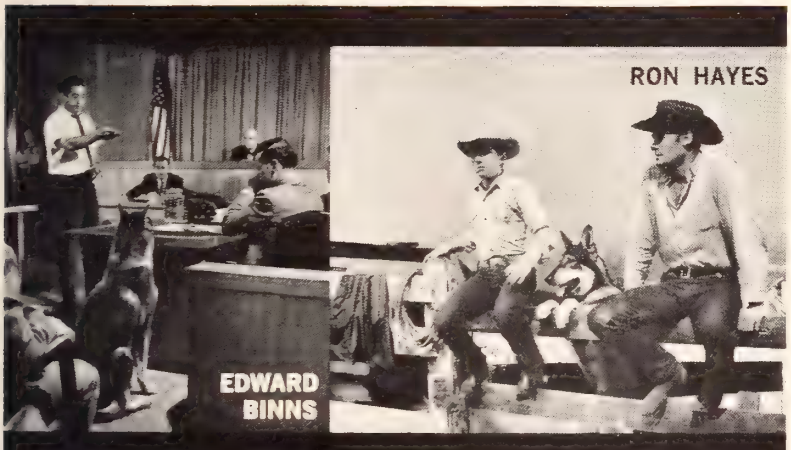
Gift subscriptions

EDITOR: I should like to inquire about the possibility of subscribing to BROADCASTING as a gift for a radio station in the Philippines. My daughter is serving in the Peace Corps on the island of Leyte and she broadcasts one day a week from a small radio station in the city of Tacloban. She would like to give the station a gift for Christmas.—*Mrs. J. T. Corwin, Hingham, Massachusetts.*

(Special holiday gift subscriptions at reduced rates are in effect until Dec. 31. Announcement appears on page 18, or write Circulation Department for details.)



THE LITTLEST HOBO





SOLD! ON FIVE CONTINENTS

The Littlest Hobo, the newest first run adventure series for television, is now sold in major markets in England, South America, Europe, Asia, Australia, North America and fully sponsored by General Foods on the Canadian Television Network.

London, the amazing German Shepherd is capturing audiences everywhere. London roams the world over seeking adventure — by train, plane, ship — meeting new people in new locales. Each adventure's changing co-stars and supporting players are drawn from Hollywood's finest, such as: Keenan Wynn, Richard Rust, Nita Talbot, Edward Binns, Charles Bateman, Harry Townes, Keye Luke, Ron Hayes, Bill Williams, etc.

The Littlest Hobo is good entertainment for the entire family. Schedule this fresh new series in your market now!



Offices in: CHICAGO • LOS ANGELES • HOUSTON • ATLANTA / 500 PARK AVE., NEW YORK

MONDAY MEMO

from Milton J. Beckman, Beckman, Koblitz Inc., Los Angeles

Radio is better than ever

Today, more than ever, local radio is playing a major role in the advertiser's budget. Unlike any other medium, radio offers the great advantage of repetition at a cost realistic to those who cannot afford similar saturation in TV or print. Take X amount of dollars and start weighing the advantages of radio and television and you'll find quite a difference in the repetition value. Television eats up those dollars at a frightening rate. Radio, on the other hand, not only gives us more for our money, but allows us more flexibility in frequency, copy and scheduling.

Most of us have learned that the most economical way to buy radio is on a lengthy schedule. But what about the cases where this would be of no value for a client? Radio can still be the big hero if used properly.

One of our clients had a special year-end inventory problem. While a healthy advertising budget was set up for this situation, television was not the answer. Nor was newspaper. Our client had to resolve his inventory problem in a matter of three or four weeks. By placing a heavy saturation schedule on a number of local radio stations, we were able to reach the same audience time after time with our message. Taking advantage of radio's flexibility, we produced several different copy approaches. At the end of three weeks, our client's messages were exposed to more people more times than would have been possible with television or newspapers.

Low Cost Success ▪ The most important thing, however, is that the entire campaign was highly successful at a cost far below television or newspapers. But cost is just one favorable advantage of radio. Think about this the next time you are considering broadcast. People watch a television program but they listen to a radio station. Right here is the greatest selling tool available to any radio rep who finds himself in competition with the video giant.

In television, the advertiser becomes associated with a program. To get any value from repetition, he must try to second guess the viewers' habits and follow them around as they switch from channel to channel. This becomes very expensive and risky for a limited budget.

Take the same amount of money and put it into radio and you have a completely different picture. You do not buy a *program* on radio—you buy the station. Of course we look for the most valuable time slots suitable to a particular product, but because saturation is more flexible with radio we are in essence buying an overall audience. Each radio station has its own personality and naturally its own type of following. This allows us to expose our message time after time to the same group of people.

We are constantly amazed at how often this is overlooked by station reps. They always provide us with ratings . . . shares . . . cumes . . . and the like, but almost never do they develop presentations showing how radio in general, and their stations in particular, can be used to show advertisers tangible results

Research ▪ When we sell radio to our clients, we find it necessary to do a great deal of our own research. How much better it would be for all of us, if radio put aside ratings, etc. and concentrated on some good solid success stories.

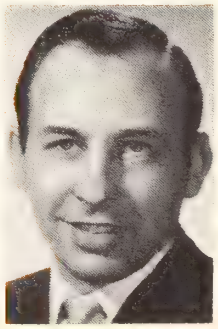
Many agency timebuyers consider qualitative data more important than quantity data. In a recent study made by Trendex, 56 timebuyers and media executives voiced their opinions on the subject. Most of the agency men stated that they made their buys based almost entirely on qualitative data as opposed to ratings. At our agency, we believe that qualitative data should be made up of plain and simple facts that will help us sell our clients on a particular station. Audience composition is very essential—so is coverage analysis, but keep it simple. We want some good down to earth reasons why one station is better than the other. Let's not confuse the issue with a bunch of figures that supposedly form a magic formula.

While we are on the subject of what radio stations can do for us, let's consider the subject of rotation. Sure, we all want a wider audience for our money. But in doing so aren't we defeating the repetition value? In a sense radio is saying, "Why spend a dollar when fifty cents will catch 'em with rotation?" Well, Mr. Rep, we would much rather reach 50 people five times than 200 people one time. We can not do this when forced into a rotation schedule.

Sales Tools ▪ An advertising agency can go so far in selling radio to a client. The rest is up to the station. Right now, when radio is more competitive than ever, station management should take a good look at their selling tools. We would much rather hear about a station's track record for other clients than about its ratings. Newspapers and television give us this kind of presentation and, believe me, it is very effective in selling the client on their media.

The advertiser, these days, is taking a good long look at the media budget. We must get maximum value out of every media dollar. If radio wants a bigger share of that dollar it can start by stronger presentations built around tangible evidence of what it has done for others and how it can help us. All this might indicate that radio is not living up to its role as a media leader. Let's clear the air on this right away. Radio is doing a tremendous job in many areas. A keener eye to programming has helped to hypo many a slipping station.

It's a tough battle to be different from your competition, especially when every market is infested with stations. Radio has met this challenge and is doing a remarkable job. Merchandising is another area in which radio has vastly improved. The same is true of their approach to public service and special events. All in all radio has come a long way from being a tiny crystal. It, like the movies, is better than ever.



Milton J. Beckman, president of Beckman, Koblitz Inc., Los Angeles, has been active in advertising since the end of World War II. He was president of Television Production Inc., Milwaukee, an independent production company. In 1950, he became vice president and account executive in the Los Angeles office of Gregory & House, Cleveland-based ad agency. In 1952, he opened Beckman-Hamilton & Associates, which merged in 1957 with the Edwards agency, to form Beckman, Koblitz Inc.



WKNR

THE STATION THAT *KNOWS* DETROIT

KNORR BROADCASTING CORPORATION

Mrs. Fred Knorr,
President

Walter Patterson,
Executive Vice President
& General Manager

REPRESENTED NATIONALLY BY THE PAUL H. RAYMER COMPANY

A WORLD OF DIFFERENCE

The praises rang on successive Mondays for NBC's "That Was The Week That Was" and "Quillow and the Giant." But never were two major offerings so dissimilar in content.

One set a new television standard for sophisticated, no-holds barred lampooning. The other was a gentle but ingenious musical puppet show for children. As examples of diversity and quality, the two shows underscore a basic aim of NBC: to offer fine programs that satisfy a broad range of public taste.

Last week on NBC's varied schedule of *special* programs, were three more examples of this programming philosophy. Sunday afternoon and evening, "Museum Without Walls," a program via Relay satellite, linking the Louvre and our National Gallery of Art; Tuesday night, a fascinating study of "Greece: The Golden Age," and on Wednesday a searching report, "That War in Korea."

These one-of-a-kind television offerings merely supplement the rich schedule of *regular weekly* NBC series. It's a schedule that champions the cause of original drama; that provides a showcase for fine young performers; that pioneers in color, and that boasts the nation's number one news series. In short, it's a varied schedule whose universal appeal attracts millions of viewers and earns NBC more awards, year after year, than any other network.

Between a "That Was The Week That Was" and a "Quillow and the Giant"; between a "Bonanza" and an "Exploring," there *is* a world of difference. But it's a difference that doesn't extend to quality—for the one thing they all have in common, in the words of the *St. Paul Dispatch's* P.M. Clepper, is a striving for "the very best that can be had."

THIS IS NBC

...serving 410,000,000 people all over the world

THAT WAS THE WEEK THAT WAS

"...There's never been an hour of television quite like it Nothing quite so impudent, so gay, so salty, so outrageously funny....Superb insults —all delivered in good humor." **HARRIET VAN HORNE**
N. Y. WORLD TELEGRAM & SUN, NOV. 11, 1963







QUILLOW AND THE GIANT

"Things are looking up for children...Yesterday 'NBC Children's Theatre' got started with 'Quillow and the Giant,' a charming musical adaptation of the James Thurber story...a family joy."
JOHN HORN, N. Y. HERALD TRIBUNE, NOV. 4, 1963





Metro Radio Sales

Metro Radio Sales is a special kind of rep. We offer our stations a specialized, highly concentrated sales effort and we represent only a limited number of select stations in major markets. These stations are important, full dimensional properties and Metro Radio Sales' highly concentrated, in-depth selling technique enables us to fully present every aspect of these unique radio stations.

WNEW New York
KLAC Los Angeles
WIP Philadelphia
WCBM Baltimore
WHK Cleveland
KMBC Kansas City
WDRC Hartford
(EFFECTIVE: DECEMBER 1, 1963)

Metro Radio Sales offices:
New York, Boston, Philadelphia,
Chicago, Detroit, St. Louis,
San Francisco and Los Angeles

H. D. NEUWIRTH, V. P. & DIRECTOR
METROPOLITAN BROADCASTING RADIO
A DIVISION OF METROMEDIA, INC.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
November 25, 1963, Vol. 65, No. 22

RADIO INCOME HITS 10-YEAR HIGH

■ Official FCC figures show 1962 revenues at $636.1 million

■ Profits up 48% over 1961—$43.5 million compared to $29.4

■ Greatest part of the increase came from local advertisers

Radio broadcasters in 1962 not only recovered from the slump they fell into in 1961, but zoomed ahead in total revenues to the highest level in the 10 years since TV made its impact felt.

In 1962, according to financial figures released by the FCC last week, radio revenues hit a new high—$636.1 million, up 7.7% over 1961's $590.7 million and the highest total since 1952.

And profits for radio, before federal income taxes, soared a good 48% over 1961's—from $29.4 million in 1961 to $43.5 million in 1962. This was still $2.4 million less than 1960's $45.9 million and well under the peak of $60.1 million reached in 1952.

Total time sales increased $48 million to $665.2 million in 1962, when the total was $617.2 million. This includes gross revenues before deduction of commissions. It does not include revenues from 279 independently owned FM stations. Although the percentages among revenues from network, national spot and local sales remained relatively constant—6% from network, 31% from national spot and 63% from local, approximately three-quarters of the increase, $35.5 million, was attributable to local advertising.

Over $2 Billion ▪ Total revenues for the broadcasting industry, both radio and TV, for the first time went over the $2 billion mark. The grand total for both radio and TV in 1962 was $2,122.1 million, up 11.2% over 1961's $1,909.0 million.

Industry profits increased by almost $90 million—to $355.1 million, up 33% over 1961's $266.4 million.

The financial figures for TV were re-

Top 50 national spot radio markets

1962 FCC REPORT

Rank	Market	Dollars (in millions)		Rank	Market	Dollars (in millions)	
1.	New York	23.106	Top five	26.	Columbus (Ohio)	1.620	Top 30
2.	Chicago	12.770	markets got	27.	Milwaukee	1.604	markets got
3.	Los Angeles-Long Beach	11.177	29% of total	28.	Indianapolis	1.573	58.8% of total
4.	Philadelphia	6.938	National	29.	Des Moines	1.548	National
5.	Detroit	6.499	Spot Dollars	30.	San Diego	1.429	Spot Dollars
6.	San Francisco-Oakland	5.748	Top 10	31.	New Orleans	1.314	Top 35
7.	Boston	5.254	markets got	32.	Albany-Schenectady-Troy	1.292	markets got
8.	St. Louis	3.604	39.4% of total	33.	Memphis	1.260	61.8% of total
9.	Cleveland	3.540	National	34.	Sacramento	1.218	National
10.	Washington	3.396	Spot Dollars	35.	Rochester (N. Y.)	1.163	Spot Dollars
11.	Pittsburgh	3.045	Top 15	36.	San Antonio	1.099	Top 40
12.	Cincinnati	2.933	markets got	37.	Providence-Pawtucket	1.088	markets got
13.	Minneapolis-St. Paul	2.654	45.8% of total	38.	Dayton	1.082	64.3% of total
14.	Miami	2.538	National	39.	Nashville	1.054	National
15.	Baltimore	2.392	Spot Dollars	40.	Tampa-St. Petersburg	1.036	Spot Dollars
16.	Buffalo	2.297	Top 20	41.	Omaha	.988	Top 45
17.	Kansas City	2.152	markets got	42.	Fort Worth	.976	markets got
18.	Hartford	2.130	50.9% of total	43.	Oklahoma City	.964	66.6% of total
19.	Atlanta	1.956	National	44.	Newark (N. J.)	.921	National
20.	Houston	1.903	Spot Dollars	45.	Charlotte	.918	Spot Dollars
21.	Denver	1.832	Top 25	46.	Syracuse	.910	Top 50
22.	Seattle	1.826	markets got	47.	Richmond	.884	markets got
23.	Dallas	1.744	55% of total	48.	Birmingham	.809	68.6% of total
24.	Louisville	1.649	National	49.	Fresno	.776	National
25.	Portland (Ore.)	1.646	Spot Dollars	50.	Grand Rapids	.773	Spot Dollars

leased by the FCC last September (BROADCASTING, Sept. 23).

In sales for the four radio networks, their 19 owned stations and 3,679 other stations, total broadcast revenues reached $626.8 million. This is after commissions are deducted for time sales, but includes revenues from talent and sundry broadcast activities.

Networks took in $31.6 million, up 2.4% from the previous year; their owned stations took in $32.5 million, up 5.8%, and the 3,679 independently owned stations took in $562.7 million, up 7.8%.

Broadcast income before federal income tax was $46.7 million, up 45.7% over the previous year. Networks were $2.4 million in the red, but their owned stations had income of $4.6 million. The independent stations showed a profit of $44.5 million before federal income taxes, a 39.8% increase.

Fewer Losers ▪ In 1962 there were fewer stations reporting losses than in 1961. Of the 3,533 radio stations in operation for the full year, slightly more than one-third reported a loss. In 1961 almost 40% reported a loss.

The difference between profit and loss apparently depends on national spot business. Profitable stations reported an average of $73,796 in national spot revenues. Unprofitable stations reported less than half that amount from national spot, $33,783 as an average.

Payment To Proprietors ▪ Almost two out of three radio stations reported payment of some kind to owners, partners or stockholders as part of operating expenses. This did not include dividends or other payments out of surplus.

Of these 2,348 AM or AM-FM stations (63.5% of the total), nine reported paying over $100,000; 15, between $75,000 and $99,999, and 50, between $50,000 and $74,999. The greatest number, over 1,000, reported payments ranging from $5,000 to $15,000.

Of the 1,345 radio stations reporting a loss (totaling $27.6 million), 791 reported paying proprietors and other owners $9.3 million. Depreciation was taken by 1,220 stations reporting a loss; this totaled $14.9 million.

The commission pointed out that of the 1,215 stations operating a full year which reported a loss, 697 reported payments to owners and/or depreciation expenses which exceeded the amount of the loss. And, the FCC added, 413 stations reported payments to owners which alone exceeded the amount of the loss.

FM stations reported total revenues of $13.9 million. Of this, $4.6 million was reported as FM revenues by AM licensees operating FM adjuncts. This is $1.7 million more than was received in 1961.

Independent FM stations (those not owned by AM licensees) reported revenues of $9.3 million, an increase of $2.2 million from 1961. Nevertheless, independent FM stations in the aggregate reported a loss of $3.2 million as against a loss of $2.6 million in 1961.

Expenses Up ▪ Expenses for radio broadcasting were up 5.2% to $580 million, with the largest amount, $209 million, going for general and administrative outlays. Other expense items and their amounts: programing, $191.9 million; selling, $105.9 million, and technical, $73.3 million.

There were 54,091 people employed in radio broadcasting in 1962. Of this number, 2,357 were employed by the networks and their owned stations, and 51,734 by the other radio stations. There were 11,493 employes who were engaged part time.

Investment in tangible property by the total radio broadcasting complex was listed at $455.7 million for original cost, and $251.0 million as depreciated cost.

The average profitable radio station in the country took in $192,990 in revenues, spent $159,955 in expenses and made a profit of $33,035. This is based on reports from 2,288 radio stations operating for the full year and reporting a profit. It does not include stations with total time sales of less than $25,000.

As has been true throughout broadcasting's financial history, stations with the most people in their coverage area take in the most. Where the population is 2 million or more, the average revenues for the 132 stations in this category were $941,443, expenses $719,639 and income $221,804.

In areas with populations less than 2,500, the 92 stations in this category took in an average of $55,130 in revenues, $47,176 was spent on doing business, and $7,954 was the average profit.

Total revenues here consist of time sales less commissions but including talent and program sales. The figures are before federal income taxes.

There were 1,154 stations reporting losses. This averaged $21,151, on an average revenue of $117,965 and expenses of $139,116. Highest losses were suffered by those stations with populations in the 1 million and over classifi-

On the button

BROADCASTING's estimates of 1962 local, national spot and network revenues, prepared from a sample of confidential station reports and published last Feb. 18, coincided closely with the official FCC figures issued last week. In local advertising, BROADCASTING estimated $426,042,000, within 1½% of the FCC's $419,468,000; in national spot, BROADCASTING's $209,431,000 was within .4 of 1% of the FCC's $208,455,000, and in network, the magazine's $39,385,000 was within 5½% of the FCC's $37,326,000.

BROADCAST REVENUES, EXPENSES AND INCOME OF NETWORKS AND STATIONS OF RADIO[1] AND TELEVISION BROADCAST SERVICES
1961-62
(In millions of dollars)

Service	1962	1961	Percent Change 1961-62
		Total Broadcast Revenues	
Radio	$ 636.1	$ 590.7	7.7
Television	1,486.2	1,318.3	12.7
Industry Total	$2,122.1	$1,909.0	11.2
		Total Broadcast Expenses	
Radio	$ 592.6	$ 561.3	5.6
Television	1,174.6	1,081.3	8.6
Industry Total	$1,767.0	$1,642.6	7.6
		Broadcast Income (before Federal Income Tax)	
Radio	$ 43.5	$ 29.4	48.0
Television	311.6	237.0	31.5
Industry Total	$ 355.1	$ 266.4	33.3

[1] Includes AM and FM broadcasting.

NOTE: 1962 radio data cover the operations of 4 nationwide networks, 3,698 AM and AM-FM and 279 independent FM stations. Excluded are 74 AM and AM-FM stations and 33 independent FM stations whose reports were filed too late for tabulation. 1961 data are for 4 nationwide networks, 3,610 AM and AM-FM and 249 independent FM stations. 1961 TV data cover the operations of 3 networks and 540 stations. 1962 TV data cover the operations of 3 networks and 554 stations.

cation: $65,577 loss for stations with 1-2 million, and $65,789 for stations with 2 million or more people.

FM Revenues Up ▪ Total FM broadcast revenues for the 993 stations operating in 1962 were $13.9 million, up from the $10 million reported in 1961 for the 938 stations on the air. Of this total, $9.3 million ($1.4 million from "incidental" activities such as functional music and special services) was taken in by 279 non-AM affiliated FM stations, as against $7.1 million in 1961. The independent FM stations reported a loss of $3.2 million for the year, up $1.6 million over 1961's loss of $2.6 million.

FM's investment in tangible property was listed at $10.4 million at original cost, and at $7.8 million at depreciated cost.

There were 2,038 people employed in FM in 1962—1,161 full time and 877 part time.

AM broadcasters running FM sister stations are required to report FM revenues to the FCC, but not expenses separately from their AM operation since so many of the FM stations are operated jointly with their AM companions.

Seventy-one of the 279 independent FM stations reported a profit in 1962; 208 reported losses. In 1961, 59 of the 249 independent stations reported a profit.

Although overall, FM stations reported losses, in three areas profits were reported. These were Chicago, whose 13 independent FM stations reported total revenues of $1.5 million, expenses of $1.49 million, with profits for all 13 of $17,848; Hamilton-Middleton, Ohio, with 3 stations, taking in $19,201 spending $13,183 and remaining $6,018 in the black; Oklahoma City, with 3 stations taking in $37,864, spending $37,-137, leaving $727 profit.

Market Revenues ▪ As it did in 1961, New York led the roster of radio markets with total revenues of $34.4 million, compared to $32.8 million in 1961.

One of the major leaps was by San Francisco-Oakland, whose 19 stations boosted total revenues from $9.2 million in 1961 to $11.6 million in 1962—making it the fifth market in the nation for radio revenues. Other revenues for the top 10 markets: Chicago, $23.5 million in 1962 ($22.9 million in 1961); Los Angeles, $23.5 million ($21.1 million); Philadelphia, $11.8 million ($11.5 million); Detroit, $10.3 million ($9.6 million); Boston, $9.8 million ($9.5 million); Washington, $8.9 million ($8.0 million); Cleveland, $7.2 million ($6.5 million), and St. Louis, $6.6 million ($6.5 million).

In the national spot revenues ranking, New York again led with $23.106 million, but this was a loss from 1961's $24.6 million. Other cities in the top 10 markets whose radio stations did not do as well in national spot last year as the year before: Boston, $5.24 million, compared to 1961's $5.34 million, and Cleveland, $3.54 million ($3.637 million).

Toys from 'Santas'

Timebuyers — and others — at Papert, Koenig, Lois want toys for Christmas from stations which act like Santa Claus in the gift-giving season. But with this important qualification: PKL asks that all radio and TV stations, if they were planning to play St. Nicholas, apply the value of the proposed gift for the purchase of toys and send them to the Children's Center at 104th Street, New York, a city-supported shelter for children.

PKL this season will wrap gifts for the shelter and the agency also plans to buy additional toys for the youngsters who range in age up to 16.

NEW YORK

Is it the most imitated station in the United States? (We aren't sure.)

Is its annual volume of business biggest of any station's in the country? (We're told it is by those who should know.) Is it the favorite station by far of more listeners 20-44 than any other in the N. Y. market? (Most research we've seen indicates it is.) Is it "the best sound coming out of radio in America today"? (Variety said so.)

We are positive, however,

...that WNEW's *talent* line-up is the strongest in its 30-year history (Klavan & Finch, Wm. B. Williams, Bob Landers, Ted Brown, Wally King, Billy Taylor, Mary O'Hara, Fred Robbins, Kyle Rote);

...that WNEW's *music* is more carefully selected and more imaginatively programmed than ever before;

...that WNEW's *News* covered more miles, reported more stories and won more accolades from people, press and public officials this year than any other;

...that WNEW's audience has shown more enthusiasm for our music spectaculars, live remotes or the other exclusives—like the Fabulous Football Giants—than even we anticipated.

We're also positive that WNEW will be a better station the day you read this than the day it was written. May we refer you to the theme of our continuing 30th Anniversary celebration—"The Best is Yet To Come!"

WNEW Radio 1130 Kc/102.7 FM 50,000 watts.
John V. B. Sullivan, V.P. & Gen. Mgr.

WNEW

Metro Radio Sales

METROPOLITAN BROADCASTING RADIO
A DIVISION OF METROMEDIA, INC.

Revenues and expenses of national networks and stations

COMPARATIVE FINANCIAL DATA OF 4 NATIONWIDE RADIO NETWORKS AND 3,698 AM AND AM-FM STATIONS—1961-1962
(In thousands of dollars)

Item	4 nationwide networks	% change from prev. yr.	19 o&o stations	% change from prev. yr.	3,679 other stations	% change from prev. yr.	Total, 4 networks, 3,698 stations	% change from prev. yr.
A. Revenues from the sale of time:								
1. Network time sales:								
a. Sale of major network time to advertisers	$33,954	7.1	$ 615	13.9	$ 5,077[1]	25.4	....	....
b. Sale of other network time	....	....	....	....	2,990	(21.9)	....	....
Total network time sales	33,954	7.1	615	13.9	8,067	2.4	....	....
2. Deductions from network's revenue from sale of time to advertiser:								
a. Paid to owned and operated stations	615	13.9	....	....	....	....	....	....
b. Paid to affiliated stations	4,695	25.8	....	....	....	....	....	....
Total participation by others (excluding commissions) in revenue from sale of network time	5,310	24.3	....	....	2.4	....	....	....
3. Total retentions from sale of network time	28,644	4.5	615	13.9	8,067	....	$ 37,326	4.2
4. Non-network time sales:								
a. National and regional advertisers	....	....	23,081	2.4	185,374	6.0	208,455	5.6
b. Local advertisers	....	....	13,410	14.5	406,058[2]	9.0	419,468	9.2
Total non-network time sales	....	....	36,491	6.5	591,432	8.1	627,923	8.0
5. Total time sales	28,644	4.5	37,106	6.6	599,499	8.0	665,249	7.8
6. Deduct—Commissions to agencies, representatives, etc.	5,028	6.8	6,845	4.4	59,915	9.1	71,788	8.5
7. Net time sales	23,616	4.0	30,261	7.1	539,584	7.9	593,461	7.7
B. Revenues from incidental broadcast activities:								
a. Talent	6,781	(2.8)	1,899	(5.9)	10,317	(0.7)	18,997	(2.0)
b. Sundry broadcast revenues	1,164	4.6	353	(24.6)	12,804	10.6	14,321	8.8
Total incidental broadcast activities	7,945	(1.8)	2,252	(9.4)	23,121	5.2	33,318	2.4
TOTAL BROADCAST REVENUES	31,561	2.4	32,513	5.8	562,705	7.8	626,779	7.4
C. TOTAL BROADCAST EXPENSES	33,947	0.4	27,938	1.5	518,198	5.7	580,083	5.2
D. BROADCAST INCOME (before Federal income tax)	($2,386)	[3]	$ 4,575	42.2	$ 44,507	39.8	$ 46,696	45.7

[1] Amount differs slightly from that shown in Item 2.b because of variations in accounting practices.
[2] Some small amount of network and national non-network time sales may be included here since stations with less than $25,000 time sales for the year do not report detailed revenue breakdown.
[3] Loss in 1961 was $3,010 thousand.
( ) Denotes loss or percentage decrease.
Note: Data for 1961 cover the operations of 4 nationwide networks, their 19 owned and operated stations, and 3,591 other stations.

SCHUELE CALLS FOR RADIO CRUSADE

BTS president tells stations to bypass agencies

A blast against advertising agencies generally for "short-changing" and "bypassing" radio, and a call for a crusade to sell spot radio directly to advertisers were sounded last week by Carl Schuele, president of Broadcast Time Sales.

Mr. Schuele's frontal attack against agencies was incorporated in a bulletin sent by BTS to the 27 radio stations it represents. The bulletin cites the criticisms of radio raised by agencies, seeks to refute them and tosses out this challenge to stations:

"There is only one thing to do about it. We must fight. We must have the courage to fight for that which we believe in—radio. Since agencies . . . refuse, for the most part, to buy radio—let alone actively sell our medium—we've got to do it ourselves.

"Let's take the results-of-local-advertisers story to national advertisers—all clients. Make no mistake, it takes courage. The agencies will do their best to keep us away from their clients.

"Strike hard on the point that radio enables an advertiser's dollar to go further—production costs, mark-up, etc., are far less in radio. Almost all dollars are spent, therefore, on exposure and two-fisted salesmanship. And remember, national advertisers are faced with a growing need to get more for their dollar."

Mr. Schuele wrote that agencies apparently are not content with ignoring radio in the "media buying arena" but recently have carried their campaign to seminars and trade associations meetings.

He referred specifically to a speech made by Kenneth G. Manuel, president of D. P. Brother & Co., before a Radio Advertising Bureau meeting in Detroit, and quoted Mr. Manuel as saying that radio "is the most difficult and most complex of all media buys, and, from the agency standpoint, one of the most expensive," (BROADCASTING, Oct. 21).

Mr. Schuele retorted that radio "is not that difficult to buy." He charged that agencies want to use a medium that is "most profitable to buy and that which affords them the most emotional satisfaction."

He contended that agency antipathy toward radio is influenced by two considerations—the medium offers "few opportunities for profitable mark-ups" and does not provide as much "emotional satisfaction" as television and the printed media.

Selling Is Basic ▪ But Mr. Schuele insisted that the basic reason for advertising is to sell clients' products and posed this question:

"What would happen if we confront them (agencymen) with the results that thousands of nonagency advertisers are getting?"

In this connection, he revealed that Broadcast Time Sales is making a survey among 500 radio station to ascertain (1) how many accounts are on that station? (2) how many local accounts are on that station (3) how many are national and (4) how many do not have agencies.

He claimed that tens of thousands of local advertisers are "enjoying the benefits of radio advertising" and asserted that "an all-out crusade to positively sell radio will pay off—but it must be an implacable, relentless effort that cannot be stopped by anyone or anything."

How market size influenced radio time sales

AVERAGE FINANCIAL DATA FOR AM AND AM-FM STATIONS REPORTING PROFITS BY SIZE OF AREA OR COMMUNITY IN WHICH STATION IS LOCATED,[1] 1962 [Stations Operating Full Year]

		Average Time Sales Per Station Reporting				Average Per Station Reporting		
Population of:	No. of stations with time sales of $25,000 or more[2]	Networks	Natl. & reg. advertisers and sponsors[3]	Local advertisers and sponsors[3]	Total stations reporting	Total broadcast revenues[4]	Total broadcast expenses	Total broadcast income[5]
2,000,000 and over	132	$ 9,551	$557,190	$484,789	132	$941,443	$719,639	$221,804
1,000,000 - 2,000,000	89	12,596	260,758	320,828	89	526,870	417,899	108,971
500,000 - 1,000,000	159	7,323	154,059	208,368	160	329,400	273,349	56,051
250,000 - 500,000	176	4,051	84,652	159,364	176	230,380	197,698	32,682
200,000 - 250,000	70	1,806	57,144	148,014	70	198,815	173,772	25,042
150,000 - 200,000	72	1,824	56,135	139,787	72	193,217	168,807	24,410
100,000 - 150,000	83	5,329	50,264	130,827	83	180,249	157,237	23,012
50,000 - 100,000	46	5,854	31,372	110,183	46	141,996	124,182	17,814
25,000 - 50,000	246	1,734	23,762	110,554	246	135,991	120,721	15,270
10,000 - 25,000	458	1,078	15,378	88,789	461	104,434	91,139	13,296
5,000 - 10,000	416	600	10,087	65,388	424	74,966	65,616	9,349
2,500 - 5,000	249	523	5,819	52,611	262	56,814	49,117	7,697
Less than 2,500	92	147	5,489	51,844	97	55,130	47,176	7,954
TOTAL	2,288	$ 2,859	$ 73,796	$132,435	2,318	$192,990	$159,955	$ 33,035

[1] Classified by population of Standard Metropolitan Statistical Areas and communities outside SMSA's, Census of Population, 1960.
[2] Stations with total time sales of less than $25,000 are not required to report time sales separately.
[3] Before commissions to agencies, representatives and others.
[4] Total revenues consist of total time sales less commissions plus talent and program sales.
[5] Before Federal income tax.

LOS ANGELES

KLAC is a station on the move. Within 100 days of Metromedia ownership, KLAC was the only Los Angeles independent to win two Golden Mike awards for news.* A greatly expanded news department, infectiously entertaining personalities, tasteful popular music, plus features of real service to the community—these elements are helping to establish the new KLAC sound. It's an exciting, informative sound especially designed for this bustling Los Angeles market.

KLAC RADIO, 570KC, 5000 WATTS
ALLEN HENRY, V.P. & GEN. MGR.



Metro Radio Sales

METROPOLITAN BROADCASTING RADIO
A DIVISION OF METROMEDIA, INC.

*AWARDS FOR "REGULARLY SCHEDULED RADIO NEWSCAST" AND "NEWS COVERAGE OF A SPECIAL SCHEDULED EVENT," RADIO & TV NEWS ASSOCIATION OF SOUTHERN CALIFORNIA

Financial picture for FM-only stations

BROADCAST REVENUES OF ALL FM STATIONS AND EXPENSES, INCOME, INVESTMENT IN TANGIBLE BROADCAST PROPERTY AND EMPLOYMENT OF 279 FM STATIONS OPERATED BY NON-AM LICENSEES

A. Broadcast Revenues, Expenses, and Income

Item	1962 Number of Stations	Amount (Millions)	Number of Stations	Amount (Millions)
	Total FM Broadcast Revenues			
FM Stations Operated by:				
AM licensees:				
Reporting no FM revenues	306	....	405	....
Reporting FM revenues	408	$ 4.6	284	$ 2.9
Non-AM licensees	279	9.3[1]	249	7.1
Total FM Stations	993	13.9	938	10.0
	FM Broadcast Expenses			
FM Stations Operated by Non-AM licensees	279	$12.5	249	$ 9.7
	FM Broadcast Income (before Federal income tax)			
FM Stations Operated by Non-AM licensees	279	($ 3.2)	249	($ 2.6)

B. Investment In Tangible Broadcast Property

1962
($ Millions)

Original Cost	Depreciated Cost
$10.4	$7.8

C. Employment

(As of December 31, 1962)

Full Time	Part Time	Total
1,161	877	2,038

( ) Denotes loss.

[1] Of this amount $1.4 million was reported as incidental broadcast revenues including revenues from providing functional music or other special services.

NOTE: In view of the difficulty in a joint AM-FM operation in allocating FM operation expense separately from AM station operation expense, licensees of such stations were not required to report FM station expense separately. As a result, FM industry totals for expense and income are not available. AM-FM licensees, however, were requested to report separately the revenues, if any, attributable to FM station operation.

How FM-only stations fared in metropolitan areas

BROADCAST REVENUES, EXPENSES AND INCOME OF FM STATIONS OPERATED BY NON-AM LICENSEES IN STANDARD METROPOLITAN STATISTICAL AREAS WITH 3 OR MORE STATIONS
1962

Standard Metropolitan Statistical Areas	Total Stations Reporting	Total Broadcast Revenues[1]	Total Broadcast Expenses	Total Broadcast Income[2]
Chicago, Ill.	13	$1,506,237	$1,488,389	$ 17,848
Detroit, Mich.	10*	508,641	702,533	(193,892)
Hamilton-Middleton, Ohio	3*	19,201	13,183	6,018
Houston, Tex.	4*	97,807	159,107	(61,300)
Los Angeles-Long Beach, Calif.	20*	823,433	1,086,314	(262,881)
Madison, Wisc.	3*	39,822	46,615	(6,793)
Milwaukee, Wis.	4	102,295	128,267	(25,972)
New York, N. Y.	5*	575,873	633,357	(57,484)
Oklahoma City, Okla.	3*	37,864	37,137	727
Philadelphia, Pa.- New Jersey	4	245,710	444,668	(198,958)
Sacramento, Calif.	3	68,500	106,606	(38,106)
St. Louis, Mo.-Ill.	3*	147,515	173,848	(26,333)
San Diego, Calif.	5	107,260	172,404	(65,144)
San Francisco-Oakland, Calif.	11	443,899	621,528	(177,629)
Santa Barbara, Calif.	3	85,873	127,746	(41,873)
Seattle, Wash.	4	163,565	245,785	(82,220)
Tulsa, Okla.	4*	16,308	59,980	(43,672)
Total	102	$4,989,803	$6,247,467	($1,257,664)

[1] Total revenues consist of total time sales less commissions plus total incidental broadcast revenues.
[2] Before Federal income tax.

( ) Denotes loss.
*Not all stations in this group operated a full year during 1962.

Radio ads lead listeners underground

Advocates of the supremacy of radio advertising over print can point with pride to the case of Howe Caverns, a tourist attraction at Howe's Cave, N. Y., 37 miles west of Albany.

The caverns' advertising agency—MacDonald, Rosman & Holdsworth, Schenectady, N. Y.—says that the current upswing in both attendance and, correlatively, revenue is due to the wide use of radio. The tourist spot is currently having the best season in its 34-year history.

One-fourth of the $50,000 advertising budget of the caverns, which has traditionally relied on highway billboards, is allocated to radio. Until five years ago, only one radio station was used. Increasing the money for radio yearly, the agency also noted an increase in attendance. Checking license plates at the caverns, it was found that most came from New Jersey and New York, so radio was extended to those regions. Attendance increased further. Connecticut and Massachusetts have been added to advertising coverage, and earlier this year the use of a Boston station, nearly 200 miles away, increased tourist traffic still further. With its highest attendance ever, Howe Caverns intends to add still more radio stations to its advertising schedule.

NUMBER OF FM STATIONS OPERATED BY NON-AM LICENSEES REPORTING PROFIT AND LOSS, 1958-62

Year	Total Number Reporting	Number Reporting Profit	Number Reporting Loss
1962	279	71	208
1961	249	59	190
1960	218	50	168
1959	148	38	110
1958	93	25	68

Ford gets half of game

The Ford Motor Co., through J. Walter Thompson, New York, has purchased the first half of the exclusive MBS broadcast of the National Football League Playoff Bowl game, scheduled for Jan. 5, 1964, in Miami. The sponsorship was arranged on behalf of Ford Motor and Autolite Divisions.

Mutual says the second half of the broadcast has been made available to network affiliates for local sale.

Market size comparisons of radio stations losing money

AVERAGE FINANCIAL DATA FOR AM AND AM-FM STATIONS REPORTING LOSSES BY SIZE OF AREA OR COMMUNITY IN WHICH STATION IS LOCATED, 1962[1]
[Stations Operating Full Year]

		Average Time Sales Per Station Reporting				Average Per Station Reporting		
	No. Stations with Time Sales of $25,000 or More[2]	Networks	Natl. & Reg. Advertisers and Sponsors[3]	Local Advertisers and Sponsors[3]	Total Stations Reporting	Total Broadcast Revenues[4]	Total Broadcast Expenses	Total Broadcast Losses[5]
Population of:								
2,000,000 and over	75	$3,476	$105,598	$230,628	75	$302,162	$367,951	$65,789
1,000,000 - 2,000,000	58	3,982	96,682	189,781	58	254,334	319,910	65,577
500,000 - 1,000,000	116	3,271	63,935	132,002	117	179,901	218,165	38,264
250,000 - 500,000	145	2,082	47,112	110,429	148	145,618	173,254	27,635
200,000 - 250,000	39	1,789	29,845	96,607	40	122,074	141,272	19,197
150,000 - 200,000	34	2,965	24,853	92,714	34	118,129	137,761	19,632
100,000 - 150,000	56	1,735	29,480	98,549	58	121,305	141,356	20,051
50,000 - 100,000	25	1,792	22,165	76,219	26	95,220	105,351	10,132
25,000 - 50,000	132	2,277	18,742	77,170	134	95,946	108,938	12,992
10,000 - 25,000	191	986	12,061	67,163	199	76,967	86,474	9,507
5,000 - 10,000	140	976	10,403	51,470	154	58,317	64,455	6,138
2,500 - 5,000	101	224	4,786	45,774	120	45,360	50,365	5,005
Less than 2,500	42	136	6,644	44,315	52	44,341	51,135	6,794
TOTAL	1,154	$1,854	$ 33,783	$ 95,909	1,215	$117,965	$139,116	$21,151

[1] Classified by population of Standard Metropolitan Statistical Areas and communities outside SMSA's. Census of Population, 1960.
[2] Stations with total time sales of less than $25,000 are not required to report time sales separately.
[3] Before commissions to agencies, representatives and others.
[4] Total revenues consist of total time sales less commissions plus talent and program sales.
[5] Before Federal income tax.

PHILADELPHIA

WIP reaches more counties and ranks 1st in more counties than any other Philadelphia radio station.* The sound is alive, vital—with adult-oriented popular music, articulate personalities, outstanding award-winning news and a host of meaningful service features for Philadelphians.

WIP RADIO, 610KC, 5000 WATTS
HARVEY L. GLASCOCK, V.P. & GEN. MGR.

Metro Radio Sales

METROPOLITAN BROADCASTING RADIO
A DIVISION OF METROMEDIA, INC.



A look back at radio's finances over the past ten years

AM AND AM-FM RADIO FINANCIAL DATA,[1] 1952-62
(Industry Totals)

A. Time Sales

Year	Total ($ millions)	Network ($ millions)	Percent of total	National Spot ($ millions)	Percent of total	Local ($ millions)	Percent of total
1962	$665.2	$ 37.3	6%	$208.4	31%	$419.5	63%
1961	617.2	35.8	6	197.4	32	384.0	62
1960	622.5	35.0	6	202.1	32	385.3	62
1959	582.9	35.6	6	188.2	32	359.1	62
1958	541.6	46.5	8	171.9	32	323.2	60
1957	536.9	50.6	9	169.5	32	316.8	59
1956	491.7	48.4	10	145.5	30	297.8	60
1955	456.5	64.1	14	120.4	26	272.0	60
1954	451.3	83.7	18	120.1	27	247.5	55
1953	477.2	98.1	21	129.6	27	249.5	52
1952	473.2	109.9	23	123.7	26	239.6	51

B. Broadcast Revenues, Expenses, and Income[2]
($ Millions)

Year	Revenues	Expenses	Income
1962	$626.8	$580.1	$46.7
1961	583.6	551.6	32.0
1960	591.9	543.6	48.3
1959	555.7	511.7	44.0
1958	520.6	482.6	38.0
1957	515.2	460.9	54.3
1956	479.2	429.6	49.6
1955	452.3	406.0	46.3
1954	448.8	406.3	42.5
1953	474.6	418.8	55.8
1952	468.6	407.5	61.1

[1]Excludes independently owned FM stations.
[2]Before Federal Income Tax.
Source: Annual Financial Report, Form 324 filed by licensees and permittees.

Sindlinger: 'We'll defend you'

FIRST RADIO REPORT ISSUED ON DETROIT MARKET

A vow to "defend the subscriber before any proceedings of the Federal Trade Commission and/or the Federal Communications Commission" accompanies the first local market radio report being released today by Sindlinger & Co.

The four-month demographic breakdown of the Detroit metropolitan area using the telephone interview method is the first report of the new service with which the firm will cover 67 major markets (BROADCASTING, Sept. 23).

Cost of the study is a minimum of $1,000 for a fulltime AM station; $750 for a daytime AM, and $500 for an FM-only station with discount structures for all categories.

In an agreement accompanying the market report Sindlinger agrees to "be responsible for the accuracy of the data" provided the subscriber "agrees that he will not distribute any promotion material or publish any advertisements using any data from the listed reports without first having submitted in writing such proposed material or advertisements to Sindlinger. And, having received written approval from Sindlinger as to the accuracy of such proposed promotion material or advertisements."

The agreement also notes that the subscriber "shall have the right . . . to inspect the sample design as drawn for any published report which it has purchased. The subscriber may further inspect the execution of the sample as it was drawn by Sindlinger and also has the right to analyze and tabulate all actual field interviews and the materials reproduced therefrom."

Media Data ▪ Each of the nearly 800 interviews completed each day of each week for the local radio service gathers "yesterday's" media data on radio, newspapers, magazines and nighttime TV programs. Also, according to the report, each interview gathers data on sports, consumer attitudes and opinions on economic measurements, automobile inventory, trade-in and buying plans (by make) in addition to 13 demographic characteristics.

All data is on punched cards and all reports come from an IBM 1620 computer. As a result unlimited cross-tabulations are available for each individual market. Reports are published when each market share of the continental U. S. reaches a sample size of 2,000 completed interviews.

The Detroit study lists a sample of 2,663; 1,266 male and 1,397 female, all 18 years old and older, and covered Wayne, Macomb and Oakland counties, making up the metro area.

Each station is reported for each 15-minute period where there is at least one listener in the sample and all data also are presented in ranges.

Each market report presents the characteristics of the total sample interviewed so certain biases in the sample are known to the client.

Included in the demographic study

'Let there be light' on affiliate negotiations

The regulatory ground on which networks negotiate for the acquisition of their affiliates is dark and uncertain, and should be illuminated by statute.

FCC Chief Hearing Examiner James D. Cunningham made this comment last week in his initial decision in the NBC-Philco case involving channel 3 in Philadelphia (see story page 80).

A key issue in the case is Philco Broadcasting Co.'s allegation that NBC abused its network power by forcing Westinghouse Broadcasting Co. to exchange its Philadelphia stations for the network's properties in Cleveland in 1955.

The examiner held that, since the commission approved the transfer with full knowledge of all the facts involved, it would not be proper to pin a "misconduct label" on NBC at this time.

He said "there is no question" that NBC used its ability to grant or withhold affiliations as an instrument in effecting the Philadelphia-Cleveland swap. But, he said, "the matter . . . is, for regulatory purposes," not easily resolved.

"There is as yet in this evolving field no principal of law or policy which discourages a network from dealing for the acquisition of one of its affiliate stations," he said.

He said such cases have to be decided on an ad hoc basis, with consideration given to such variables as superior bargaining position, the value of the facilities under negotiation, and the fairness of the terms of the transation.

"The mere statement of the problem," he said, "demonstrates how much more desirable and fulfilling of administrative purpose would be the enactment of a statute which, among other things, would spare licensees, network or otherwise, the risk of having to proceed at their own peril."

He said the commission has gone as far as it can under existing rules in the field of network regulation. He added that the record of the NBC-Philco hearing could be viewed as "the exposure of a problem calling for broadbrush examination."

Did payments to owners influence station profit or loss?

NUMBER OF STATIONS REPORTING PAYMENTS TO PROPRIETORS, PARTNERS, OR STOCKHOLDERS, 1962

(Excludes dividends and other payments from surplus)

Number of stations reporting payments of:		Amount
Over $100.000	9	$1.132.234
75.000- 99.999	15	1.220.624
50.000- 74.999	50	2.934.354
40.000- 49.999	51	2.273.279
30.000- 39.999	116	3.985.455
25.000- 29.999	116	3.153.323
20.000- 24.999	159	3.548.093
15.000- 19.999	272	4.672.101
10.000- 14.999	447	5.461.218
5.000- 9.999	566	4.148.784
2.500- 4.999	249	927.788
Under 2.500	298	375.280
Total	2.348	$33.832.533

RELATIONSHIP OF STATION LOSSES TO REPORTED PAYMENTS TO PROPRIETORS, PARTNERS AND STOCKHOLDERS, AND TO REPORTED DEPRECIATION EXPENSES, 1962

1. Total number of stations reporting a loss	1.345	
a. Total amount of losses		$27.617.056
2. Number of losing stations which reported payments to proprietors, etc.	791	
a. Total amount of payments to proprietors, etc.		9.284.351
3. Number of losing stations which reported depreciation expense	1.220	
a. Total amount of depreciation expense		14.863.804
4. Number of stations in operation a full year which reported a loss:		
a. Total number of stations	1.215	
b. Total number of stations reporting payments to proprietors, etc. and or depreciation expense which exceeded the amount of the loss	697	
c. Total number of stations reporting payments to proprietors, etc. which alone exceeded the amount of the loss	413	

are automobile ownership, marital status, education and household size, number of children in household, occupation of household head and household income.

The second local radio study, due Dec. 9, will cover the Los Angeles metro area.

Musical spots a speciality

The newly formed firm of Richard Adler Enterprises, New York, announced last week that it plans to specialize in the creation of musical campaigns for commercials and industrial films. Mr. Adler has been associated with several long-running campaigns, including "Newport Filter Cigarettes," "Kent with the Micronite Filter" and "Let Hertz Put You in the Driver's Seat."

John W. Hull, formerly a commercial producer for Young & Rubicam, New York, has been named sales manager of Richard Adler Enterprises.

BALTIMORE

WCBM is Baltimore's quality station, with an audience virtually 100% adult.* No wonder WCBM reaches adults in large numbers! This station boasts of CBS affiliation, the largest and most active local and regional news staff in town, tasteful, familiar popular music, and appealing communicative personalities who say things worth hearing.

WCBM RADIO, 680KC, 10,000 WATTS
GEORGE ROEDER, V.P. & GEN. MGR.

Metro Radio Sales

WCBM

*PULSE, 6AM-7PM, MON-FRI, JUNE-JULY, 1963

A city-by-city comparison of radio revenues and expenses

1962

SELECTED REVENUE ITEMS AND BROADCAST REVENUES, EXPENSES AND INCOME[1] OF 3,698 RADIO[2] STATIONS BY STANDARD METROPOLITAN STATISTICAL AREAS AND BY COMMUNITIES NOT IN STANDARD METROPOLITAN STATISTICAL AREAS

Item	No. of stations in operation	No. reporting $25,000 or more time sales[3]	Networks	Time sales: national and regional advertisers and sponsors[4]	Local advertisers and sponsors[4]	Total stations reporting[5]	Total broadcast revenues[6]	Total broadcast expenses	Total broadcast income[1]
United States Metropolitan Areas	1441	1378	$5,950,007	$180,772,614	$264,546,311	1420	$411,326,277	$373,580,959	$37,745,318
Non-Metro. Areas of 3 or more stations	299	275	606,630	5,032,328	22,924,531	289	28,361,032	28,442,773	81,741—
Non-Metro. Areas of less than 3 stations	1994	1804	1,248,004	20,554,870	127,103,113	1951	150,987,054	140,429,583	10,557,471
Total United States	3734	3458	7,804,641	206,359,812	414,573,955	3660	590,674,363	542,453,315	48,221,048
Commonwealth & Possessions	38	34	877,350	2,095,197	1,897,075	38	4,544,213	3,682,954	861,259
GRAND TOTAL	**3772**	**3491**	**$8,681,991**	**$208,455,009**	**$416,471,030**	**3698**	**$595,218,576**	**$546,136,269**	**$49,082,307**
Abilene, Tex.	5	4	3,349	90,380	418,692	5	523,248	506,103	17,145
Akron, Ohio	4	4	2,366	590,357	1,709,752	4	2,059,258	1,442,636	616,622
Albany, Ga.	4	3		46,962	261,597	4	317,352	316,196	1,156
Albany-Schenectady-Troy, N.Y.	11#	9	48,559	1,291,871	1,528,518	9	2,482,400	2,521,897	39,497—
Albuquerque, N.M.	9	8	14,898	317,610	971,533	8	1,184,157	1,409,722	225,565—
Allentown-Bethlehem-Easton, Pa.-N.J.	8	8	7,158	326,379	1,254,175	8	1,604,920	1,452,582	152,338
Altoona, Pa.	5	5	4,831	119,974	426,827	5	533,108	620,082	86,974—
Amarillo, Tex.	7#	6	7,004	240,831	765,413	7	956,071	959,402	3,331—
Ann Arbor, Mich.	5	3	807	89,808	281,376	5	375,529	484,017	108,488—
Asheville, N.C.	4	4	5,245	106,925	415,603	4	526,481	556,780	30,299—
Atlanta, Ga.	19#	19	93,385	1,956,107	3,259,086	19	4,618,908	4,001,504	617,404
Atlantic City, N.J.	5	5	4,011	62,918	526,181	5	581,503	631,288	49,785—
Augusta, Ga.-S.C.	9#	8	7,558	129,411	791,603	8	964,359	919,707	44,652
Austin, Tex.	5	5	3,078	332,485	738,740	5	997,119	995,465	1,654
Bakersfield, Calif.	14	12	22,443	309,394	829,670	14	1,107,973	1,221,670	113,697—
Baltimore, Md.	15	15	92,604	2,392,286	4,586,481	15	6,055,924	5,082,869	973,055
Baton Rouge, La.	6	5	6,435	153,409	820,791	6	934,222	845,850	88,372
Bay City, Mich.	2	2	*	*	*	2	*	*	*
Beaumont-Port Arthur, Tex.	8	8	1,290	222,021	931,018	8	1,069,216	1,074,881	5,665—
Billings, Mont.	5	5	29,272	108,429	408,399	5	536,808	599,962	63,154—
Binghamton, N.Y.	4	4	9,456	187,822	590,759	4	756,016	832,055	76,039—
Birmingham, Ala.	12	11	22,460	808,695	1,645,748	11	2,375,835	2,291,186	84,649
Boston, Mass.	17	17	135,703	5,253,944	5,501,325	17	9,840,614	8,645,066	1,195,548
Bridgeport, Conn.	2	2	*	*	*	2	*	*	*
Brockton, Mass.	2	2	*	*	*	2	*	*	*
Brownsville-Harlingen-San Benito, Tex.	2	2	*	*	*	2	*	*	*
Buffalo, N.Y.	11	11	79,266	2,296,904	2,684,017	11	4,280,611	4,422,570	141,959—
Canton, Ohio	5	5	34,213	428,769	580,260	5	1.079,201	956,079	123,122
Cedar Rapids, Iowa	4	3	991	714,188	524,083	4	1,244,757	1,198,894	45,863
Champaign-Urbana, Ill.	2	2	*	*	*	2	*	*	*
Charleston, S.C.	6	6	16,736	199,431	585,256	6	755,786	692,035	63,751
Charleston, W.Va.	6	6	6,485	251,791	772,413	6	987,769	1,016,025	28,256—
Charlotte, N.C.	7	7	12,749	918,431	1,048,855	7	1,806,316	1,812,659	6,343—
Chattanooga, Tenn.-Ga.	9	9	10,900	196,243	1,124,306	9	1,290,341	1,268,284	22,057
Chicago, Ill.	27	26	101,848	12,770,243	12,035,890	26	23,508,829	17,078,823	6,430,006
Cincinnati, Ohio-Ky.	8	8	559,904	2,932,953	2,321,555	8	5,376,673	4,314,428	1,062,245
Cleveland, Ohio	9	9	128,290	3,540,042	3,846,061	9	7,154,270	6,268,231	886,039
Colorado Springs, Colo.	6	6	40,637	88,420	602,344	6	700,139	702,182	2,043—
Columbia, S. C.	7	7	12,739	257,901	791,205	7	1,031,000	951,476	79,524
Columbus, Ga.	6	5	7,614	100,265	586,726	5	695,426	667,496	27,930
Columbus, Ohio	6	6	7,222	1,620,193	1,912,639	6	3,175,212	2,775,618	399,594
Corpus Christi, Tex.	6	6	18,949	429,437	585,680	6	927,487	825,662	101,825
Dallas, Tex.	12	12	34,697	1,743,910	3,226,960	12	4,141,868	3,875,531	266,337
Davenport-Rock Is.-Moline, Iowa-Ill.	5	5	17,472	360,960	735,588	5	1,030,295	1,111,646	81,351—
Dayton, Ohio	5	5	10,669	1,082,304	1,806,535	5	2,513,794	2,067,326	446,468
Decatur, Ill.	2	2	*	*	*	2	*	*	*
Denver, Colo.	20#	19	36,612	1,831,723	3,157,759	20	4,578,044	4,657,840	79,796—
Des Moines, Iowa	6	6	74,623	1,548,496	958,927	6	2,307,469	2,176,585	130,884
Detroit, Mich.	11	11	170,892	6,499,215	5,503,703	11	10,275,672	7,742,138	2,533,534
Dubuque, Iowa	2	2	*	*	*	2	*	*	*
Duluth-Superior, Minn.-Wis.	9	8	16,408	352,283	695,070	8	1,003,524	1,043,269	39,745—
Durham, N.C.	4	4	2,477	160,629	405,916	4	556,991	591,801	34,810—
El Paso, Tex.	7	6	6,768	294,908	818,522	7	1,044,141	1,088,169	44,028—
Erie, Pa.	5	5	10,095	305,650	540,574	5	791,932	782,012	9,920
Eugene, Ore.	9#	7	7,171	180,868	518,323	9	764,259	901,354	137,095—
Evansville, Ind.-Ky.	5	5	9,983	255,122	603,336	5	845,538	869,512	23,974—
Fall River, Mass.-R.I.	2	2	*	*	*	2	*	*	*
Fargo-Moorhead, N.D.-Minn.	4	4	20,011	283,447	490,231	4	760,550	730,512	30,038
Fitchburg-Leominster, Mass.	2	2	*	*	*	2	*	*	*
Flint, Mich.	6	6	16,833	452,204	1,094,458	6	1,464,179	1,364,933	99,246
Ft. Lauderdale-Hollywood, Fla.	5	5		134,331	719,473	5	819,420	903,906	84,486—
Fort Smith, Ark.	4	4	4,016	66,160	400,277	4	459,751	408,342	51,409
Fort Wayne, Ind.	4	4	12,532	477,140	1,094,866	4	1,605,931	1,258,673	347,258

Item	No. of stations in operation	No. reporting $25,000 or more time sales[3]	Networks	Time sales: national and regional advertisers and sponsors[4]	Local advertisers and sponsors[4]	Total stations reporting[5]	Total broadcast revenues[6]	Total broadcast expenses	Total broadcast income[1]
Fort Worth, Tex.	7	7	40,652	975,817	1,669,244	7	2,385,187	2,227,272	157,915
Fresno, Calif.	12=	8	25,162	775,776	1,104,139	12	1,718,470	1,863,883	145,413—
Gadsden, Ala.	3	3	206	42,767	260,551	3	310,347	295,526	14,821
Galveston-Texas City, Tex.	3	3		94,747	257,599	3	334,122	327,528	6,594
Gary-Hammond-East Chicago, Ind.	3	3		73,442	537,867	3	663,988	649,220	14,768
Grand Rapids, Mich.	6	6	20,001	772,567	908,160	6	1,529,495	1,535,860	6,365—
Great Falls, Mont.	4	4	93,750	179,792	233,187	4	502,223	480,281	21,942
Green Bay, Wis.	3	3	7,913	171,907	499,385	3	658,410	559,174	99,236
Greensboro-High Point, N.C.	8=	7	3,825	197,985	857,638	8	1,082,404	1,016,945	65,459
Greenville, S.C.	8	8	6,349	216,662	791,967	8	1,022,161	922,566	99,595
Hamilton-Middleton, Ohio	2	2	*	*	*	2	*	*	*
Harrisburg, Pa.	6	6	11,884	395,787	752,340	6	1,078,261	889,364	188,897
Hartford, Conn.	6	6	34,746	2,129,635	867,303	6	2,542,507	2,266,301	276,206
Honolulu, Hawaii	14	14	52,819	498,040	1,914,382	14	2,439,670	2,587,064	147,394—
Houston, Tex.	12	12	161,529	1,903,034	3,515,090	12	4,604,235	4,126,891	477,344
Huntington-Ashland, W.Va.-Ky.-Ohio	6	6	8,020	239,426	602,911	6	818,722	786,681	32,041
Huntsville, Ala.	4	4		72,376	373,184	4	434,609	385,241	49,368
Indianapolis, Ind.	6	6	29,392	1,672,956	2,348,202	6	3,646,963	2,964,424	682,539
Jackson, Miss.	6	6	10,304	318,396	762,418	6	1,056,363	858,595	197,768
Jackson, Mich.	2	2	*	*	*	2	*	*	*
Jacksonville, Fla.	11	11	44,322	730,754	1,078,281	11	1,709,616	1,768,654	59,038—
Johnstown, Pa.	6	6	5,368	147,814	484,577	6	627,615	644,115	16,500—
Kalamazoo, Mich.	4	4	174	302,881	597,808	4	879,338	847,397	31,941
Kansas City, Mo.-Kan.	9	9	26,443	2,152,390	2,984,706	9	4,397,685	4,313,296	84,389
Kenosha, Wis.	1	1	*	*	*	1	*	*	*
Knoxville, Tenn.	12	12	16,170	495,836	1,083,550	12	1,544,440	1,489,959	54,481
Lake Charles, La.	4	4	668	97,782	348,578	4	440,834	424,485	16,349
Lancaster, Pa.	5	4	6,078	226,993	402,054	4	611,691	568,369	43,322
Lansing, Mich.	5	5	5,708	288,853	800,834	5	1,082,972	885,798	197,174
Laredo, Tex.	2	1	*	*	*	2	*	*	*
Las Vegas, Nev.	7=	6	17,726	177,637	597,717	6	721,506	722,580	1,074—
Lawrence-Haverhill, Mass.-N.H.	2	2	*	*	*	2	*	*	*

CLEVELAND

WHK reaches more homes, listeners, adults, men, and women in the Cleveland metropolitan area than any other Cleveland Radio station.* The sound is specifically designed to reach and sell the Cleveland market. The music is current, and the personalities alive and personable. Program features and services are designed to fulfill real community needs.

WHK RADIO, 1420KC, 5000 WATTS
JACK THAYER, V. P. & GEN. MGR.

Metro Radio Sales

METROPOLITAN BROADCASTING RADIO
A DIVISION OF METROMEDIA, INC.



*PULSE 6AM-12M, MON-SUN, SEPT, '60 TO MAY-JUNE, 1963

Item	No. of stations in operation	No. reporting $25,000 or more time sales[3]	Networks	Time sales: national and regional advertisers and sponsors[4]	Local advertisers and sponsors[4]	Total stations reporting[5]	Total broadcast revenues[6]	Total broadcast expenses	Total broadcast income[1]
Lawton, Okla.	2	2	*	*	*	2	*	*	*
Lewiston-Auburn, Me.	2	2	*	*	*	2	*	*	*
Lexington, Ky.	3	3	5,258	189,674	484,202	3	707,873	767,369	59,496—
Lima, Ohio	1	1	*	*	*	1	*	*	*
Lincoln, Neb.	3	3	1,827	105,360	627,721	3	729,915	649,950	79,965
Little Rock-N. Little Rock, Ark.	8	7	44,482	433,974	629,413	8	1,006,861	1,090,748	83,887—
Lorain-Elyria, Ohio	2	2	*	*	*	2	*	*	*
Los Angeles-Long Beach, Calif.	31	31	164,074	11,176,735	16,132,049	31	23,476,403	19,167,002	4,309,401
Louisville, Ky.-Ind.	10	10	49,344	1,649,151	1,630,293	10	2,907,717	2,861,309	46,408
Lowell, Mass.	2	2	*	*	*	2	*	*	*
Lubbock, Tex.	7#	7	5,914	200,328	906,817	7	1,051,222	966,582	84,640
Lynchburg, Va.	5#	5	2,503	70,457	392,958	5	463,427	456,494	6,933
Macon, Ga.	7	7	720	258,756	643,749	7	882,298	882,999	701—
Madison, Wis.	3	3	10,193	374,784	737,920	3	1,105,426	1,070,618	34,808
Manchester, N.H.	3	3	24,901	146,262	586,777	3	735,494	720,966	14,528
Memphis, Tenn.	11#	9	56,143	1,260,133	1,773,651	11	2,832,248	2,503,911	328,337
Meriden, Conn.	1	1	*	*	*	1	*	*	*
Miami, Fla.	14#	14	34,979	2,537,541	3,144,885	14	4,999,365	4,533,395	465,970
Midland, Tex.	3	3	437	111,091	259,796	3	362,225	301,096	61,129
Milwaukee, Wis.	9	9	60,034	1,604,496	2,984,933	9	4,410,925	3,713,019	697,906
Minneapolis-St. Paul, Minn.	14#	14	32,981	2,653,936	4,010,727	14	6,278,629	5,729,371	549,258
Mobile, Ala.	8	8	10,922	273,971	672,408	8	914,089	976,237	62,148—
Monroe, La.	4	4	2,532	69,917	338,580	4	421,594	403,174	18,420
Montgomery, Ala.	6	6	8,752	286,686	540,855	6	883,226	774,019	109,207
Muncie, Ind.	1	1	*	*	*	1	*	*	*
Muskegon-Muskegon Heights, Mich.	4	3	901	193,986	317,185	4	512,832	456,987	55,845
Nashville, Tenn.	8	8	66,462	1,054,098	1,800,837	8	2,594,786	2,601,303	6,517—
New Bedford, Mass.	2	2	*	*	*	2	*	*	*
New Britain, Conn.	2	2	*	*	*	2	*	*	*
New Haven, Conn.	5	5	7,079	533,222	981,076	5	1,374,924	1,339,150	35,774
New London-Groton-Norwich, Conn.	3	3	8,307	149,562	355,476	3	476,160	460,962	15,198
New Orleans, La.	10	10	34,671	1,313,572	1,683,090	10	2,601,602	2,548,388	53,214
New York, N.Y.	30	30	306,829	23,106,170	15,286,847	30	34,436,358	28,274,293	6,162,065
Newark, N.J.	6#	5		921,013	1,659,198	5	2,301,947	1,941,859	360,088
Newport News-Hampton, Va.	3	3	4,456	311,430	585,128	3	836,861	842,616	5,755—
Norfolk-Portsmouth, Va.	7	7	267	620,484	1,560,028	7	1,984,844	1,804,616	180,228
Norwalk, Conn.	2	2	*	*	*	2	*	*	*
Odessa, Tex.	4	4		77,522	362,460	4	421,487	422,825	1,338—
Ogden, Utah	4	3	83,930		250,030	3	286,980	355,011	68,031—
Oklahoma City, Okla.	8	8	46,862	964,104	1,589,519	8	2,277,409	1,764,683	512,726
Omaha, Neb.-Iowa	7	7	37,763	988,113	1,810,500	7	2,485,284	2,343,794	141,490
Orlando, Fla.	10	9	6,299	404,238	1,037,207	9	1,325,026	1,184,155	140,871
Paterson-Clifton-Passaic, N.J.	1	1	*	*	*	1	*	*	*
Pensacola, Fla.	8	7	2,329	87,049	747,531	8	823,486	835,921	12,435—
Peoria, Ill.	5	5	5,476	343,976	876,545	5	1,191,329	1,281,811	90,482—
Philadelphia, Pa.-N.J.	22#	21	89,009	6,537,861	6,681,137	22	11,778,138	10,918,118	860,020
Phoenix, Ariz.	17#	15	73,717	699,885	2,491,620	17	3,049,459	3,038,140	11,319
Pittsburgh, Pa.	21#	20	302,909	3,045,026	3,793,318	21	6,746,350	5,505,266	1,241,084
Pittsfield, Mass.	2	2	*	*	*	2	*	*	*
Portland, Me.	5	5	26,078	266,898	450,461	5	727,001	744,203	17,202—
Portland, Ore.-Wash.	16	15	110,532	1,646,096	2,097,196	15	3,497,975	3,509,144	11,169—
Providence-Pawtucket, R.I.-Mass.	13	13	47,296	1,088,027	1,931,405	13	2,783,320	2,889,768	106,448—
Provo-Orem, Utah	4	3	27,670	27,412	186,865	4	258,319	260,870	2,551—
Pueblo, Colo.	6	5	17,238	114,313	306,833	5	427,630	437,586	9,956—
Racine, Wis.	2	2	*	*	*	2	*	*	*
Raleigh, N.C.	6#	5	47,434	563,748	567,081	6	1,105,041	1,036,699	68,342
Reading, Pa.	3	3	1,418	130,015	597,401	3	686,315	581,827	104,488
Reno, Nev.	6	6	4,655	94,132	492,694	6	552,510	478,508	74,002
Richmond, Va.	9	9	51,470	884,373	1,343,546	9	2,154,702	2,012,853	141,849
Roanoke, Va.	7	7	11,414	151,015	703,901	7	842,058	883,450	41,392—
Rochester, N.Y.	6	6	65,771	1,163,139	1,294,968	6	2,194,932	2,236,211	41,279—
Rockford, Ill.	5#	4	1,681	22,435	692,043	5	891,892	850,228	41,664
Sacramento, Calif.	6	6	40,367	1,217,514	1,305,861	6	2,188,284	2,143,937	44,347
Saginaw, Mich.	3	3	12,727	150,774	461,908	3	586,203	555,642	30,561
St. Joseph, Mo.	3	3	1,555	129,245	373,233	3	458,155	410,919	47,236
St. Louis, Mo.-Ill.	17	17	47,398	3,604,382	3,999,250	17	6,599,274	7,117,278	518,004—
Salt Lake City, Utah	10	10	136,508	465,485	1,554,308	10	2,017,365	2,157,233	139,868—
San Angelo, Tex.	4	3	3,161	134,285	159,858	3	288,480	270,623	17,857
San Antonio, Tex.	11	11	85,450	1,098,991	2,347,598	11	3,125,427	2,975,376	150,051
San Bernardino-Riverside-Ontario, Calif.	23	22	23,038	587,816	1,573,914	22	2,053,073	2,388,301	335,228—
San Diego, Calif.	9	9	34,268	1,428,646	1,559,296	9	2,616,327	2,819,624	203,297—
San Francisco-Oakland, Calif.	19	19	137,513	5,747,972	6,671,788	19	11,625,980	11,224,464	401,516
San Jose, Calif.	6	6	2,982	317,833	946,005	6	1,275,948	1,277,972	2,024—
Santa Barbara, Calif.	10#	7	54,417	117,401	738,921	10	900,490	904,284	3,794—
Savannah, Ga.	6	5	10,030	190,967	498,188	5	663,983	615,255	48,728
Scranton, Pa.	6	6	9,230	293,864	721,758	6	963,853	918,122	45,731

Item	No. of stations in operation	No. reporting $25,000 or more time sales[3]	Networks	Time sales: national and regional advertisers and sponsors[4]	Local advertisers and sponsors[4]	Total stations reporting[5]	Total broadcast revenues[6]	Total broadcast expenses	Total broadcast income[1]
Seattle, Wash.	18	18	48,611	1,825,976	3,120,035	18	4,415,877	4,432,741	16,864—
Shreveport, La.	9	8	38,430	689,477	668,375	8	1,243,385	1,295,250	51,864—
Sioux City, Iowa	3	3	6,543	93,242	359,128	3	445,646	385,267	60,379
Sioux Falls, S.D.	3	3	6,420	138,882	366,733	3	494,670	421,298	73,372
South Bend, Ind.	3	3	534	286,144	383,664	3	637,983	629,060	8,923
Spokane, Wash.	11=	8	15,905	655,101	884,862	11	1,406,782	1,388,312	18,470
Springfield, Ill.	3	3	6,010	124,866	733,513	3	840,450	799,347	41,103
Springfield-Chicopee-Holyoke, Mass.	10	9	27,764	343,627	984,899	9	1,268,373	1,238,836	29,537
Springfield, Mo.	4	4	8,570	199,590	603,096	4	764,402	734,750	29,652
Springfield, Ohio	2	2	*	*	*	2	*	*	*
Stamford, Conn.	1	1	*	*	*	1	*	*	*
Steubenville-Weirton, Ohio-W.Va.	2	2	*	*	*	2	*	*	*
Stockton, Calif.	4	4	12,770	235,111	536,550	4	746,153	771,340	25,187—
Syracuse, N.Y.	10	10	42,975	909,581	1,529,902	10	2,171,822	1,890,123	281,699
Tacoma, Wash.	4	4	6,577	203,787	310,576	4	569,119	568,262	857
Tampa-St. Petersburg, Fla.	16	15	13,986	1,035,581	1,891,685	16	2,742,499	2,743,458	959—
Terre Haute, Ind.	3	3	1,196	105,185	332,177	3	422,547	463,181	40,634—
Texarkana, Tex.-Ark.	4	4	1,407	102,814	296,528	4	386,780	425,346	38,566—
Toledo, Ohio	4	4	34,546	642,799	1,371,435	4	1,856,861	1,552,521	304,340
Topeka, Kan.	4	4	4,001	358,872	716,857	4	1,023,890	955,615	68,275
Trenton, N.J.	3	3	288	220,606	455,425	3	665,737	660,173	5,564
Tucson, Ariz.	10	9	17,609	196,025	1,028,493	9	1,176,701	1,259,318	82,617—
Tulsa, Okla.	8=	7	44,798	670,382	1,309,165	8	1,822,019	2,005,300	183,281—
Tuscaloosa, Ala.	5	5	188	58,091	392,047	5	463,759	464,031	272—
Tyler, Tex.	4	4	2,800	103,371	322,493	4	406,657	377,289	29,368
Utica-Rome, N.Y.	9=	9	20,386	152,303	725,247	9	882,555	865,432	17,123
Waco, Tex.	4=	3	1,106	150,955	410,708	4	560,744	573,110	12,366—
Washington, D.C.-Md.-Va.	18=	17	65,289	3,395,531	5,846,436	18	8,876,708	7,440,577	1,436,131
Waterbury, Conn.	3	3	3,643	110,403	339,304	3	418,762	414,830	3,932
Waterloo, Iowa	3	3	10,403	102,341	441,370	3	531,602	513,961	17,641
West Palm Beach, Fla.	9=	8	5,840	155,607	718,030	9	861,365	930,474	69,109—
Wheeling, W.Va.-Ohio	5	5	3,592	534,008	681,377	5	1,175,341	1,096,189	79,152
Wichita Falls, Tex.	3	3	433	212,868	524,203	3	678,544	658,500	20,044
Wichita, Kan.	6	6	8,174	523,402	1,075,687	6	1,456,382	1,336,834	119,548

KANSAS CITY

KMBC is Kansas City's fastest growing radio station with audience gains of 90%.* The sophisticated, popular sound of KMBC has proven to be just what adults have been listening for. They have been flocking to KMBC in increasing numbers since Metromedia's acquisition in late '61. Advertisers, too, are moving to KMBC—more, in fact, than at any other time in the station's history.

KMBC RADIO, 980KC, 5000 WATTS
DAVE CRONINGER, V.P. & GEN. MGR.

Metro Radio Sales

METROPOLITAN BROADCASTING RADIO
A DIVISION OF METROMEDIA, INC.

KMBC

*PULSE, 6AM-7PM AVERAGE SHARE MON-FRI, MARCH-APR, 1961 VS. MARCH-APR, 1963

Item	No. of stations in operation	No. reporting $25,000 or more time sales[3]	Networks	Time sales: national and regional advertisers and sponsors[4]	Local advertisers and sponsors[4]	Total stations reporting[5]	Total broadcast revenues[6]	Total broadcast expenses	Total broadcast income[1]
Wilkes Barre-Hazleton, Pa.	7	7	21,583	162,159	676,097	7	844,491	859,678	15,187—
Wilmington, Del.-N.J.	4	4	13,529	174,185	961,386	4	1,127,077	945,892	181,185
Winston-Salem, N.C.	5	5	6,994	171,883	785,328	5	967,810	887,761	80,049
Worcester, Mass.	4	4	30,894	574,163	625,250	4	1,133,244	1,159,569	26,325—
York, Pa.	4	4	9,379	307,584	567,316	4	833,113	669,380	163,733
Youngstown-Warren, Ohio	5	5	41,211	560,119	914,208	5	1,440,840	1,321,020	119,820
	1441	1378	5,950,007	180,772,614	264,546,311	1420	411,326,277	373,580,959	37,745,318
NON-METROPOLITAN AREAS OF 3 OR MORE STATIONS									
Anniston, Ala.	3	3	574	27,579	275,830	3	302,072	277,652	24,420
Decatur, Ala.	3	3	350	16,056	158,101	3	173,163	171,139	2,024
Dothan, Ala.	3	2	*	*	*	2	*	*	*
Selma, Ala.	3	3	35	18,156	153,236	3	171,382	145,238	26,144
Anchorage, Alasa	4	4		126,814	648,735	4	838,960	880,686	31,726—
Flagstaff, Ariz.	5#	2	*	*	*	4	218,291	198,164	20,127
Prescott, Ariz.	3	2	*	*	*	3	**	**	**
Yuma, Ariz.	4	3	2,630	43,839	145,456	3	184,175	191,345	7,170—
Hot Springs, Ark.	3	3	472	24,480	148,821	3	171,190	201,396	30,206—
Pine Bluff, Ark.	4	4		28,140	250,040	4	270,208	256,042	14,166
Eureka, Calif.	3	2	*	*	*	2	*	*	*
Merced, Calif.	3	3	713	63,086	181,534	3	232,868	285,993	53,125—
Modesto, Calif.	3	3	2,232	99,239	483,977	3	583,624	625,390	41,766—
Redding, Calif.	5	3	1,554	41,625	134,136	4	184,512	206,959	22,447—
San Luis Obispo, Calif.	3	3	802	71,372	268,491	3	334,404	289,287	45,117
Santa Rosa, Calif.	4#	3	4,715	57,524	230,947	4	318,204	425,193	106,989—
Grand Junction, Colo.	4	3	11,387	56,258	286,637	4	357,130	354,926	2,204
Daytona Beach, Fla.	3	3	4,376	57,107	264,567	3	317,147	315,058	2,089
Gainesville, Fla.	4	4	4,075	51,941	328,233	4	416,537	387,180	29,357
Lakeland, Fla.	3	3	3,511	48,958	264,048	3	310,440	317,016	6,576—
Ocala, Fla.	3	3		27,879	223,874	3	252,987	264,122	11,135—
Sarasota, Fla.	4	4		21,988	247,777	4	268,479	309,272	40,793—
Tallahassee, Fla.	4	4	11,025	53,662	261,307	4	332,531	316,198	16,333
Athens, Ga.	3	3	2,110	42,091	323,355	3	388,315	366,946	21,369
Gainesville, Ga.	3	3	70	43,920	332,170	3	386,012	370,313	15,699
Griffin, Ga.	3	2	*	*	*	3	**	**	**
Rome, Ga.	4	3	61	30,386	370,417	4	433,236	424,508	8,728
Valdosta, Ga.	4#	4		65,321	199,809	4	262,286	258,613	3,673
Hilo, Hawaii	3	3	5,509	16,646	151,245	3	171,181	154,531	16,650
Boise, Idaho	6	6	83,116	99,358	485,819	6	622,133	681,520	59,387—
Idaho Falls, Idaho	4	4		97,745	269,666	4	358,147	368,632	10,485—
Pocatello, Idaho	3	3	21,997	51,282	192,296	3	252,391	232,122	20,269
Twin Falls, Idaho	3	3	58,436	34,388	238,986	3	296,294	295,430	864
Mason City, Iowa	3	3	130	108,910	289,581	3	386,792	371,293	15,499
Bowling Green, Ky.	3	3	5,563	27,344	258,297	3	286,911	263,021	23,890
Paducah, Ky.	3	3	3,152	61,316	231,336	3	283,515	271,912	11,603
Alexandria, La.	3	3	2,987	81,567	401,537	3	474,023	420,755	53,268
Lafayette, La.	3	3	877	42,234	357,890	3	391,338	388,344	2,994
Bangor, Me.	3	3	54,385	94,786	268,521	3	421,161	410,078	11,083
Salisbury, Md.	3	3	538	73,237	305,340	3	371,097	352,234	18,863
Greenville, Miss.	3	3	2,433	58,452	214,210	3	265,711	277,650	11,939—
Hattiesburg, Miss.	4	3	1,937	25,672	232,870	3	259,513	257,345	2,168
Laurel, Miss.	3	3	925	17,228	264,822	3	292,525	283,989	8,536
Meridian, Miss.	5	4	184	71,524	293,697	4	352,482	341,598	10,884
Joplin, Mo.	4	3	1,896	54,901	253,281	4	304,754	321,355	16,601—
Butte, Mont.	3	3	60,494	27,220	198,256	3	259,656	315,548	55,892—
Missoula, Mont.	4	3	10,267	48,004	274,543	4	333,388	330,409	2,979
Farmington, N.M.	3	3	9,322	28,022	264,622	3	298,020	279,835	18,185
Roswell, N.M.	3	3	1,119	62,036	315,328	3	373,887	383,637	9,750—
Elmira, N.Y.	3	3	6,909	39,442	324,199	3	376,406	331,510	44,896
Kingston, N.Y.	3	3	322	32,639	374,821	3	405,184	402,800	2,384
Watertown, N.Y.	3	3	8,732	63,067	254,233	3	328,963	331,722	2,759—
Fayetteville, N.C.	4	4	7,890	26,117	451,659	4	495,841	476,372	19,469
Goldsboro, N.C.	3	2	*	*	*	2	*	*	*
Greenville, N.C.	3	2	*	*	*	3	**	**	**
Kinston, N.C.	3	3	7,192	36,297	260,873	3	307,399	292,347	15,052
Rocky Mount, N.C.	3	3	5,949	28,264	261,979	3	299,169	272,128	27,041
Wilmington, N.C.	3	3	8,363	69,675	264,172	3	353,481	347,959	5,522
Wilson, N.C.	3	3	9,198	86,511	223,897	3	319,928	304,114	15,814
Bismarck, N.D.	3	3	12,846	226,430	210,688	3	403,062	379,032	24,030
Minot, N.D.	3	3	1,383	72,149	259,853	3	317,566	301,336	16,230
Klamath Falls, Ore.	3	3	13,262	50,870	195,412	3	250,316	248,332	1,984
Medford, Ore.	5#	5	9,955	64,154	303,189	5	380,619	440,399	59,780—
Pendleton, Ore.	3	3	2,332	49,646	134,271	3	175,824	174,779	1,045
Roseburg, Ore.	3	3	3,216	29,680	183,913	3	211,508	221,847	10,339—
Salem, Ore.	4	4	734	103,891	229,540	4	326,393	437,304	110,911—
Williamsport, Pa.	3	3	5,863	54,368	224,334	3	290,771	264,881	25,890
Florence, S.C.	3	3	2,111	48,323	238,090	3	279,321	251,596	27,725
Orangeburg, S.C.	3	3	422	27,379	240,190	3	266,064	257,686	8,378
Spartanburg, S.C.	3	3	203	114,331	370,071	3	486,124	482,057	4,067
Sumter, S.C.	3	3		18,145	215,326	3	222,264	207,517	14,747

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Rapid City, S.D.	4=	4	114	70,930	371,792	4	449,670	442,224	7,446
Jackson, Tenn.	3	3	2,471	77,738	201,398	3	272,688	238,087	34,601
Big Springs, Tex.	3	3	476	24,719	197,034	3	217,022	239,582	22,560—
Burlington, Vt.	3	3	7,145	53,402	365,302	3	420,677	430,185	9,508—
Charlottesville, Va.	3	3	1,950	78,911	274,390	3	375,246	391,345	16,099—
Danville, Va.	4	4	1,748	77,990	497,814	4	588,897	577,165	11,732
Bellingham, Wash.	3	3	582	56,093	244,147	3	284,248	309,202	24,954—
Kennewick-Pasco, Wash.	3	2	*	*	*	3	**	**	**
Walla Walla, Wash.	3	3	4,956	46,981	170,941	3	216,300	220,065	3,765—
Wenachee, Wash.	3	3	1,363	60,256	226,385	3	271,136	292,814	21,678—
Yakima, Wash.	5=	4	4,976	174,686	292,714	5	439,110	448,964	9,854—
Clarksburg, W.Va.	3	2	*	*	*	2	*	*	*
Parkersburg, W.Va.	3	3	943	55,157	208,934	3	255,682	284,237	28,555—
Eau Claire, Wis.	3	3	3,847	105,458	374,333	3	473,587	465,428	8,159
La Crosse, Wis.	3	3	11,597	78,026	346,580	3	466,597	436,161	30,436
Wausau, Wis.	3	3	2,990	109,099	241,920	3	331,716	284,327	47,389
Casper, Wyo.	3	3	6,535	41,300	233,227	3	266,955	281,855	14,900—
Cheyenne, Wyo.	4	2	*	*	*	3	**	**	**
	299	275	606,630	5,032,328	22,924,531	289	28,361,032	28,442,773	81,741—
Commonwealth & Possessions									
Arecibo, Puerto Rico	3	3	4,237	122,282	88,208	3	207,976	191,716	16,260
Mayaguez, Puerto Rico	5	5	111,392	185,012	225,994	5	484,186	402,373	81,813
Ponce, Puerto Rico	5	4	163,821	308,203	145,300	5	579,075	389,604	189,471
San Juan, Puerto Rico	10	10	489,255	1,022,316	955,262	10	2,271,341	1,769,966	501,375
	23	22	$768,705	$1,637,813	$1,414,764	23	$3,542,578	$2,753,659	$788,919
Other Communities	15	12	108,645	457,384	482,311	15	1,001,635	929,295	72,340
	38	34	$877,350	$2,095,197	$1,897,075	38	$4,544,213	$3,682,954	$861,259

[1] Before Federal income tax.
[2] Excludes 279 independently operated FM stations.
[3] Stations with less than $25,000 time sales report only total revenues and total expenses. Stations with total time sales of $25,000 or more, however, accounted for over 99% of the broadcast revenues of the 3,698 reporting stations.
[4] Before commissions to agencies, representatives and others.
Note: — denotes loss.
[5] Excludes data for 74 stations whose reports were not filed in time to be included in this report.
[6] Total revenues consist of total time sales less commissions plus talent and program sales.
= Not all stations in this market operated a full year during 1962.
* Data not published for groups of less than 3 stations.
** Data withheld to maintain confidentiality of individual station figures.

HARTFORD

WDRC delivers more Hartford metropolitan area home impressions than any other Hartford radio station.* The fact that listeners have accepted it with open ears proves that WDRC's sound is geared to Hartford tastes. It's a current, cheerful sound—vibrant popular music performed by familiar artists entertaining and engaging personalities and a News Department with a unique record of "firsts."

WDRC RADIO, 1360KC, 5000 WATTS
WILLIAM CRAWFORD, V.P. & GEN. MGR.

WDRC

Metro Radio Sales

(EFFECTIVE: DECEMBER 1, 1963)

*PULSE 6AM-6PM, AVERAGE 1/4 HOUR HOMES, MON-FRI, JUNE-JULY, 1963.

Agencies like radio value measurement

CROSLEY PROPOSAL FOR COMMON DENOMINATOR WINS BUYERS' SUPPORT

A simple method by which timebuyers may measure radio stations' qualitative and quantitative values on the same yardstick was announced last week by Crosley Broadcasting Corp.

President John T. Murphy said the system was developed with the assistance of leading advertising agencies and that, although intended originally as a tool for the salesmen of Crosley's WLW Cincinnati, it will be made available to agencies and broadcasters for use generally.

Common Evaluation Basis. ▪ The heart of the system is a form that gives buyers a common denominator for evaluating—in relation to a client's particular needs—the extent to which individual stations in a market measure up not only in terms of ratings, circulation and audience composition but also in terms of such qualitative factors as news service, type of music, and general community statures.

In each case, it was stressed, it is the buyer who makes the determination as to (1) what criteria are important to the client in a given market and the relative importance of these criteria to that client and (2) the degree to which each station meets these client standards.

Then, if the system is followed to the end, the buyer winds up with a numerical evaluation, or "common denominator figures," based on all factors he considers important for the client, not a cost-per-thousand based on audience numbers alone.

H. Peter Lasker, Crosley vice president in charge of sales, said that announcement of the system, called "standards for buying persuasive radio," was "somewhat delayed by the fact that the first 100 trial applications proved too complicated for a media buyer to use during the crucial buying period. Since the standards must be applied during the harried media-buying period, it was vital that the method be refined until it added no more than five minutes per market to the buyer's calculations. This we have now done."

Agencies Cooperate ▪ BBDO, J. Walter Thompson Co., Kudner and Kenyon & Eckhardt were among agencies said to have cooperated intensively with Crosley officials in refining the system over the past five months. Media directors of 25 leading agencies also were consulted, along with computer organizations, research groups and station representatives.

Crosley officials acknowledged that the concept isn't new—that most agencies traditionally have said their selection of stations for a campaign is based only partially on "the numbers" and also includes consideration of various qualitative factors.

"Most advertising people have agreed that numbers alone cannot indicate the climate under which a radio commercial is heard and that climate plays an extremely large part in the success of a radio advertising campaign," Mr. Murphy said. "But there has been little agreement on just how to avoid the pitfalls of a numbers-only buy."

The newness of the Crosley system, it was emphasized, is in its provision for numerical values to be assigned to whatever considerations a buyer thinks important for a specific campaign. This was seen as having subsidiary advantages, aside from station selection:

▪ It requires the buyer to define the client's radio needs more sharply than he might otherwise do, because it requires him to write down those needs and specify how important he considers each in relation to the others.



John T. Murphy, Crosley president, shows numbers alone cannot indicate climate.

▪ Even if the buy is ultimately made on the basis of ratings alone, the media planners and buyers will at least have considered the qualitative factors involved and thus will have been reminded that considerations exist beyond "the numbers."

In essence the plan works this way:

The form sets out basic criteria and provides space in which the buyer can specify—in percentage terms—the importance he ascribes to each one. There is also a "deuces wild" section in which he can enter any criteria which he considers important but which are not among the basic ones prelisted on the form. To these, too, he assigns the percentage values he thinks they deserve.

There is space in which to make this point-by-point evaluation of all the criteria in terms of the client's needs, and then for each station in the market individually.

In practice, it is expected, most media planners and buyers probably will start by specifying what percentage of the buying decision should be based on "the numbers." This may vary from zero, as indicated by Foote, Cone & Belding's recent announcement that the numbers not be considered, to 90% or more in the case of some advertising agencies.

Say an agency specifies that for a particular campaign 60% of the decision should be based on a station's metro ratings of total audience or on a combination of ratings, audience composition and circulation. That leaves 40% to be distributed among the qualitative criteria. These include.

▪ Frequency and power (does this client need to reach a wide area, or is his distribution limited to the metro area?)

▪ News programing (does the quality of a station's news operation have any value to this client in this particular case, or will "rip-and-read" stations serve him just as well?).

▪ Weather programing (does a station's weather service add anything that this client needs?).

▪ Farm service (will a station's maintenance of a professional farm department contribute something extra to the "persuasive assistance" that this client wants from radio?).

▪ Music policy (does it matter, for this client's purposes, what kind of music is played on the station carrying his commercials?).

▪ Personalities (can the quality of a station's on-air talent mean anything in terms of extra sales of this client's product?).

▪ Community stature and believability (is there anything to be gained for this client by having his message appear on stations whose public-service work, commercial practices and general attitude toward the public have given them special standing and acceptance in the community?).

The agency that decided to base 60% of its decision on "the numbers" now allocates the remaining 40% "wild" depending on the campaign and the prod-



Time is ripe

Paying last respects to some of her father's 20,000 feathered friends, Iowa's Favorite Farmer's Daughter, Rosalie Bowman, may well reflect that tomorrow's white meat is yesterday's chores.

Rosalie won the sixth annual Favorite Farmer's Daughter contest sponsored by the Iowa Electric Light and Power Co. and the WMT Stations. Her parents, both college graduates, operate a 240-acre farm in WMTland. In addition to beautiful daughters and turkeys, the Bowmans raise hogs, cattle, sheep, corn and soy beans.

Besides turkeys (Iowa's estimated eight million is about 9% of the nation's total 1963 crop), WMT gets out to approximately 1,629,800 farmers and townspeople in some 500 communities of 46 Eastern Iowa and eight Illinois, Minnesota and Wisconsin counties.

WMT-AM • CBS Radio for Eastern Iowa

Mail Address: Cedar Rapids

National Representatives: The Katz Agency • Affiliated with WMT-TV; WMT-FM; K-WMT, Fort Dodge; WEBC, Duluth



Apple growers buy 'total zone' from Piano

One of the first national advertisers to sign with Vic Piano Associates for a new "total zone" spot radio concept was the Western New York Apple Growers' Association that bought the "Northeast Radio Spot Network." The "total zone" concept gives the advertiser contiguous markets, pricing all spot plans involved at a rate discounted vertically, according to Mr. Piano, president of the station representative firm. Standing (l-r): L. G. (Gus) Bruggemann Jr., account executive, W. Hoyt agency; Mike Leckner, vice president of the rep firm. Seated (l-r): Mr. Piano and Douglas Sinclair, executive secretary of the Western New York Apple Growers Association.

uct being advertised, some criteria may get 20 or 30%, others 10, 5 or 2%, or none. But it should all add up to 100.

In this way the agency has indicated how big or little a part it thinks each factor should play in the final decision.

Then, using as much reliable information as he has accumulated on each station in the market, he goes down the list again and indicates, for each station, the degree to which he thinks it measures up to the objectives set for the client in each of the criteria.

Each station's totals are then added up and compared with the client-goal figures to determine which comes closest to the optimum. Since most buyers say they mentally evaluate such qualitative factors anyway, Crosley officials feel that the writing-down process will add little, if anything, and not more than five minutes at most, to the buyer's current calculations for each market, and that accordingly they are now ready to begin distribution of forms among other spot salesmen as well as agencies.

DO HOUSEWIVES WATCH TUNED-IN TV?

'Not always,' studies made by FC&B seem to indicate

Another top advertising executive took a broad swipe last week at the inadequacy contemporary of media research but also reported that his agency, Foote, Cone & Belding, is doing something about the problem.

Edward M. Stern, vice president and director of media for FC&B, Chicago, told the St. Louis chapter of the American Marketing Association Wednesday that the agency presently is engaged in an extensive research project designed to test the value of an undisclosed client's television commercials against his magazine ads.

The study now is in the field, he said, and covers 20 major markets with about 10,000 interviews. It seeks to measure degrees of awareness and attitudes respecting the advertised brand and competitive brands in both media. Needham, Louis & Brorby, Chicago, also is currently engaged in a major study of television commercial awareness (CLOSED CIRCUIT, Nov. 11).

FC&B during the last two years has already ventured on its own into two other research projects dealing with television commercial awareness, Mr. Stern said. The first study was in Queens county, New York, involving over 20,000 phone calls, and the other was more recently made in the St. Louis metropolitan area.

Non-Watchers ▪ Mr. Stern said that the Queens findings, "confirmed by St. Louis," indicated that many tuned programs are not watched by housewives, that many housewives watching programs do not see the commercials and that exposed commercials are not necessarily communicated and remembered.

He noted that in the print media field the Starch reports have indicated a similar situation for many years. No comparable data has been available for TV, however, he said.

The findings of the Queens study, the FC&B executive said, showed that "of every 100 homes that we found tuned to network programs, about one-third had no housewife viewer, about one-half had no housewife exposed to the commercial and less than one-fifth of the housewives could recall any commercial content 24 hours later."

Mr. Stern said the problem lies "in the sad truth that we are stuck with a great mass of media statistics that relate (at best) only to superficial media vehicle exposure and really tell us nothing about the ability of the medium to help communicate what we are trying to say. It is in this area that we need all the help that research can provide."

Differing Results ▪ Past and current inter-media studies "only hint at the differences that may exist between individual media," he continued, "and of course we must remember that what is best for one product may not necessarily apply to another." He complimented pioneer studies made this year by CBS-TV, *Life* and *McCall's* and urged that media research activity be accelerated.

"I believe the most important thing we can say about media is that it is inseparable from the advertising message," Mr. Stern said. "Any discussion of media efficiency or effectiveness must be completely linked up with what we are trying to say and how we are trying to say it."

Mr. Stern said the industry cannot continue to accept the proposition that a medium's sole role "is to provide an audience—and then depend on the creativity of the ad and the inherent interest of the product to communicate the message."

Mr. Stern added, "I strongly believe that some media can provide a certain atmosphere or climate and this, together with their physical properties (color, size, motion or sound), can con-



puzzle: this is a real stopper



The distance from midtown New York to WMAL-TV in Washington is exactly 225 miles as the car throttles via tunnels and turnpikes.

One day last week, Art Elliott, Eastern Sales Mgr., and John Dickinson, Nat'l Sales Mgr., of HR&P, decided to safari down to the provinces to trap some data first hand. They left New York at 10 a.m. and travelled at a steady 60 miles an hour. Precisely one hour later, Bob Whiteley, WMAL-TV Nat'l Sales Representative, set out from Washington to New York via the same route. He averaged 50 miles an hour. As the two cars barrelled along in opposite directions, they were both stopped at the same instant by highway patrolmen searching for Japanese beetles. (This tale abounds in fortuities.)

"I say," said Elliott, looking across the highway, "isn't that Whiteley of WMAL-TV?"

"By Jove," answered Dickinson, "I believe you're right." And he was.

At the point where this scintillating colloquy occurred, which car was closer to Washington?

If it takes you more than two coffee breaks to work this one out, you're wasting your time. However, we'll reward diligence with some trifling prize.

The closest you can get to the real Washington is WMAL-TV. Locally-oriented daytime programming—"Girl Talk," "Woman's World," "Exercise Time," "Divorce Court"—makes every day ladies' day on WMAL-TV. Pitch your clients' products to these gals. They control most of the buying power in one of the richest markets in the country. If you can't get down personally, a call to Harrington, Righter & Parsons, Inc. will get you the necessary details.

Address answers to: Puzzle #92, WMAL-TV, Wash., D.C. 20008

wmal-tv abc

Evening Star Broadcasting Company
WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.
Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.

siderably enhance the opportunity to communicate."

FC&B has contracted for a computer to aid in media planning, Mr. Stern said, but he doubted that a machine could ever replace the media planner who assembles all the facts available "and then thinks about his own individual problem."

Mr. Stern said "until we get better information on just how advertising works and until we have better data that takes us beyond media exposure, I don't believe that computer print-outs can necessarily make the best media plans."

He concluded: "creativity in media selection will always transcend the unimaginative quantitative approach."

McGavren-Guild drops three

McGavren-Guild Co., New York, said last week that by "mutual consent" the station representative had resigned three radio stations—KUDL Kansas City, Mo.; WFUN Miami and WLKW Providence, R. I.—in keeping with its policy of "maintaining a limited station list."

The firm said that it shortly would announce its appointment by new stations.

LAVIN SAYS TV RATES ARE HIGH

But his complaint starts talk of still higher charges

A record attendance at the ninth annual meeting of the Television Bureau of Advertising in Chicago last week politely swallowed a charge by one of the industry's prime advertisers that they may be getting too "greedy" when they continue to raise station and network rates.

But in the sessions after the speaker left—he was Leonard H. Lavin, president of Alberto-Culver Co., who admitted his firm's soaring sales success has been stimulated chiefly by television—TvB members suggested that Mr. Lavin inadvertently may have done them a favor. He made them realize that perhaps their rates are not high enough.

The TvB meeting included the premiere Wednesday (Nov. 20) of the organization's newest sales promotion film. The film makes the distinction that while print advertising's function is to inform, that of television advertising is "to convince through emotional response."

C. George Henderson, vice president-general manager, WSOC-TV Charlotte, N. C., was elected chairman of the TvB board succeeding Gordon Gray, president of WKTV(TV) Utica, N. Y.

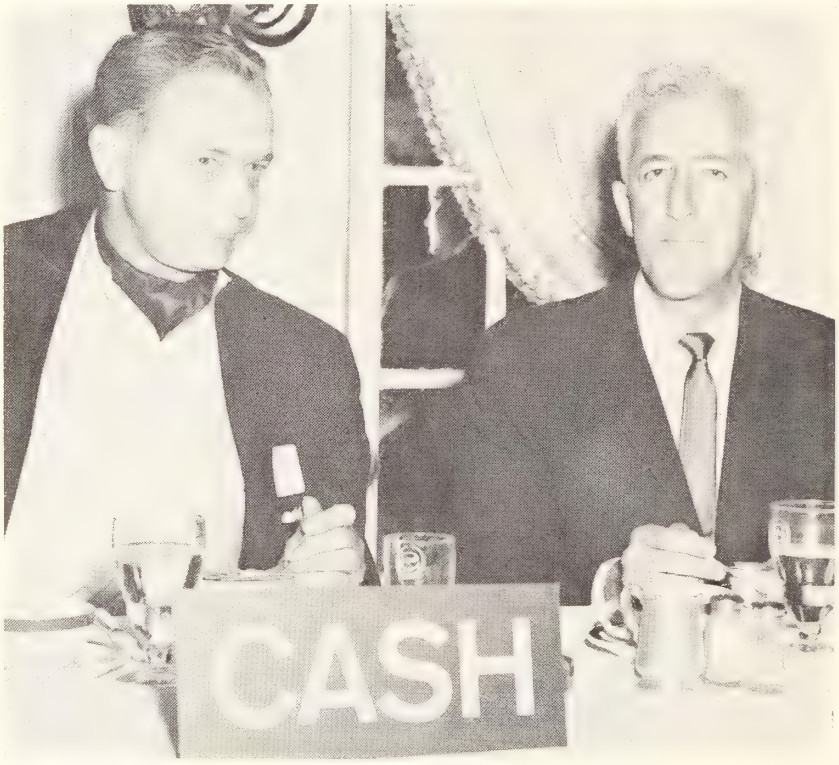
Other highlights of the Tuesday-through-Thursday meeting devoted to exploring television's dimensions "beyond the numbers" included:

- Mr. Lavin's confirmation that "television is the strongest selling medium there is." But he coupled it with a warning: "learn a lesson from a salesman. Don't price your goods too high. You're just making business for someone else when you do."
- Admission by Dr. Seymour Banks, vice president of media, creative and copy research, Leo Burnett Co., Chicago, during Wednesday's sales managers' conference that the translation of "station image" into numerical values for use in computers is guesswork so far—"the hardest job there is."
- Urging by TvB's president, Norman E. (Pete) Cash, in his report Thursday that telecasters can grow larger by setting their aims higher—a growth that must be achieved if TV is to provide all of the additional services now being demanded of the medium from so many different quarters.
- Warning by Dr. Kenneth McFarland, sales consultant for General Motors, to beware of false "so-called liberals clothed with government power." He called for stronger broadcaster support for basic education in America's free enterprise system and explained "you must raise the standard of longing before you can raise the standard of living."

Mr. Lavin told the Wednesday luncheon meeting that his view of television "is a businessman's view." As a producer of mass packaged goods, Mr. Lavin explained that he does not "create or mold the tastes of the ordinary citizen. I conform to them. I am not out to reshape the tastes of the ordinary citizen. I am out to reach the ordinary citizen."

Alberto-Culver began with net sales of only $400,000 in 1955, he recalled, but sales this year will be about $80 million. The company has invested nearly all of its advertising budget in TV and this year will spend over $30 million in the medium.

Recounting Aesop's fable about the goose that laid the golden egg, Mr. Lavin attacked television's cost spiral as unjustified. Speaking "as a friend who owes a great deal" to TV and "as a friend and advertiser who keeps tabs on every single television buy made by my agencies," Mr. Lavin read an agency memo which told him that rate increases "seem to be based primarily on



Cash wasn't touched—he was clobbered

Weekend collar bone injury resulting from friendly family touch football scrimmage didn't keep Norman E. (Pete) Cash (l), president of Television Bureau of Advertising, from presiding at TvB's annual meeting in Chicago last week. Here he estimates the "house" at packed Wednesday luncheon meeting for guest speaker, Leonard H. Lavin, president of the Alberto-Culver Co., Melrose Park, Ill.

what the traffic will bear."

"I presume station owners and managers are searching for the golden mean," he said. "That is, how much money can you charge the advertiser before you drive him crazy. I suggest you're coming pretty close to that point with a lot of your customers right now.

"To be frank, gentlemen, I think you're getting greedy," Mr. Lavin added.

Computer Help ▪ Dr. Banks explained some of the paperwork problems facing his agency which computers are helping to lighten. He said that last year "we bought almost 350,000 broadcast availabilities" of which 190,000 dealt with TV. Of these 160,000 represented TV spots and the other 30,000 were program placements. Each month this involved 1,500 TV contracts and over 6,000 pages of estimates, he said.

The next challenge for the industry, Dr. Banks indicated, will be the "linking of our systems together": agency computers with those of station representatives or stations, so as to automate "as much as possible the entire TV spot ordering, buying, billing, paying, reporting operation." Airlines and stock brokers have done it, he noted.

Dr. Banks explained that as Burnett works more and more with its computer "we find it necessary to go into finer and finer detail on marketing strategy." He said time after time the analyses show that national media "just don't lay down their advertising weight in the way they ought for the best match against our marketing problems and opportunities."

Dr. Banks said it "may be shocking but nonetheless true AA spot television is one generation behind other major media in concerning itself with the marketing significance of its audience. TV has been so busy producing rating points that attention seems to have been taken away from the fact that advertisers are interested in markets."

The sales managers' conference also heard Jack Harris, vice president and general manager of KPRC-TV Houston, relate his station's experience in qualitative research of its audience. Sterling (Red) Quinlan, vice president in charge of WBKB(TV) Chicago, explained his outlet's new method of tabulating traffic information so that current availabilities are always at hand and are especially helpful to salesmen in preparing new packages to prospects on short notice.

Learn The Language ▪ Retiring TvB Chairman Gray predicted the trend to computers will spread and increase "and with the computer comes a new language most of us haven't started to learn." He said TV station customers are using terms that station management doesn't understand today, hence he urged a "back to school" movement to catch up. Mr. Gray also suggested that stations underwrite the nominal $100 associate membership fee in TvB for more colleges in order to help improve the training of the industry's new generation.

TvB President Cash recited TV's amazing growth record but pointed out it still is not good enough.

Mr. Cash said he doesn't think "profit is a dirty word." He said he agrees with Dr. McFarland "that the value of something is established in the marketplace and there should be no restrictions placed upon the freedom of this marketplace. I don't agree with Leonard Lavin, whom I admire as an advertiser, that there is a limit on the amount of money an advertiser has to spend on advertising. I believe such a limit would really mean there was a limit on the size this manufacturer wanted his company to become."

The TvB president continued, "I think we telecasters are too easily impressed with our own big numbers and forget that they can grow larger if we'll only aim our sights higher."

The other new directors elected to the TvB board: Bill Brazzil, WTVJ(TV) Miami; Joseph Dougherty, WPRO-TV Providence, R. I.; Peter Lasker, Cros-

So good to team up with... 1-1-3



... boon companion everywhere

Detroit's good music station...

W-CAR
50,000 watts
1130 KC

One of a series in Detroit newspapers and The Adcrafter

Representation: AM Radio Sales

Salada tries out 'conversation' coffee

Salada Foods, as a test promotion, has put a few cans of Krindleman coffee on Worcester, Mass., supermarket shelves to complement its Stan Freberg radio spot commercials for Salada tea.

Like the commercials, the message on the coffee cans suggests to the consumer that he would be better advised buying Salada tea.

Salada advertising manager Jack Colpitts told BROADCASTING last week that Salada did not have any intention of getting into the coffee-making business. He indicated, however, that Salada's agency, Hoag & Provandie Inc. of Boston, might expand Krindleman test marketing to other Salada tea markets if the New England test is successful. It was noted, nevertheless, that Krindleman coffee is seen only as a "conversation piece," and its use expanded if it is believed tea sales will benefit.

ley Stations, New York; George Koehler, WFIL-TV Philadelphia, and Howard Stalnaker, WOW-TV Omaha. Frank Headley, H-R Television Inc., was elected treasurer succeeding Mr. Henderson who becomes chairman. Mr. Cash was re-elected president and Jack Tipton, KLZ-TV Denver, was re-elected secretary.

Katz pushing media mix as most effective tool

A new audio-visual spot radio presentation developed by the Katz Agency went into use earlier this month at the nine offices of the station representation firm.

Designed to sell spot radio rather than individual Katz-represented stations, it is described as "objective" in approach. It advocates a TV-radio mix for most effective advertising impact.

Katz officials said the presentation would be directed at agency people at the media decision level.

Among data cited is a Nielsen frequency and reach study showing a jump from 11% to 62% in number of homes reached by five ad impressions when network TV and spot radio were used instead of network and spot TV alone.

Also noted is the finding of a Bruskin "Association-Identification-Measure" study which shows that "most of the adults who watch TV actually spend more time listening to radio."

Final action on Reilly nomination still stalled

John R. Reilly, pending nominee to the Federal Trade Commission, may occupy the Senate's "on-deck circle" for a while before there's room for him on the commission.

The Senate Commerce Committee considered Mr. Reilly's nomination at a closed session Tuesday (Nov. 19), but again put off final action because there is no opening on the commission for him were he to be approved.

Members have indicated that the nominee, now heading the executive office of U. S. attorneys at the Department of Justice for $17,000 a year, faces no opposition from the committee, although he did become involved in some questioning about Justice views and practices on wiretapping during his nomination hearing (BROADCASTING, Nov. 18, 11). The senator who raised the issue is continuing to take it up with Justice, but he said he would not stand in Mr. Reilly's way because of it.

Meanwhile, the man whom Mr. Reilly would replace, FTC Commissioner A. Leon Higginbotham, is having troubles of his own getting the job for which he's been nominated. Commissioner Higginbotham, a Negro, was nominated to the federal bench in Eastern Pennsylvania Sept. 25, but the Senate Judiciary Committee reported last week that no date for a nomination hearing had been scheduled.

Rep appointments . . .

- KTUL-TV Tulsa, Okla., KATV(TV) Little Rock, Ark. and WLUC-TV Marquette, Mich.: Peters, Griffin, Woodward, New York.
- WDBO-TV Orlando, Fla.—Edward Petry & Co., New York, effective Dec. 1.
- WLKW Providence, R. I.: Robert L. Williams, New York, effective immediately.
- WNHC New Haven, Conn.: Blair Radio, New York, effective Dec. 1.
- WIVK Knoxville, Tenn.: Stone Representatives, New York, as national representative.
- KEZY Anaheim, Calif.: Venard, Torbet & McConnell Inc., New York.

Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager. Approximate cost is listed, where given by producer.

JLN Productions Inc., 124 East 40th Street, New York 16.

Heritage House Products Inc., Pittsburgh (lawn aids); three 60's for TV, live on film. Norton Gretzler, producer. Lee Jones, director. Agency: Wermen & Schorr, Philadelphia. Jerry Samuelsohn, agency producer.

F. K. Rockett Productions, 6063 Sunset Boulevard, Hollywood 28.

Chicken Delight Inc., Los Angeles (restaurants); one 60 for TV, live on film. F. S. Webb, production manager. Agency: Tilds & Cantz, Los Angeles. Marvin Cantz, account executive. Alan Berger, agency producer. Approximate cost: $4,000.

Pepper Sound Studios Inc., 51 South Florence Street, Memphis 4.

Guerdon Industries Inc., Southfield Mich. (mobile housing); one 60 for radio, jingle. Bud Smalley, production manager. Placed direct. Walter Simcoe, producer.

S. S. Kresge Co., Detroit (dime store); one 60 for radio, jingle. Ernie Berhhardt, production manager. Placed direct. W. F. Crissman, producer.

Consolidated Dairies, Birmingham, Ala.; one 60 for radio, jingle. Joe D'Gerolamo, production manager. Agency: Crauswell Advertising, Birmingham. Bruce Crauswell, account executive.

Food Fair Stores; one 60 for radio, jingle. Hub Atwood, production manager. Agency: Radcliffe Advertising, Jacksonville, Fla. Harry Radcliffe, account executive.

Roto-Rooter Corp., Des Moines, Iowa (sewer cleaning); one 60 for radio, jingle. Vincent Trauth, production manager. Placed direct.

Nat Buring Packing Co., Memphis (King Cotton meat products); three 60's for radio, jingles. Joe D'Gerolamo, production manager. Agency: Rosengarten & Steinke, Memphis. Norton Rosengarten, account executive.

Snazelle Productions Inc., 155 Fell Street, San Francisco 2.

TB & Health Association of California (Christmas seals); three 20's for radio, live on tape; three 20's for TV, live on film. Ernest E. Snazelle Jr., production manager. Placed direct. Ken Langley, producer.

WGN Mid-America Videotape Productions, 2501 West Bradley Place, Chicago 18.

Shaler Co., Waupun, Wis. (Rislone oil alloy); one 60 for TV, live on tape. Dale Juhlin, director. Agency: Stern, Walters & Simmons. Keith Holden, account executive.

K&S Films Inc., 5819 Wooster Pike, Cincinnati 27.

All Star Dairy Association, New York (dairy merchandising); seven 10's, seven 20's, seven 60's for TV, live on film. Jack R. Rabius, production manager. Agency: Fessel, Siegfreidt & Moeller, Louisville, Ky. Fred Siegfreidt, account executive and agency producer. Approximate cost: $6,500.

Kenner Products, Cincinnati (toy projector); one 60 for TV, live on film. Jack R. Rabius, production manager. Agency: Leonard M. Sive & Associates, Cincinnati. Robert Grannen, account executive. Don Poynter, agency producer. Approximate cost: $1,500.

Burger Brewing Co., Cincinnati (beer); six 10's, six 20's, six 60's for TV, live on film. Jack R. Rabius, production manager. Agency: Midland Advertising, Cincinnati. Jack F. Koons Jr., account executive. Richard Broshar, agency producer. Approximate cost: $3,500.

VOLUME 8–
"FILMS OF THE 50's"
NOW FOR TV

FORTY-TWO OF THE FINEST
FEATURE MOTION PICTURES
FROM SEVEN ARTS

the remarkable mr. pennypacker



CLIFTON WEBB
DOROTHY McGUIRE
CHARLES COBURN
JILL ST. JOHN
DAVID NELSON
DOROTHY STICKNEY

SEVEN ARTS ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 200 Park Avenue YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill ORchard 4-5105
DALLAS: 5641 Charleston Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St West EMpire 4-7193
LONDON W1 ENGLAND: 24 Berkeley Sq. Hyde Park 0671
Distributed outside of the United States and Canada
Cable: SEVENLON London

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)
Individual feature prices upon request.



Opening Gun

In the Marine tradition, "The Lieutenant" goes straight into action and fights to win. Television's first Marine Corps dramatic series stormed the critical beaches only two months ago, and Gary Lockwood already looks like one of the season's conquering heroes.

Harry Harris of the *Philadelphia Inquirer* sees the promise of "another Dr. Kildare." Speaking for the girls, *Boston Traveler's* Eleanor Roberts finds Gary "a fine actor... (who)...may be the handsome heart-throb of the season." "The Lieutenant," says Bill Irvin of *Chicago's American*, "could well emerge as one of the TV season's most popular military figures."

We agree. Gary attracts both the gun-and-garrison buffs and those who prefer civilian affairs (his, we must say, are very pretty). "The Lieutenant," in short, offers a great deal to every segment of the viewing public, at a choice, early Saturday evening hour.

NBC

Look to NBC for the best combination of news, information and entertainment.

West Coast SAG members okay TV strike

TWO-THIRDS OF EARNINGS COME FROM TELEVISION

With only one dissenting vote cut out of about 1500 present, Screen Actors Guild members at annual meeting in Hollywood Monday night (Nov. 18) voted to authorize the SAG board to call a strike against TV advertisers and advertising agencies, and TV commercial producers as a result of the impasse in negotiations for a new contract on wages and working conditions in commercials. The vote followed a unanimous ballot by SAG members in New York authorizing the strike (BROADCASTING, Nov. 18).

SAG is in negotiation on filmed commercials jointly with the American Federation of Television and Radio Artists, which represents performers in live TV and radio. Talks are continuing in New York to replace contracts which expired Nov. 15.

Earnings of guild members now total more than $75 million annually, George Chandler, retiring SAG president told members when he addressed the organization's session at the Beverly Hilton hotel.

He said the $75 million figure does not include any earnings over $100,000 a star per picture. Of that amount $50 million is earned from TV entertainment films and filmed and taped TV commercials, and $25 million from theatrical, educational and industrial films.

Mr. Chandler also announced the trustees of the Guild-Producer Pension Plan have voted a major improvement —an increase ranging from 10% to 30% in the amount of pension benefits to be paid guild members.

Dana Andrews was installed as new SAG president, succeeding Mr. Chandler who was elected first vice president. Also elected were Charlton Heston, second vice president; Walter Pidgeon, third vice president; Dwight Weist, (New York), fourth vice president; Ann Doran, recording secretary and Warner Anderson, treasurer.

Mr. Andrews discussed developments in pay TV and what they will mean to the actor when it becomes established on a nationwide scale.

A report was made that the guild collected and distributed to members $7,852,744 in TV residuals which required the processing of 87,669 checks during the fiscal year ending Oct. 31. Since December 1953, a total of $36,-093,706 has been distributed in TV residuals, SAG members were told.

The guild's gross income for the year was $885,671, with expenses of $871,-132, leaving a surplus of $14,539, which brings the guild's total surplus to $872,963.

During the year, SAG collected $337,522 in formal claims from employers under its collective bargaining contract, bringing claims collected since the guild's first contract in 1937 to $4,187,943.

'Battle Line' in 112 markets

Official Films has completed a regional sale on its half-hour *Battle Line* series to Pearl Brewing Co., San Antonio, it was announced last week by Charles King, vice president in charge of sales for Official. Pearl, through Tracy-Locke Co., Dallas, has signed to buy a one-minute participation in the series on 28 stations in the South and Southwest for 52 weeks.

Other regional advertisers which have bought *Battle Line* in recent weeks include Champlin Oil Co. and the Pacific Gas & Electric Co. The series is now in 112 markets.

NAB says Kahlua too hard for code

A radio spot advertiser of three years ago—Kahlua coffee liqueur—is trying to buy back into the medium but the radio code authority of the National Association of Broadcasters is saying no.

Charles Stone, radio code manager, warned all subscribers last week that the commercials for liqueur violate the code prohibition against the advertising of hard liquor. "Hard liquor is any beverage product classified as a distilled spirit by the alcohol tax unit of the treasury department," Mr. Stone said. Liqueurs are included in this definition.

In late 1959, Kahlua began advertising its liqueur on KDAY Los Angeles and is again soliciting stations in the Los Angeles area for schedules.

Mr. Stone said that 873 (58%) code subscribers have been monitored since April 1 and that, at the time of the first check, 78.2% were in compliance with the code time standards. Of those which were not complying when monitored, 87.8% altered their practices when contacted by the code office for a final compliance of 97.3%, he said. Over 51,000 broadcast hours were checked during the monitoring, Mr. Stone said.

SAG polling members by mail on strike call

Following membership meetings in New York and Hollywood, which voted almost unanimously to authorize the Screen Actors Guild board of directors to call a strike, if necessary to obtain new contract for performers in TV commercials, the guild is polling its 15,000 members.

Guild by-laws provide for an affirmative vote of 75% of those voting in a mail referendum to call a strike. At the membership meeting, the Hollywood count was 1,499 to 1 in favor of a strike call; New York count was 255 to 0 in favor. (Both meetings were closed and the lone Hollywood dissenter was not identified by SAG).

In a letter accompanying the ballot, the guild board declared that "the television industry negotiators' claim—that present rates are too high and should be rolled back—is fantastic when viewed in the light of the television advertising business, whose growth and profits during the term of our expiring contract are phenomenal."

Citing that the joint advertisers-networks-agencies-producers' committee is "still demanding what amounts to rate reductions ranging from 30 to 65% in the area where the majority of the business is," the guild compares this picture with recent financial statements showing NBC profits for first nine months of this year," up 70%;" CBS net income in third quarter this year "up 97% over last year"; and that net TV broadcast industry income, after expenses, rose from $171.9 million in 1958 to $311.6 million in 1962, with gross revenue being "well over $1 billion."

Urging return of the marked ballot no latter than Dec. 2, the strike referendum letter said:

"In response to the guild contract proposals for adjustment of the inequities in the present contract and reasonable overall increases, the advertisers in their last money offer said they would raise the daily session fee from $95 to $100 for on-camera and the rate for a national network program commercial used 13 times nationally in 13 weeks by six-tenths of one percent, plus a very few other similar miniscule raises. They have also agreed to a guild clause against racial discrimination, some improvements in exclusivity provisions and the maximum period of use, and curbs on the 'stealing' of still photos in commercials."

TOY ADS CONTINUE UPWARD TV TREND

Spot budget down $3 million; network up $8 million

The sharp upward trend in broadcast advertising for toys continues in 1963, Toy Manufacturers of the U.S.A. President A. C. Gilbert Jr. told a news conference last week.

Referring to a recent in-depth survey on the distribution of the toy advertising dollar, Mr. Gilbert pointed out that broadcast advertising will amount to $55,375,000, more than half the $102,196,000 that will be spent on all toy advertising this year.

The broadcasting total, 99% of which was accounted for by television, reflects a gain of 7%, or more than $3.6 million above last year's totals. Television network advertising was budgeted for $24,103,000, compared to $16,247,000 in 1962, while spot television accounted for the remaining $31,-233,000, a decrease from last year's expenditure of $35,346,000.

Mr. Gilbert called the heavy flow of the toy advertising dollar to television "the most significant change that has taken place in toy advertising in the past 25 years."

He complimented the manufacturers on what he called their "classic" response to public opinion in upgrading their advertising toward a more tasteful presentation and, at the same time, realizing more fully their sales potential.

The toy association's survey shows that all forms of advertising had increases this year to account for the 19% increase over last year's total of $85,-395,000.

Print Up Too ▪ The highest percentage gain was recorded in the combined print media: 44% from $13,-918,000 to $20,131,000. Point of purchase advertising jumped 31% from $14,116,000 to $18,605,000.

Mr. Gilbert was quoted as having pegged the decline in spot TV use by toy advertisers to a "saturation" of local children's programs with advertising.

Industry authorities doubted, however, that TV stations actually were running several commercials together, as Mr. Gilbert alleged. And they averred, if this were true then the toy advertisers ought to complain to the FCC. As to "saturation," these observers declared that there are obviously other viewing hours appealing to toy purchasers than the so-called "kiddie" periods—"how about family viewing periods on TV?" they asked.

It's noted additionally that "true" figures on toy purchasing of TV are difficult to come by because brokers in the business buy up local time and sell off to toy manufacturers—the contract is drawn with the station and the manufacturer not mentioned and thus not reported. There's also an unmeasurable amount of TV used by toy makers in co-op advertising with parent toy firms allocating funds to supermarket and department store advertising.

Another surprising point, said these authorities, was the apparent inclusion of direct mail expenditures with magazine and newspapers in so-called "combined print media."

RADIO INVESTMENT

Workers enthusiastic over management sponsored shows

There is a growing list of big corporations that are turning to local radio in their own backyards to efficiently, economically and effectively communicate with their own employes as well as the public.

The story was related last week by Gerald H. Rideout, director of public relations for the Buick Motor division of General Motors, Flint, Mich., in a talk before the annual conference of the Public Relations Society of America in San Francisco.



Shown above are Gerald H. Rideout (l) and Bill Lamb discussing a "Factory Whistle" segment. Mr. Rideout is director of public relations for Buick and Mr. Lamb produces and moderates the award-winning show on WKMF Flint, Mich.

He cited Buick's success with its *Factory Whistle* program on WKMF Flint (MONDAY MEMO, Feb. 4), and said six other large corporations have undertaken similar radio ventures of their own. Fifty other major corporations and many smaller firms have the idea under consideration, Mr. Rideout said.

Buick's *Factory Whistle* program (weekdays, 6-7 a.m. and 3:30-4:30 p.m.) started on WKMF Oct. 31 1960, and this fall was expanded to the second afternoon hour to reach second shift workers. WKMF's Bill Lamb is producer-moderator. The show now reaches 19,000 Buick workers plus the public. It won PRSA's Silver Anvil Award in May.

Last Monday the Hammermill Paper Co. started a thrice daily weekday program on WWYN Erie, Pa., called *The Mill Whistle*. By Thursday, Hammermill's P. R. Horky reported, "it's the talk of the plant and interest and enthusiasm are very high." Show times on WWYN are 6:15-6:30 a.m., 7:30-7:45 a.m. and 2:15-2:30 p.m.

In early September American Motors Corp. launched its *Rambling Along* show for a 13-week trial run on stations in the areas of its Milwaukee and Kenosha plants. WAUX Milwaukee carries the program 6-7 a.m. and 3-4 p.m.; WRJN Racine airs a weekday segment 6-6:45 a.m., and WLIP Kenosha carries a 3-4 p.m. show. AMC's Robert McCoy said reception there has been "enthusiastic too and the company probably will continue the shows.

Several other similar corporate shows stemming from the Buick program have been running a bit longer, Mr. Rideout said. Earlier in the year two other GM divisions, the Guide Lamp division and the Delco-Remy division, both at Anderson, Ind., undertook co-sponsorship of *Factory Whistle* weekdays 6-7 a.m. on WHUT Anderson.

Two programs have been going a year. Clark Equipment Co., Buchanan, Mich., sponsors *Clark News of the Air* weekdays 6:30-7 a.m. on WNIL Niles, Mich. GM's Packard Electric division at Warren, Ohio, sponsors *Assembly Line* weekdays 6:05-7 a.m. on WHHH Warren.

Mr. Rideout said listenership to Buick's WKMF show is high. He reported that more than 85% of all day-shift workers who drive to work hear *Factory Whistle* while they are getting up, dressing, breakfasting and going to work.

Cigarette ad curb urged

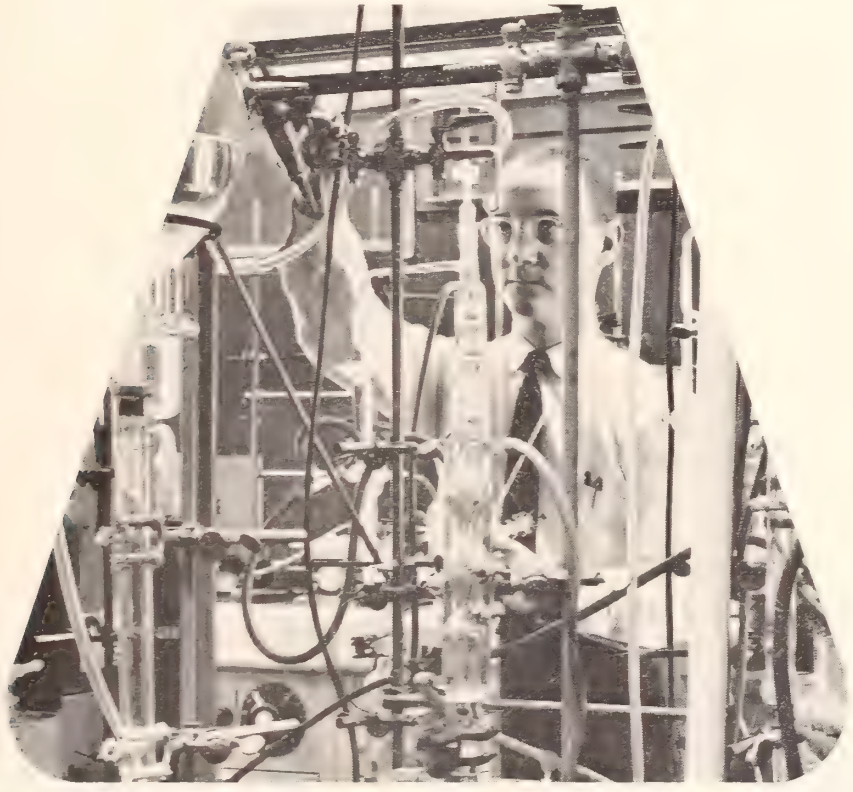
The American Public Health Association last week urged state legislatures to consider laws restricting cigarette advertising, particularly ads appealing to teen-agers. At its annual convention in Kansas City, the association adopted a resolution maintaining that cigarette smoking constitutes a serious health hazard.

Also last week, seven Illinois medical groups recommended that all cigarettes sold in that state be imprinted with a warning that they are a danger to health. A committee representing the seven organizations said that tobacco could be listed as a drug under state law which would authorize the requested warning.

THE CHEMISTRIES OF BUYING POWER

The chemist, tongue firmly wedged in cheek, might write the formula thus: EBI•G⁻. Or: effective buying income, bonded with or mixed with growth. The little symbol beside the G indicates an electrical charge, and that pretty well sums up what's happening in South Carolina. The Du Pont Orlon plant in the photograph is a good example. Near Columbia, it's only one of many that have chosen to move into the State during a revitalization of industry, producing a growth rate which far outstrips the rest of the nation. For the EBI symbol in that formula, substitute $5,932 per household, says Sales Management's Survey of Buying Power.

South Carolina looks to the most experienced station (33 years of operating broadcast facilities) for news, information, and entertainment, because WIS Television understands them best. This is why the elements mix and bond.



IN THE SURPRISING NEW SOUTH CAROLINA

WIS

TELEVISION

Columbia, South Carolina

CHARLES A. BATSON, MANAGING DIRECTOR

a station of THE BROADCASTING COMPANY OF THE SOUTH — BCS — G. RICHARD SHAFTO, EXECUTIVE VICE PRESIDENT

WIS television: Channel 10, Columbia, S.C. • WIS radio: 560, Columbia, S.C. • WSFA-TV: Channel 12, Montgomery, Ala.

All represented by Peters, Griffin, Woodward, Inc.



can't mistake his hat...

The WLW salesman's. Because he wears only one. That of WLW Radio or Television.

The Crosley Broadcasting Corporation has its own sales force. So when you call a WLW Radio or TV salesman, you get a WLW Radio or TV salesman. A man who is a vital member of Crosley Broadcasting . . . who knows his station . . . knows his market . . . knows his facts and figures. In short, knows his stuff.

When Crosley started its own national sales organization over 20 years ago, it was a revolutionary move now widely acclaimed. Just another example of the unique leadership and spirit of the WLW Radio and TV Stations!

Crosley Color TV Network

WLW-C Television Columbus
WLW-T Television Cincinnati
WLW-D Television Dayton
WLW-I Television Indianapolis

WLW Radio—Nation's Highest Fidelity Radio Station

WLW Sales Offices–New York, Chicago, Cleveland
Edw. Petry & Co., Los Angeles, San Francisco
Bomar Lowrance & Assoc., Atlanta, Dallas

CROSLEY BROADCASTING CORPORATION
a subsidiary of Avco

Interpublic losing $4 million in billing

Interpublic Inc., which last month became the largest advertising complex in the world, appeared to be suffering growing pains last week in the form of lost billing—estimated to be $4 million.

At least part of the loss, a portion of the Minnesota Mining & Manufacturing account, was reportedly precipitated by the recent acquisition by Interpublic of Erwin Wasey, Ruthrauff & Ryan (BROADCASTING, Oct. 14) and a resulting product conflict.

Minnesota Mining has moved an estimated $2 million in billings representing seven divisions of the company out of EWR&R and into another of its agencies, MacManus, John & Adams, Minneapolis. One of the 3M divisions which is moving is Revere-Wollensak, photographic equipment manufacturer, which competes with Bell & Howell whose agency, McCann-Erickson, also falls under the Interpublic corporate umbrella.

Other 3M divisions moving to MacManus, all effective Jan. 1, are Duplicating Products, DI-NOC, Medical, Reflective Products Retail Tape and Gift Wrap.

The broadcast portion of the account, estimated at $1 million annually, will be handled through MacManus's New York office.

In another switch last week involving an Interpublic subsidiary, the Nestle Decaf instant coffee account at McCann-Erickson, with estimated billings of $2 million, went to Warwick & Legler.

Delta using 8 cities for 1-hour color special

Delta Air Lines, through Burke, Dowling, Adams Inc., Atlanta, is sponsoring in the eight major cities the airline serves a 60-minute color film produced by Burrud Enterprises at the New Orleans Mardi Gras, in Puerto Rico and the Virgin Islands.

The first showing was Nov. 20 on KCOP(TV) Los Angeles. Other stations scheduled for the Delta special are WDSU-TV New Orleans (Nov. 30), KPRC-TV Houston (Dec. 1), WSB-TV Atlanta (Dec. 12), WBAP-TV Fort Worth-Dallas, KRON-TV San Francisco, KSHO-TV Las Vegas and KSL-TV Salt Lake City.

Dual listing denied to two Miami stations

Two Miami television stations which wanted the hyphenated identification of Miami-Fort Lauderdale were rebuffed by the FCC last week on the grounds that the dual city designation is unnecessary for competitive purposes and might stifle the growth of UHF television in the latter city.

The two stations were WTVJ (ch. 4), licensed to Wometco Enterprises Inc., and WCKT (ch. 7), licensed to Sunbeam Television Corp. The commission noted that in the past it has allowed stations dual identification if they were "in relatively small communities seeking identification either with neighboring communities or with larger nearby cities." The FCC said that it could "thus improve their competitive position vis-a-vis big city stations" by acting "to enhance the attractiveness of small town stations to national advertisers." This consideration, however, doesn't apply in the case of WCKT and WTVJ, the commission said.

Nielsen, CMB clients to get computer data

A. C. Nielsen Co. announced last week that its station index data would be supplied to the Central Media Bureau in computer tape form. The data will be used for mutual agency clients of Nielsen and CMB.

Nielsen said the arrangement with CMB is not exclusive, and a comparable deal had been made with H-R Representatives whereby H-R uses Nielsen Station Index tapes in its new data processing technique (BROADCASTING, June 17).

Kenneth Schoenberg, CMB president, said the Nielsen data, after feeding through computers, will be used in both pre- and post-spot TV buying services which CMB performs for its agency clients. The computerized information, he said, will be used in facilitating media buying decisions.

CMB performs this service on portions of the spot TV business placed by Compton Advertising; Kenyon & Eckhardt; Doherty, Clifford, Steers & Shenfield; Sullivan, Stauffer, Colwell & Bayles, and Benton & Bowles.

Two Bolling executives to start own rep firm

Richard Swift, president of the TV division of the Bolling Co., New York representative firm, and Richard Koenig, vice president in charge of radio for Bolling, have resigned to establish a new station representative company. The new firm, whose name is currently undergoing legal clearance, has its interim headquarters at 247 Park Avenue in New York.

Mr. Swift joined Bolling 11 years ago after being with CBS for 15 years, where he served with CBS-TV and was general manager of WCBS-TV New York. Mr. Koenig has been with Bolling for six years and has also been with MBS.

How High Can A Cranberry Bounce?

"This is a 25-million dollar game we play in Massachusetts, 'specially out on the Cape . . . the place where cranberries got their start.

"A good berry bounces, you see. A bad one don't. So we drop 'em on a board, to sort. Each little red beauty has to hop a four-inch hurdle before he can ship out. Sixty-six million pounds of cranberries picked here this year. And the big thing is *bounce!*"

But then, the whole billion dollar Providence market has bounce. From Provincetown, Chatham, Falmouth, Martha's Vineyard, Middleboro, Brockton and Worcester, all in Massachusetts . . . to New London, Willimantic and Norwich, all in Connecticut . . . enterprising Yankees are prospering. Of course, Providence is Rhode Island. People in television say **Providence is WJAR-TV.**



Your personal print suitable for framing, awaits your card or call.

FIRST TELEVISION STATION IN RHODE ISLAND

AN OUTLET CO. STATION **NBC** — Edward Petry & Co. Inc.

At CBS: blank check for '64 debates

FOR FACE-OFFS TOP CANDIDATES MAY HAVE WHAT THEY WANT

An offer of practically unlimited free prime time on the CBS networks for debates between the major parties' 1964 presidential and vice presidential nominees was announced Thursday night by Frank Stanton, CBS president.

The offer is good for the eight weeks before election day next November. It would set aside prime CBS radio and TV network time for whatever number of joint appearances the candidates may agree upon, for debates of whatever lengths they wish. The broadcasts would not be available for sponsorship, Dr. Stanton said.

He announced the offer in a speech accepting a gold medal award of the National Institute of Social Sciences, given annually to honorees chosen for "outstanding contributions for the welfare of humanity."

The offer was made on the assumption that Congress will agree, as expected, to exempt the presidential and vice presidential campaigns from Section 315's equal-time restrictions in 1964 as it did in 1960. It was contained in identical letters sent Thursday to the chairmen of the Democratic and Republican National Committees and made public by Dr. Stanton in his speech.

The Proposal ▪ In his letter to the party chairmen Dr. Stanton expressed hope that the nominees would agree to face-to-face debates, without the intervention of questioning by panels as in the 1960 debates, and that they would concentrate on a single issue in each confrontation rather than try to cover several issues at once.

He suggested that in the first and final joint appearances in the series the nominees discuss their and their parties' "overall approach . . . to the sum of the problems facing the nation."

These were suggestions, however, and not conditions.

Dr. Stanton cited the rise in public interest and in voting after the 1960 TV-radio debates as indications of "the tremendous implications such candidate-to-candidate confrontations can have in strengthening the democratic processes in our country at their base—the choice of our leadership."

But, he added, a third of the eligible voters still did not vote in 1960 and "we need to do much better in 1964."

Some Issues ▪ In urging that the debaters in 1964 concentrate on a single major issue in each broadcast, Dr. Stanton mentioned "civil rights, defense policies, the economy, relations with our allies, and the containment of our adversaries" as examples.

Although any direct exposition and defense of his views by a candidate is "of great use" to the voter, Dr. Stanton continued, the exploration "should go as deeply and as thoroughly into a subject as possible. . . . The candidates' exhaustive discussion, in depth, of overriding issues could be the single most powerful force in educating our citizens, not only better to meet their electoral responsibility, but also to participate more actively and more usefully in the continuing colloquy that is the essence of self-government."

In his Institute speech Dr. Stanton said the failure of Congress to free broadcasting from Section 315's restrictions on primaries as well as election campaigns "is a cause for deep regret on the part of everyone concerned with a fully informed electrate."



Dr. Stanton, long the broadcasters' most consistent advocate of liberalization of the political broadcasting law, appeared last March before the House Communications Subcommittee (see picture above) to urge the "outright, permanent and total repeal" of Section 315. So far the House has agreed only to suspend the law in its application to the candidates for Presidency and Vice Presidency in the 1964 elections. Another bill only slightly different from the House version, has passed the Senate.

Limited Freedom ▪ Section 315, the political broadcasting law, originally required that if a station allowed any candidate to appear on any kind of broadcast, it must provide equal opportunities for all other candidates for the same office to appear.

The law was amended in 1959 to exempt most kinds of news presentations from its equal-time restrictions.

In 1960, Dr. Stanton, during hearings on proposals to make further modifications of the law, suggested it be suspended, as a test, in all its applications to contests for the Presidency and Vice Presidency. The suspension was later voted for the 1960 elections.

In a ploy of one-upmanship, Robert W. Sarnoff, chairman of NBC, got off wires to the two party candidates, offering free time for debates on NBC's radio and television networks, as soon as both had been nominated. That set the stage for the Great Debates between John F. Kennedy and Richard M. Nixon.

The Status Now ▪ Leading broadcasters, including Dr. Stanton and Mr. Sarnoff argued for further liberalization of the political broadcasting law in the wake of the 1960 elections. The House has passed a resolution that would make essentially the same conditions of suspension for the 1964 elections as were imposed in 1960. The Senate has passed another resolution that differs only in minor details from that passed by the House. Neither measure would become effective until after both parties hold their nominating conventions.

Stanton's Kudo ▪ On the occasion of his speech last Thursday, the CBS president was one of four honorees who received the National Institute of Social Sciences' gold medal at the organization's 50th anniversary awards dinner in New York. The others were Dr. Katharine McBride, president of Bryn Mawr college; Dr. Nathan M. Pusey, president of Harvard University, and Arthur H. Dean, chairman of the U. S. delegation to the Geneva disarmament conference.

The citation accompanying the award to Dr. Stanton hailed his "outstanding leadership" in radio and television and his work in the Rand Corp. research organization and as founding chairman and now a trustee of the Center for Advanced Study in the Behavioral Sciences.

rasp

Programs that rasp on people seldom grasp the mind or heart. When a broadcaster rants, it rankles. Very odd. Especially since nagging programming seems to go hand in hand with lagging ideas. People watch. People listen. People know.

POST • NEWSWEEK STATIONS

A DIVISION OF THE WASHINGTON POST COMPANY

WTOP-TV, WASHINGTON, D.C.
WJXT, JACKSONVILLE, FLORIDA
WTOP RADIO, WASHINGTON, D.C.

How Henry would broaden educational television

Educational television broadcasters were urged by FCC Chairman E. William Henry last week to start competing with commercial stations for mass audiences.

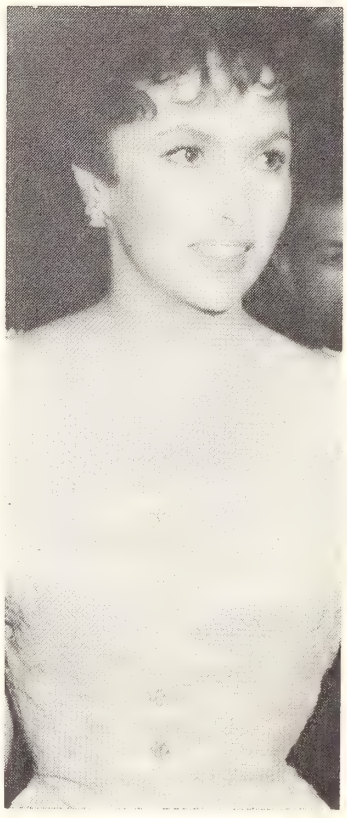
"As far as I'm concerned," said Mr. Henry, "you can even use Gina Lollobrigida to fill up your screen, build up your audience and give you a good lead-in."

Mr. Henry addressed the annual convention of the National Association of Educational Broadcasters in Milwaukee.

He said the programing function of educational stations ought to be expanded beyond its original conception as primarily a teaching operation. In fact, he said, the FCC ought to come up with a new name for ETV.

"You are more than educators," he said. "You are broadcasters serving your community, and your title should be broader than it now is in order to reflect your broader responsibilities."

If Mr. Henry has his way, the FCC will redefine its program policy for educational stations. In the past, he said, the FCC has granted stations to any educational group that promised a "minimal service." Now that the FCC has undertaken to provide more educational stations and is receiving more applications for them, the FCC needs to provide more specific guidelines.



Miss Lollobrigida
Bait for the ETV audience?

Chairman Henry pointed out that the FCC now has 350 channels reserved for ETV and, in its new table of allocations, purposes to reserve an additional 350. He promised the FCC would give the "most serious consideration" to the NAEB's request for the reservation of 1,200 channels (BROADCASTING, Nov. 11).

President's Report ▪ In his address to the membership, NAEB President William Harley said the NAEB's allocation plan enhances ETV's likelihood of obtaining sufficient channels for its future growth. He said a new profession of broadcaster-educator is being born with 10,000 persons now professionally involved in educational radio and TV. Today there are 150 colleges and universities offering 2,000 courses in broadcasting to 3,000 undergraduates, he said.

Mr. Harley outlined a six-point plan calling for a comprehensive reorganization of the NAEB. He said the association as presently constructed cannot adequately serve all its classes of memberships.

Special interest programs Weaver's ace

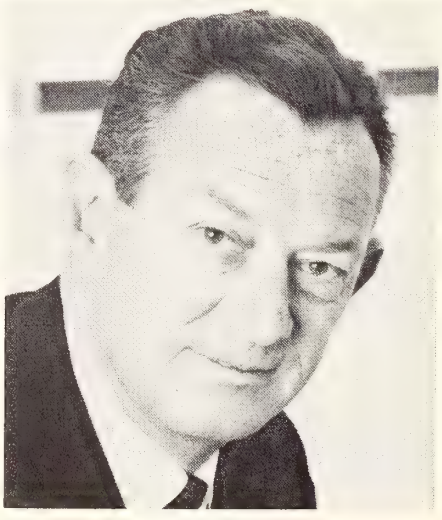
HIS WEST COAST PAY TV WILL RUN GAMUT FROM BASEBALL TO BACH

"We're going to offer the kind of programing the networks can't," Sylvester L. (Pat) Weaver, recently appointed president of Subscription Television Inc., said last week.

"We'll have cultural programs, how to-do-it shows, programs of self-improvement and education, rodeos and other such sporting events, lots of special reporting. If you compared it to a newsstand the networks are like *Life* or *Look*. They offer something for everybody but they predetermine what everybody is going to see. We'll run the whole gamut of special interests, from *The New Yorker* to *Popular Mechanics*, from *Atlantic Monthly* to *Sports Illustrated* or *Field and Stream*.

"We can serve special interest groups: the networks have to concentrate on the mass audience," the veteran broadcaster said. "Of course we'll have lots of good entertainment," Mr. Weaver continued while declining to mention any projected programs until contracts for them have been signed.

STV plans to have its pay system in operation July 1 with at least 20,000 homes linked by coaxial cable to receive Los Angeles Dodger and San Francisco Giant home games and other programs.



Pat Weaver

Subscription TV service will be the "quantum jump"—the next massive advance in the field of audio-visual communication, Mr. Weaver said Wednesday (Nov. 20) when he talked about pay TV at a Greater Los Angeles Press Club luncheon meeting. He stressed that he had been on the job but a few weeks and "lawyers are telling me all the things I cannot say." It's a legal problem, he added, saying he would answer no questions about money and other specifics."

Describing home cable TV as a "fabulous jump forward" in communications, the veteran ad agency and network executive described the programing in which his company will operate as entertainment, the arts, self-improvement and instruction, non-fiction, special interest; complementing, not replacing radio, motion pictures and com-

mercial TV. Only thing definite at this time are the Dodger and Giant games, with the cost of home TV to be "in the area of the general admission price" to a ball game.

Mr. Weaver expressed belief that one-third of the population has "a passionate interest in some phase of cultural TV programing and will pay to see it." He said he didn't believe the pay system would hurt commercial television "which deals in programs of acceptability rather than total absorption —we want the passionate audience." As an advertising man, he said that commercials on pay TV would be completely ridiculous.

Reports that theater owners have a war chest to oppose pay TV were shrugged off by Mr. Weaver who said that they (the theater owners) "opposed talking pictures, color, wide screen, drive-ins, radio and commercial television, so naturally we expect them to oppose us."

Mr. Weaver said he feels that movie theaters "which have lost 85% of their adult audience" might be helped by the exposure of new "A" movies on pay television.

John Burke, assistant vice-president of Lear Siegler Inc. and a director of Subscription Television, said the cable system would have a decoder giving the subscriber choice of three channels plus a "free" service of 24 hour stereo high-fidelity music. Checking for billing of the service would be done by sending electronic impulses over the cables, giving a central office an accurate check on what channel the subscriber is using, he said. It is planned to have a $10 installation charge for the decoder, which will not interfere with the normal operation of the set. An additional $1 per week charge will be made for the stereo music and "bonus" programs.

After his news conference in Los Angeles, Mr. Weaver made a quick trip to San Francisco where he appeared on KQED(TV), that city's educational station and held a second news conference.

JERRY LEWIS REPLACED BY 'PALACE'

ABC-TV pays off comedian, renames theater, moves show

ABC-TV last week completed the negotiation of Jerry Lewis's contract, switched some of its programs in this season's schedule but left a few questions.

NBC-TV, in an independent move, revamped a story line in one of its series (*Temple Houston*) and worked with Colgate-Palmolive toward scheduling a replacement for *Harry's Girls* which leaves the air in about a month.

The Jerry Lewis negotiation started a brush fire in rumor as to the actual settlement price on the contract which had been made for 40 shows this season with options to renew each year for a total of five years. The show's run—placed this season in the Saturday, 9:30-11:30 p.m. period—has been shortened to 13 weeks and a new variety show, *Saturday Night at the Hollywood Palace*, takes over Jan. 4 in the 9:30-10:30 slot, leaving the question of what will follow. At least a half hour apparently will be returned to affiliates, it was said, and possibly a full hour (10:30-11:30).

What Price Glory ▪ Another major question: How much did ABC pay comedian Lewis for the contract settlement? Any estimate apparently was accepted by the TV business and one could take his choice. One problem in figuring the cost to ABC was the disposition of the El Captain Theater where the show originates and which had been renamed the Jerry Lewis Theater.

Originally the theater was leased by NBC for such TV productions as the old *Comedy Hour* and for early Bob Hope programs. It also had been used in radio and as a legitimate theater.

More recently ABC had leased the theater for Frank Sinatra's programs. For Mr. Lewis, the theater had been completely renovated along with new equipment (camera and audio) and marquees at a cost quoted anywhere from $500,000 to just under $1 million. The revamp reportedly was approved step by step by Mr. Lewis.

In the contract with the comedian, ABC had an arrangement in the leasing which eventually—about two years or so—would turn over the property lock, stock and barrel to Mr. Lewis. Sources claimed Mr. Lewis perhaps received as much as $2 million in the settlement.

New Neons ▪ The new program, ABC-TV said, would continue to originate at the theater, deftly titled by ABC as the ABC Palace Theater. Production of the new variety show will be under the supervision of Nick Vanoff, who is producing Bing Crosby specials this season and who formerly produced Perry Como programs among others.

Other changes by ABC-TV: *The Farmer's Daughter*, also new this season, moves from Friday, 9:30-10 p.m., to Wednesday, 8:30-9 p.m., effective Dec. 4, swapping time periods with *The Price Is Right*.

ABC-TV said *Farmer's Daughter* will join two other comedies, *Ozzie and Harriet* and the *Patty Duke Show* on Wednesdays, and *Price* will obtain a better competitive position.

Also expected, but not announced, will be the demise by early winter of *Laughs for Sale*, Sundays, 10-10:30.

WDKD'S DAY IN COURT

Three-judge panel hears appeal on license revocation

The latest battle in the continuing legal war over the license of WDKD Kingstree, S. C., was waged last week before the U. S. Court of Appeals for the District of Columbia, with the FCC defending its refusal to renew the station's license (BROADCASTING, July 30, 1962) and WDKD fighting for its life. Appearing as a friend of the court was the American Civil Liberties Union, which fears the FCC is coming dangerously close to censorship in attacking the station's programing.

Vernon L. Wilkinson, the attorney defending the station before the court, noted that the death penalty meted by the FCC was based on two charges: that Charlie Walker, a WDKD disc jockey, aired "vulgar" shows and that E. G. Robinson Jr., owner of the station, deliberately misrepresented his knowledge of the broadcasts.

Mr. Wilkinson attacked the FCC's decision as being program censorship on the first count and unsubstantiated on the second. A member of the Washington communications law firm of McKenna & Wilkinson, he cited Supreme Court rulings on books, magazines and motion pictures to bolster his contention that the commission has no business interfering with programing. The First Amendment protects citizens from such government regulation, Mr. Wilkinson said, and it would only be permissible in the WDKD case if the commission had charged and could prove obscenity, a criminal offense.

The "public interest" standard was the only rule invoked by the FCC in cracking down on the Walker shows, Mr. Wilkinson said, and hence the commission's action amounts to a violation of the First Amendment.

Specific Complaints ▪ On the subject of Mr. Robinson's alleged misrepresentations to the FCC, Mr. Wilkinson noted that WDKD's owner had denied knowledge of eight specific remarks of Mr. Walker's, drawn from tapes supplied to the commission by a rival station. Mr. Wilkinson noted that Mr. Robinson's letter to the FCC denied knowledge of "these" specific remarks and that after receiving the tapes he promptly fired Mr. Walker. The commission had charged Mr. Robinson with misrepresentation because witnesses at the FCC's hearing on license renewal had claimed that Mr. Robinson over the years had received complaints about the Walker broadcasts.

The ACLU's case was presented by Harry M. Plotkin, a Washington attorney who formerly was assistant general counsel of the FCC. He called for a "middle ground" between the positions



More post-50 movies from MGM to TV

MGM-TV, closing out its three-day annual sales meeting last week, announced it will release 40 post-1950 feature films to TV in 1964.

Among the new releases by the syndication company to be added to an MGM-TV distribution list which already includes 90 post-1950 features are "All At Sea," "Doctor's Dilemma," "On the Town," "Red Badge of Courage," and "Tea and Sympathy."

Shown above, perusing a brochure on *Zero One,* international crime detection series, another MGM-TV package going into distribution on Jan. 1, are MGM-TV officials (l-r) Karl Von Schallern, field sales supervisor; John B. Burns, sales vice president and Richard A. Harper, director of feature films and syndicated sales.

taken by the commission and WDKD, maintaining that the case should be sent back to the FCC for a more precise ruling. The public interest standard is specific enough if the commission "appropriately applies" it, but in this case the FCC has been "lazy" and might scare "the rare and courageous licensee who has a message." He claimed it is necessary to "further define" objectionable material so stations can have some guideline in their programing and not have to "throw themselves on the mercy of the commission" during renewals.

The FCC's case was argued by Daniel R. Ohlbaum, associate general counsel. He acknowledged that the death blow dealt to WDKD was based on misrepresentation and "smutty and offensive" programs, but he claimed that the first charge was sufficient in itself to disqualify Mr. Robinson from holding a license.

Mr. Ohlbaum charged that the FCC wrote to Mr. Robinson asking him about the Walker broadcasts and that Mr. Robinson's reply had denied knowledge of any objectionable programs. Then the FCC sent the tapes to WDKD's counsel, Mr. Ohlbaum said, and he listened to part of them and jotted down the eight excerpts, which he then sent to Mr. Robinson with a note advising him to discontinue such programing. That prompted Mr. Robinson's disclaiming letter, Mr. Ohlbaum claimed, and if the WDKD owner was referring only to those eight specific comments "that was a lack of candor in itself." But the fact is, Mr. Ohlbaum said, that Mr. Robinson told the commission hearing examiner that he was generally ignorant of that sort of material being broadcast.

Other Cases ▪ On the question of program censorship the FCC attorney also stood firm. He charged that WDKD has tacitly conceded through the case that Mr. Walker's shows, which constituted more than 25% of the station broadcast day, were often vulgar, and he said the courts have already upheld the FCC's power to lift licenses for "improper conduct." He cited, among others, the KRLA Pasadena, Calif., case, in which the Supreme Court recently reviewed a court of appeals decision which upheld the FCC (BROADCASTING, Nov. 18).

Mr. Ohlbaum disputed the ACLU position that stations would be afraid to program "boldly" unless more specific program standards are defined. "This case [WDKD] is clear," Mr. Ohlbaum said, but if a licensee undertook to defend his programing, the FCC would lend great weight to the station's argument. WDKD never disputed the commission's contention that the Walker broadcasts were objectionable, and Mr. Ohlbaum maintained that there is no reason to use the case as a vehicle for the launching of a general opinion on programing.

Mr. Ohlbaum also said that before its hearing on renewal WDKD had asked the FCC to examine its overall programing in hopes that the commission's wrath might be eased. But, Mr. Ohlbaum related, the statistics revealed that no educational programs had been aired by the station and that it had exceeded by 400 its estimate of the number of commercial spots it would run in a week.

Mr. Wilkinson countered these charges by arguing that WDKD had aired announcements on behalf of schools and that many of the commercial spots were 10 seconds as well as 30 seconds long. At all times, he said, the station was within the NAB recommended commercial time limitations.

WDKD last September had asked that the case be heard by the full court of nine members (BROADCASTING, Sept. 23), but last week's arguments were heard only by the customary three-judge panel, which consisted of Chief Judge David L. Bazelon and Judges Wilbur K. Miller and George T. Washington.

'Life Line' attracts new fairness request

The FCC's fairness doctrine has helped generate a request by the National Farmers Union for free time on 500 radio stations to reply to Life Line Inc. broadcasts on the stations opposing the foreign aid program.

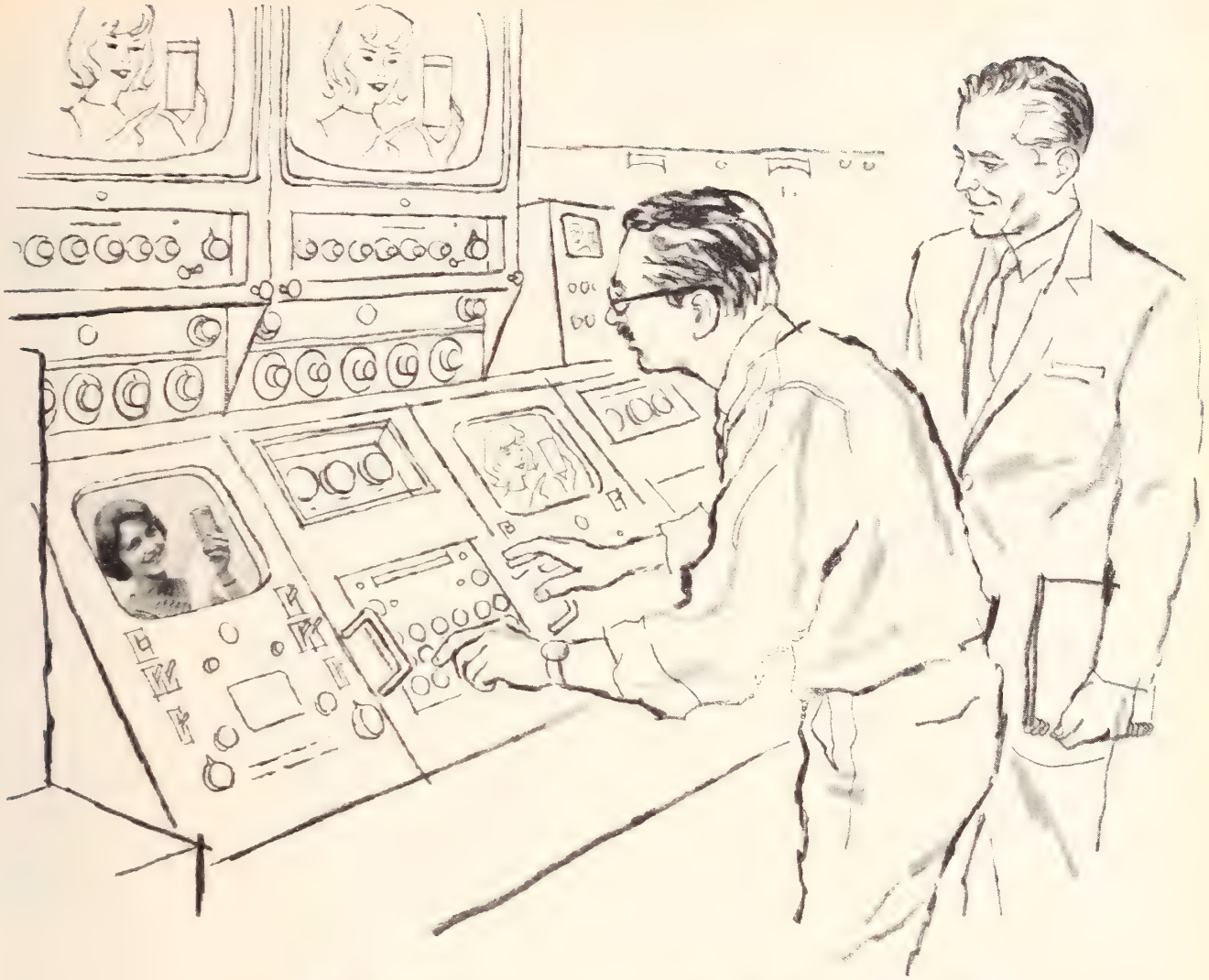
The NFU asked the stations to carry a 15-minute tape it prepared as a public service "towards the objective of presenting both sides on this crucial issue and under the provisions" of the FCC's fairness doctrine.

The request was sent Nov. 13 over the signature of NFU President James Patton. Within a week, 105 replies were received at NFU headquarters in Washington. A spokesman said 50 stations ageed to take the tape, while 35 turned it down. The remaining 20 stations were considered "possibilities." The spokesman expressed satisfaction with the response.

One of those rejecting the tape was WIBW Topeka, Kan. Thad M. Sandstrom, vice president and general manager, told the NFU that WIBW has carried "many programs which have discussed fully various aspects of the foreign aid issue."

"In our judgment," he added, "this station has more than adequately met the provisions of the commission's fairness doctrine—and, in fact, if anything, we believe more time has been devoted to programs and statements supporting the foreign aid program than to those in opposition. . ."

Cycle Start ▪ Mr. Sandstrom also



For Picture Quality Sponsors Want

Use the New RCA-7295B and 7389B Image Orthicons

You'll air the sharpest product shots ever with these two new 4½" field-mesh image orthicons, each a substantial improvement over its predecessor types.

Improvement in 7389B over 7389A... New improved and tighter limits in: signal output current—operating sensitivity—background uniformity—signal uniformity • Increased amplitude response • Highest signal-to-noise ratio of any commercial image orthicon (95:1 at 4.5 Mc) • Decreased microphonics • Improved detail response with best gray scale obtainable FOR LIVE B&W STUDIO PICKUP AND MAGNETIC TAPE RECORDING OPERATIONS.

Improvements in 7295B over 7295A... Improved background uniformity • Higher signal-to-noise ratio (75:1 at 4.5 Mc) • Improved signal uniformity • Higher signal output levels • Lower microphonics • More stable sensitivity characteristics. FOR B&W VIDEOTAPING.

INCORPORATING NEW "MICRODAMP" CONSTRUCTION



"Microdamp" construction in these new image orthicons reduces microphonic noise in the output signal by isolating the target-to-mesh assembly from the effects of external acoustical noise and camera vibration, and by damping out internally induced vibration of the target.

An opaque black coating is applied to lower part of tube which eliminates possibility of "washed-out" pictures due to extraneous light entering tubes.

RCA ELECTRONIC COMPONENTS AND DEVICES, HARRISON, N. J.

The Most Trusted Name in Electronics

AVAILABLE THROUGH YOUR AUTHORIZED RCA BROADCAST TUBE DISTRIBUTOR

FOR NAME AND ADDRESS OF YOUR LOCAL DISTRIBUTOR WRITE OR CALL YOUR NEAREST RCA DISTRIBUTOR PRODUCTS SALES OFFICE—NEW YORK, NEW YORK: 36 W. 49th St., MU 9-7200; NEEDHAM HEIGHTS 94, MASS.: 80 "A" St., HI 4-8480; WASHINGTON 6, D. C.: 1725 "K" St., S.W., FE 7-8500; ATLANTA, GA.: 134 Peachtree St., N.W., JA 4-7703; CLEVELAND, OHIO: 1621 Euclid Ave., CH 1-3450; CHICAGO, ILL.: Merchandise Mart, 467-5900; DALLAS 7, TEXAS: 7901 Carpenter Freeway, MElrose 1-3050; KANSAS CITY 14, MO.: 7711 State Line, EMerson 1-6462; LOS ANGELES 22, CALIFORNIA: 6801 East Washington Blvd., RAymond 3-8361.

November TvQ ratings by age

Rank	Program	Total audience TvQ*	Age groups 6-11 TvQ*	12-17 TvQ*	18-34 TvQ*	35-49 TvQ*	50 + TvQ*
1	Bonanza (NBC)	54	53	67	46	47	59
2	Beverly Hillbillies (CBS)	50	82	66	37	43	42
3	Saturday Movies (NBC)	48	53	58	48	46	39
4	World of Color (NBC)	45	66	51	35	37	44
5	Andy Griffith (CBS)	43	61	45	34	40	46
6	Red Skelton (CBS)	42	68	52	32	36	38
7	Combat (ABC)	40	51	53	42	37	24
8	Dr. Kildare (NBC)	39	48	42	36	31	44
8	Gunsmoke (CBS)	39	50	37	30	38	46
8	Monday Movies (NBC)	39	40	46	40	41	28
8	Virginian (NBC)	39	41	48	32	36	42

*Percentage of those familiar with program and who say it is one of their favorites.
Copyright Home Testing Institute, Inc., 1963

said that, by requesting free time, "you are inviting others who oppose your views to do the same" whenever the station carries programs supporting the NFU.

However, he said, if the station were to receive a request for time in response to a pro-NFU program it would reject it on the ground that the station has already adequately covered "all major points of view on the farm program."

Life Line Inc., whose programs are sponsored, invited the NFU to present its views on one of Life Line's taped broadcasts rather than request time from the stations. An NFU official said the offer was declined because the organization's own tape had already been prepared.

The program opposing foreign aid, which was carried Oct. 26, was the second Life Line broadcast to stimulate a request for free time for reply. Last August, the Citizens Committee for a Nuclear Test Ban Treaty asked the stations for an opportunity to respond to a Life Line program opposing the treaty (BROADCASTING, Aug. 26).

The same committee also asked for free time on more than 300 stations carrying two Manion Forum programs opposing the treaty (BROADCASTING, Sept. 2). In both requests, the committee cited the FCC's fairness doctrine.

ITC'S FIVE-YEAR PLAN

Has $50 million bankroll to invest in plans for co-production of television programs

Independent Television Corp. will allocate $50 million over the next five years to co-produce TV program series, Michael Nidorf, ITC president, announced last Wednesday (Nov. 20).

ITC will not produce programs itself, Mr. Nidorf stressed, but will seek production associations with the networks, U. S. independent producers, talent agencies and major station groups. ITC, in turn, will gain the distribution rights to the series.

"ITC is prepared to guarantee up to two-thirds of the production costs of a series from sales outside the United States," Mr. Nidorf stated. "This assures a handsome built-in profit for the series from its U. S. sale to a network, or from its first-run release, if put into syndication."

ITC is a subsidiary of the British-owned Associated Television (ATV), one of the leading program contractors in the United Kingdom. Mr. Nidorf's reference to a guarantee presumably means that series to be undertaken will be produced outside the British quota and can rely on sales in the UK and throughout the world in addition to U. S. sales.

ITC's blueprint, when implemented, will represent the most ambitious effort of a British-owned company to "crack" the U. S. market. ITC distributes various syndicated shows, including the *Jo Stafford Show* in the U. S., and has sold several programs to the networks for daytime showing. In addition, ITC is a co-producer of *Espionage* along with Plautus Productions and NBC-TV (Wednesdays, 9-10 p.m.).

Mr. Nidorf emphasized that ITC's policy is to bring completed series into the TV market and "not just a pilot." He added that it is ITC's objective to make "co-production so creatively rewarding and financially attractive" that producers, networks, talent agencies and station groups "will want to work with us and reap the benefits of our resources and distribution set-up, both domestic and international."

AFL-CIO to survey right-wing programs

A "nationwide program to insure fairness" by radio and television stations toward labor is planned by the AFL-CIO national headquarters in Washington. As the first step in the campaign, AFL-CIO President George Meany has asked locals across the nation to survey stations to determine whether they are carrying conservative-type programing which might contain statements considered unfair to organized labor.

In a letter to the local unions, Mr. Meany said organized labor's story is not always being told by radio-TV. He included a copy of the FCC's July 26 statement on fairness, which the union president said "clarifies" the broadcasters' responsibilities to present all sides on controversial issues.

Mr. Meany asked the locals to report to their state organizations which in turn are reporting to the national AFL-CIO headquarters on conservative programing. He asked that programs by the following specifically be checked to see if they were being carried by local stations: Manion Forum, Christian Crusade (Billy James Hargis), America's Future (R. K. Scott), Human Events, 20th Century Reformation Hour (Dr. Carl McIntyre), National Right-to-Work Committee, LifeLine, National Education Program (Harding College) and Dan Smoot.

AFM again opposing renewal for WWL-TV

The American Federation of Musicians (AFL-CIO, local 174) is so disturbed over the programing of WWL-TV New Orleans that it last week asked the FCC to deny the station's renewal application; or failing this, to designate a hearing to investigate its local live programing record.

Last week's petition by AFM was not the first time the union has requested that the commission not renew the station's license. The union made a similar attack against WWL-TV when the license was up for renewal about a year ago. Although the commission disqualified AFM's position it granted WWL-TV's license for a one-year period only because the station failed to produce the local live programing that it promised in its original application for the channel 4 facility (BROADCASTING, Dec. 12). At that time the commission warned that licensees had best not disregard proposals which have been made. The commission's decision was based on the findings of the KORD Pasco, Wash., case, which has been invoked a number of times since.

AFM claims that WWL-TV, which is

3 STATIONS

1 RATE CARD

1 CONTRACT

1 INVOICE

1 AFFIDAVIT

995,690

unduplicated ABC homes covered*

Good arithmetic. Good business, too. The three stations of Ga.-Tenn. Network put you in touch with just under a million homes in America's tenth largest television market. And it's as simple as dealing with only one station. It's the efficient way to buy a market that buys over $6½ billion** worth of consumer goods each and every year. Try it now and see for yourself.

*1963 ARB COVERAGE STUDY; 1962-63 TV FACT BOOK; SEPTEMBER 1962 NIELSEN TV SET OWNERSHIP ESTIMATES
**SALES MANAGEMENT 1963 SURVEY OF BUYING POWER

AUDIENCE MEASUREMENT DATA ARE ESTIMATES ONLY...SUBJECT TO DEFECTS AND LIMITATIONS OF SOURCE MATERIAL AND METHODS. NEITHER BLAIR TELEVISION NOR ITS REPRESENTED STATIONS ATTEST TO THE ABSOLUTE ACCURACY OF DATA PROVIDED.

Ga.-Tenn. Network WTVM Columbus WAII Atlanta WTVC Chattanooga

REPRESENTED BY BLAIR TELEVISION, BTA DIVISION



you get both on WLIB

You get the buying power of the nation's largest Negro Community whose last year's spendable income was in excess of $2.25-billion . . . and getting bigger every year.

You get the selling power of WLIB, which has been the Number One station in this Community from sign-on to sign-off in every survey taken since 1955.*

The combination is unbeatable. Small wonder WLIB has more national advertisers than all other Negro radio stations in Greater New York combined.

* PULSE

WLIB Harlem Radio Center
310 LENOX AVE. AT 125th ST. NEW YORK 27, NEW YORK

'Limits' extended

While ABC-TV was cancelling Jerry Lewis and shifting other shows to bolster their ratings, there was one program that it decided was doing OK (see page 69). *The Outer Limits* (Mondays, 7:30-8:30 p.m.) was extended from its original 26-week contract to 32 weeks.

The program is produced by Daystar-Villa di Stefano.

owned by Loyola University, has still failed to fulfill its promised schedule or percentage of local live shows—in particular musical shows. The union said that when the station's original application was being processed its members worked sans pay to aid Loyola in demonstrating the feasibility of presenting 24.27% of its programing with local talent.

The union said that WWL-TV presently presents only 16.14% of its programing as local live—using no musical talent—and has still failed to meet the 24.27% proposal.

Carling Open to CBS-TV on four-year contract

CBS-TV has won the exclusive rights to telecast the $200,000 Carling World Golf Championship for the next four years.

The network will devote four hours of live coverage to the first tournament, to be held at Oakland Hills Country Club, Birmingham, Mich., next Aug. 27-30. Future tournaments will be held in the U. S., England and Canada.

Sponsored by the Carling Brewing Co. of Cleveland, through Lang, Fisher & Stashower, Inc., the event is the first to have an international field that must qualify through open competition.

Senior Bowl game is question mark at NBC

Still up in the air late last week was the question whether NBC-TV would drop its planned Jan. 4 coverage of the Senior Bowl game from Mobile, Ala. in a dispute over the eligibility of Negro players.

The network last week asked bowl officials for a "clarification" of their rules on Negro players, but by Thursday (Nov. 21) no word had been received from Mobile. On Wednesday Carl Lindemann Jr., vice president NBC Sports, said it could be assumed that the game would be dropped if Negroes are not allowed to play. In a similar case earlier this month, NBC-TV canceled plans to broadcast the annual Blue-Gray game at Montgomery, Ala. Dec. 28 because officials there said a Negro player ban would be continued (BROADCASTING, Nov. 11, 4).

Sponsors lined up for the Mobile telecast are: Brown & Williamson Tobacco Co., Colgate-Palmolive and Texaco.

'Esso World Theater' to be on 4 stations

The new *Esso World Theater* TV series on eight different national heritages has been booked into four northeastern cities, with the premiere program on England to be shown Jan. 12 on WOR-TV New York.

The initial offering, "England: Puritan Versus Cavalier," which traces the historic battle of morals between the two sides, will be shown later in January on WHDH-TV Boston; WOKR(TV) Rochester, N. Y., and WNHC-TV New Haven, Conn. Each station will repeat the segments within 11 days after they first are aired.

In succeeding months, similar programs outlining the heritage of Greece. Nigeria and Japan will be shown.

Standard Oil of New Jersey and its agency, Needham, Louis and Brorby. are still negotiating for programs about four other countries that will round out the series. Bert Lawrence's Newmark International Inc. is producer.

Struck stations give strikers equal air time

Some of the air personalities of WJW-AM-TV Cleveland appeared on WJW-TV last Wednesday (Nov. 20) even though they were on strike against the stations.

The performers, members of the American Federation of Radio and Television Artists, were given "equal time" to answer a management presentation of Monday (Nov. 18) on the strike.

Major unsolved issue of the walkout as of Thursday (Nov. 21) involved fees to be paid for commercials on participating programs.

The stations, owned by Storer Broadcasting Co., remained on the air throughout the strike with the aid of supervisory personnel from Storer stations in Atlanta and Miami.

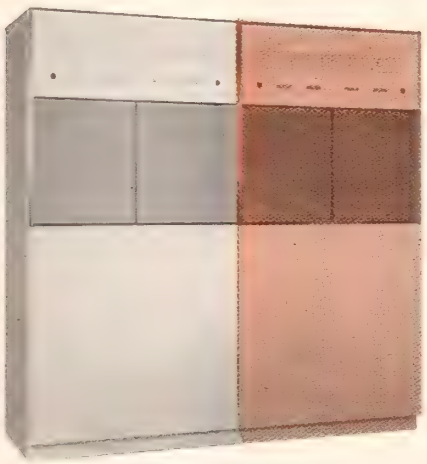
Film sales . . .

Science Fiction features (United Artists TV): Sold to WSJV(TV) Elkhart, Ind.; WQAD-TV Moline, Ill.; KGO-TV San Francisco; WAFB-TV Baton Rouge, La.; WREX-TV Rockford, Ill.; WVEC-TV Hampton-Norfolk, Va.; KVKM-TV Monahans, Tex.; WFLA-TV Tampa, Fla.; WBAY-TV Green Bay, Wis.; KOAT-TV Albuquerque, N. M.; WMBD-TV Peoria,

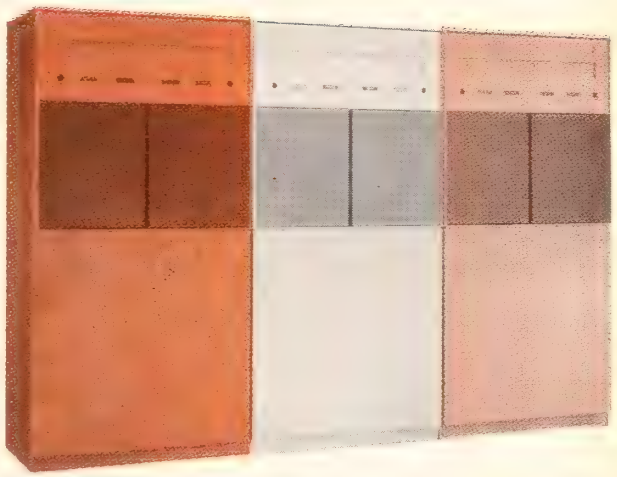
One good thing leads to another



1,000 Watts to



10,000 Watts to



20,000 Watts

It also leads to an easy, economical method of matching your equipment to your FM growth. You start with Collins 830D-1A 1,000 watt transmitter. You'll get immediate benefit from its stability. You'll like the operating and adjusting convenience as well as its clean, accessible design. Adding stereo takes just a few minutes.

As your operation grows, all you need do is add on a final power amplifier cabinet, making the 830D the driver unit. You now have an 830F-2A 10,000 watt transmitter. The addition of stereo still takes just minutes.

To increase to 20,000 watts you simply add another final power amplifier and a diplexer to your existing Collins equipment. Neat, easy, economical expansion.

Find out how one good thing can lead to another in your station. Ask your Collins Broadcast Sales Engineer for full details on the complete FM line: Nine models from 10 watts to 20 kilowatts.

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Ill.; WEAU-TV Eau Claire, Wis.; KCBD-TV Lubbock, Tex.; KOGO-TV San Diego; KORK-TV Las Vegas; WCIA(TV) Champaign, Ill.; KFDA-TV Amarillo, Tex.; KARD-TV Wichita, Kan.; KRGV-TV Weslaco, Tex.; WSOC-TV Charlotte, N. C.; WBRZ(TV) Baton Rouge, La.; KROD-TV El Paso, Tex.; WLBW-TV Miami; WSPA-TV Spartanburg, S. C.; WOWL-TV Florence, Ala.; WOR-TV New York; KIEM-TV Eureka, Calif. and KBES-TV Medford, Ore.

M-Squad (MCA TV): Sold to KPIX(TV) San Francisco; KFMB-TV San Diego; KELO-TV Sioux Falls, S. D. and WKBW-TV Buffalo.

Bachelor Father (MCA TV): Sold to KID-TV Idaho Falls, Idaho; and WILX-TV Lansing, Mich.

'Wide Country' syndicated

Three Metropolitan Broadcasting TV stations and KGNC-TV Amarillo, Tex., have purchased *Wide Country*, a full-hour off-network adventure series being made available for local sale by MCA TV New York. The Metropolitan stations involved are WNEW-TV New York, KTTV(TV) Los Angeles and WTTG(TV) Washington.

MCA has made 28 *Wide Country* hours available. The show, which completed a season's run on NBC-TV in 1962-63, was produced by Gemini Productions and Revue Studios.

Film saved; a show made

If the Time-Life television stations seem to have unusually extensive film available as a background for the recent triple coup in Iraq, the reason why is clear—the stations have been hoarding the film for months.

Last summer two of the group's news directors—Dick Cheverton of WOOD-TV Grand Rapids, Mich., and Pat Higgins of KOGO-TV San Diego—shot film in Baghdad and held it for the time when an appropriate story would break in the country. Sure enough, the last two weeks all five Time-Life stations have featured a report on the Iraq situation titled *Mischief in the Land*, making extensive use of last summer's film. Other Time-Life TV stations are KLZ-TV Denver, WTCN-TV Minneapolis and WFBM-TV Indianapolis.

Faulk's verdict dropped to $550,000 by court

The Appellate Division of the New York State Supreme Court last week reduced the libel award of $3.5 million to John Henry Faulk, radio-TV personality, to $550,000 and told Mr. Faulk he could accept the lesser amount or seek a new trial.

Mr. Faulk had been awarded $3.5 million by a New York State Supreme Court jury on June 28, 1962, after an 11-week trial. Mr. Faulk had charged he had been blacklisted from radio-TV on the basis of a pamphlet issued by AWARE Inc., which linked him falsely with Communist-front organizations. The defendants in the suit were AWARE Inc.; Vincent Hartnett, a consultant who wrote the pamphlet and the late Laurence A. Johnson, who circulated the pamphlet. Mr. Johnson died the day before the jury returned the verdict.

The Appellate Division called the award "shockingly excessive." It ruled that unless Mr. Faulk accepted $400,000 in compensatory damages and $50,000 in punitive damages from Mr. Hartnett, a new trial would be ordered at a future date.

EQUIPMENT & ENGINEERING

U.S. to Tokyo via Relay satellite

FIRST TRANS-PACIFIC TV TRANSMISSION MADE IN 15-MINUTE SHOW

Live television coverage of the 1964 Olympics in Tokyo received a dry run Friday when for the first time a TV program was scheduled to be telecast from the United States to Tokyo via the Relay satellite.

The 15-minute program (transmitted twice, at 3:30 p.m. EST and again three hours later), included remarks by the Japanese ambassador to the United States, remarks by James Webb, chief of the space agency, an animated cartoon of how Relay works, and clips from programs relayed via Relay to Europe.

Don Meaney, NBC, was supervisor of the pool telecast, produced by James Kitchell for NBC and Paul Greenberg for ABC. CBS did not participate.

The trans-Pacific telecast was the first of a series of television-type experiments from the United States to Japan to be held Nov. 22-Dec. 13.

The program went from New York to the ground station of the National Aeronautics & Space Administration at Mojave, Calif., to Relay then 4,000 miles above the Pacific Ocean to a Japanese receiving station about 100 miles northeast of Tokyo.

The Nov. 22 telecast was to be one-way. NASA's Mojave facility is not capable of receiving signals via satellite at present.

Television coverage in this country of the Tokyo Olympics has been bought by NBC. The network paid $1.2 million for the U. S. rights. The programs will be sponsored by P. Lorillard Co., Texaco Inc. and Joseph Schlitz Brewing Co. (BROADCASTING, Oct. 14).

In Tokyo last month, Robert W. Sarnoff, NBC board chairman, said that video tapes of all the games will be recorded in Tokyo by the Japanese government network (Nippon Koso Kyokai) and flown to the U. S. each day.

But, he added, it is hoped that opening ceremonies can be brought "live" to the U. S. via one of the communications satellites.

The summer Olympics begin in Tokyo Oct. 10, 1964 (late date is due to excessive heat there).

Relay Due to Quit ▪ Relay was launched Dec. 13, 1962 and scheduled for a life of one year. It is provided with an automatic cut-off device which will silence it some time before the end of this year. It was built by RCA for NASA.

At the same time, Relay II will be launched during the first quarter of 1964 to take up the task.

With the Nov. 22 transmission, Japan joins a growing list of nations taking part in Relay communications activities. The others are: Great Britain, France, Germany, Italy and Brazil, and, of course, the U. S.

Full Use ▪ The three TV networks have made frequent and steady use of the Relay and Telstar satellites since the first U. S. to Europe transmission via Telstar I in July 1962.

A log of Telstar II's usage kept by AT&T, which paid for the development and launching of both Telstar satellites, shows 26 instances of pooled use by American networks, three individual uses by CBS-TV and one by NBC-TV between May 7, 1963, and Nov. 6. European networks used the AT&T satellite seven times during that period.

Unfavorable orbit position makes the Telstar satellite currently unsuited to trans-Atlantic telecast and consequently Relay has been getting heavy use in the past few weeks.

NBC-TV has scheduled several uses



Sell him a new car? On a cold day in July!

He may get a jalopy, but if you want to land your new 1964 model in the family driveway, you'll have to talk to pop. And the place to do that in Indianapolis is WFBM. For we cater to adult tastes and interests. Our music, for instance, leans heavily to the great show tunes and the popular classics of today and yesterday.

It's pretty plain what we're driving at. We're out to swing your ad dollars *our* way . . . and Indianapolis sales dollars *your* way!

Put your advertising where the money is!

WFBM RADIO
1260 INDIANAPOLIS
TIME LIFE BROADCAST

REPRESENTED NATIONALLY BY THE KATZ AGENCY • 5000 WATTS

Europeans want fees for satellite TV services

The heyday of the TV networks' use of communications satellites may be drawing to a close. It's all financial, not any lack of interest on the part of the networks.

In mid-October, the networks received an announcement by Great Britain's General Post Office and France's Ministry of Postes et Telecommunications, that they were planning to charge fees for the use of their space ground stations at Goonhilly Downs in England and Pleumer-Bodou in France. The proposal suggested $1,400 for the first 15 minutes and $140 for each additional minute, with charges retroactive to Oct. 1.

American broadcasters protested and enlisted the support of the European Broadcasting Union. This resulted in a revised proposal for charges: $560 for the first five minutes and $112 for each minute thereafter.

At the moment, no payments have been made by the American networks, but they're unsure how long this can continue.

Since all of the communication satellites, Telstar, Relay and Syncom, are experimental U. S. spacecraft, no charges are permitted to be made for their use under existing Communication Act provisions.

National Aeronautics & Space Administration which controls Relay and Syncom and AT&T which controls Telstar both publish schedules indicating favorable passes of their respective satellites for U. S.-Europe transmissions. They both clear requests with foreign ground stations.

Coordination of network use of the satellites is handled by a three-man committee: Nick Archer, ABC News assignment editor; Don Meaney, NBC director of news programs, and Ralph Paskman, CBS News assignment manager.

of Relay for special programs since Nov. 17 when its *Museums Without Walls* program linked Paris and Washington in a cultural exchange. NBC-TV appears to be making maximum use of the "electronic bird" developed by RCA before its planned demise.

The satellite was used for a "chat" between London and New York about the theater seasons in each of the cities, and presented on the network's *Today* show last Thursday, Nov. 21.

NBC said this was expected to be the first of several TV reports from Europe to be presented on *Today* in coming months.

Still another use of Relay was scheduled by NBC-TV for yesterday—an international version of *Meet the Press* with French minister of foreign affairs Maurice Couve de Murville in a Paris studio to be interviewed by U. S. newsmen in an NBC studio in New York.

Use of the communications satellites for hard news reports has become so frequent by each of the three TV networks that precise records of every transmission have already headed toward the limbo of hazy history.

NBC-TV's program analysis division has discontinued the practice of logging every instance of their use.

ABC-TV which has frequently entered into network pool arrangements for use of the satellites also used them singly during President Kennedy's recent European trip, when all the networks were using them extensively.

However, ABC-TV has not yet scheduled any program specials based on satellite communications as have the other two networks.

Radio's use of the satellites has been incidental to their television application. The simplicity of cable transmission of radio signals makes satellite transmission of them alone senseless, although the radio networks have used tapes of satellite-transmitted recordings of important news stories.

CBS-TV coverage of the death of Pope John and coronation of Pope Paul, of President Kennedy's trip to Europe and in news stories of the past two months has used Relay 20 times and Telstar 27 times.

CBS-TV's *Town Meeting of the World* telecasts by satellite on July 10 and Oct. 15 this year established further dimensions to international communication.

Exhibitors get look at NGC's Talaria

The first public demonstration of closed circuit color entertainment on a full size screen under actual theater operating conditions was staged last Tuesday (Nov. 19) by Theatre Color-Vision Corp., subsidiary of National General Corp., at Fox Village Westwood Theater in West Los Angeles.

The event was heralded by Eugene V. Klein, NGC president, as the start of the "world's first permanent closed circuit theater network." The program, which was carried to the theatre from NBC studios in Burbank over existing AT&T lines also marked first time General Electric's revolutionary Talaria color projector had been demonstrated in a theater, it was said.

The presentation was narrated by Ralph Bellamy, president of Actors Equity, and produced and directed by Gower Champion and Bill Colleran. It consisted of live, taped and filmed segments to demonstrate the wide capabilities of the Talaria projector. Included in the program were scenes from Broadway, action from football and baseball games, golf and basketball, portions of the Ice Capades, scenes from the Indianapolis 500 miler, part of an Isaac Stern concert, demonstration of industrial and medical uses and cartoons.

A Few 'Bugs' ▪ Although there was generally favorable reaction, many present at the demonstration expressed the opinion that there are technical "bugs" yet to be worked out before screenings can come up to near technicolor standards. Color in some instances bled and in some cases the film shots were muggy as in the early days of color movies and color TV. As an example, the face of Ralph Bellamy took on an orangy hue for a moment before toning down to near skin coloring. At times, facial features of personalities failed to show clear and there was a lack of definition in much of the film.

Mr. Klein, before the showing, pointed out that the demonstration was essentially on 16 mm film, blown up to 35 mm for exhibition, thus losing much of the color definition. He said most of the actual programing will be shot in 35 mm.

Some 20 different camera crews and 100 lighting technicians were involved in the variety of clips and sections designed to show versatility. In actual programing, only one crew would be used, giving better technical and light control and color definition, Mr. Klein stressed.

Many exhibitors attending commented that the system showed unusual opportunities following further development and they would be interested in seeing future demonstrations.

The Talaria projector will not necessitate any modification of existing projection booth, Mr. Klein stressed, and pointed out that the equipment will first be leased, with the programing to the houses. Outright purchase price of the project would be $95,000. Owners of some 3,000 theaters have expressed interest in joining the telephone wire network, he said.

In addition to the demonstration, both Mr. Klein and Irving H. Levin, executive vice president of NGC and president of its wholly owned Theater

Color-Vision Corp. reported the signing of several major programing contracts which will begin in 1964 in a network of at least 100 theaters. Among the contracts signed:

Carnegie Hall concerts to be carried live from the stage with Bob Banner and Julius Bloom, latter a hall executive, as the producers.

Grand opera series from Metropolitan Opera House, consisting of five full-length operas in three years, directly from stage, under the supervision of Rudolph Bing.

Five-year contract with composer-conductor Dimitri Tiomkin under which he'll produce and direct two shows annually, Gower Champion as executive producer.

Five-year contract with Bill Colleran and Kate Production for musical and dramatic shows; four shows yearly from David Ross, exponent of the clasic theater, two from London and two from Broadway; Broadway producer Arthur Whitelaw to produce and direct a minimum of four shows annually.

In addition, a deal has been worked out with the National Council of Churches for religious programs.

Mr. Klein also reported Color-Vision is negotiating with Hanna-Barbera, cartoon producers, to create special children's programs; with professional and college football and basketball on a national, regional and local blackout basis, in addition to a variety of other seasonal sport events.



Variable focal length projector in use

A large-screen TV projector is used in an audience participation program recently developed at KTLA (TV) Los Angeles.

A Tele-Beam projector is part of an in-studio closed circuit system used in the program called *Zoom*.

A camera is first focused on a small portion of a familiar object or person and the picture thrown on a screen by rear projection (Tele-Beam at right on table). Focal length of the camera is gradually changed to show an increasingly larger portion of the object until some member of the studio audience is able to identify it.

As more of the object is shown the value of the prize to the participant who identifies it is reduced.

Tele-Beam is manufactured by the Waltham Precision Instrument Co., Waltham, Mass., and distributed by Tele-Measurements, New York.

A word to wise TV set makers is given by Lee

FCC Commissioner Robert E. Lee, prime mover in the commission's drive to establish UHF television on an equal footing with VHF, last week attempted to put the damper on possible evasions by set manufacturers of the all-channel receiver law which takes effect April 30, 1964.

Speaking to a meeting of the Northwestern Ohio chapter of Sigma Delta Chi, professional journalism society, in Toledo, Ohio, Commissioner Lee warned that some set makers may try to "maneuver around the new law" by producing V-only receivers for consumption within the state. The all-channel rule will apply to receivers involved in interstate shipment.

"I appeal to anyone considering this seeming escape hatch," he said, ". . . to forget it. Do not stoop to such a ruse." "Moreover," Commissioner Lee warned, "if the manufacturer still is producing all-channel sets for shipment outside the state where made, the law is binding on all receivers produced. . . ."

He also surmised that manufacturers might decide to accelerate production prior to the cut-off date in order to build up a large inventory, since the law allows for the shipping of V-only sets after the deadline and only prohibits further manufacture. But, Commissioner Lee said, "any big inventory build-up in an attempt to temporarily avoid the law would, in my opinion, indicate a lack of good faith and could well leave a lasting impression, one that might be recalled in any future discussions with industry on measures it deemed too binding and restrictive."

ABC asks FCC drop deadline order

ABC is not going to take chances on losing its facilities for WABC New York, the network told the FCC last week in requesting that the commission vacate its order issued Oct. 16. The order would terminate the stay of the 30-day period in which ABC is to file a directional antenna renewal application for WABC.

It also was a move on the part of the agency to get underway with, what it termed, the inevitable comparative hearing between ABC's nondirectional renewal application and Hubbard Broadcasting Co.'s application for a new station on WABC's frequency (770 kc) (BROADCASTING, Oct. 21). There is now pending before the District of Columbia Court of Appeals a request by ABC for review of the commission's decision denying renewal of WABC's nondirectional operation in order to protect the nighttime service of Hubbard's KOB Albuquerque, N. M. (also on 770 kc).

The network last week told the commission "ABC is in effect being told by the Oct. 16 action to make an election —either abandon its pending appeal or forego the opportunity accorded by the July 8 [denial] decision to salvage something on 770 kc by filing at this juncture (now or never) an application for directional operation" on WABC.

ABC also attacked the commission's timing and jurisdiction. The network said since the requested stay was granted July 26, the 30-day period in which the commission may set aside a decision has long since expired. At any rate the court now has jurisdiction.

ABC questioned how, under the rules governing the filing of an application, could it submit a proposal to which it couldn't swear that it contained the true intent of the network while it is before a court attempting to gain a reversal of a decision which forced the application.

ABC said it could see no hurry for the hearing. If the court reverses the commission decision ABC feels that Hubbard might discontinue its application for the New York frequency.

TV set sales up, radio down

Television set sales and production were up for the nine months of 1963 compared with the same period last year, but radio sales and production slipped somewhat.

For the month of September, however, both TV and radio sales and production were substantially above figures for August.

Sales and production figures for the year through September reported by the Electronic Industries Association last week:

Period	TV	SALES (with UHF)	Radio	(with FM)
Jan.-Sept. 1963	4,758,191	———	6,616,451*	———
Jan.-Sept. 1962	4,423,117	———	7,825,890	———
		PRODUCTION		
Jan.-Sept. 1963	5,188,815	(732,650)	12,932,168**	(1,057,955)†
Jan.-Sept. 1962	4,864,120	(418,966)	13,848,819	(791,587)

*Excluding auto radios.
**Includes 5,525,897 auto radios for period compared to 4,990,274 for same period last year.
†Does not include auto sets.

Technical topics...

Power rating increase ▪ Andrew Corp., Chicago, has announced a 50% increase in average power ratings for three-eighths and seven-eighths Heliax cables. These cables now use a higher temperature insulation material recently introduced in 3-inch and 5-inch Heliax cables which permit higher average power ratings and significant reduction in attenuation over comparable cables.

Installed in plant ▪ J. Herbert Orr Enterprises Inc., Opelika, Ala., has consolidated its production and assembly processes of audio equipment in a new $300,000 plant. The firm's divisions formerly were located in six separate buildings.

Georgians form engineering division

The Georgia Association of Broadcasters announced last week the formation of a division on broadcast engineering designed to raise engineering standards in Georgia and foster a better understanding of technical problems by management. James Wilder, WBIE Marietta, is chairman of the GAB engineering division.

Mr. Wilder said the engineering division will hold regular meetings, publish a special engineering news letter and conduct workshops to help Georgia broadcast engineers keep up-to-date with new developments. "We are inviting all equipment manufacturers, distributors and engineering consultants to join and take an active part," he said. The need for the new service to engineers was recognized following a series of GAB regional meetings early this fall, he said.

$3,500 fine for WVAR confirmed by FCC

The failure of WVAR Richwood, W. Va., to employ a fulltime first-class engineer will cost the station $3,500, the FCC ruled last week. The fine was originally proposed last spring (BROADCASTING, June 24), and the commission made it stick despite the station's pleas of mitigating circumstances.

W. Courtney Evans, the president and principal of the 1 kw daytimer's licensee, Royal Broadcasting Co., is himself a first-class operator, the FCC said, and his bemoaning the difficulty of finding a suitable engineer to work in Richwood doesn't soften the fact that he promised to stay at WVAR at least five days a week if necessary. It was necessary, the commission said, but he didn't.

The FCC cited different periods when the station was minus a first-class engineer, yet Mr. Evans was present far less than five days a week. The licensee "admitted the violations as charged," the commission said, and the fine, which could have been as high as $10,000, was not reduced.

THE MEDIA

Initial decision favors NBC-RKO swap

EXAMINER CUNNINGHAM WOULD RENEW LICENSES, GRANT TRADE

NBC has won an important, if preliminary, victory in its effort to trade its Philadelphia broadcasting properties for RKO General Inc. stations in Boston.

The FCC's chief hearing examiner, James D. Cunningham, last week resolved all issues in the controversial proceeding, which involves Philco Broadcasting Co., in favor of the network.

The examiner recommended affirming the 1957 renewal of the licenses for WRCV-AM-TV Philadelphia and granting renewal of those authorizations for the period beginning in 1960.

He also endorsed the proposed exchange of the Philadelphia stations for RKO General's WNAC-AM-TV and WRKO-FM in Boston. In this connection he also recommended renewal of WNAC's license.

And he recommended denial of Philco's competing application for a new television station on channel 3 in Philadelphia.

The recommendations were contained in the examiner's initial decision, which is subject to review by the commission. The case, which involves 20 issues, was considered in a hearing extending over a seven-month period that ended last May.

Experience Counts ▪ An important factor in the initial decision in favoring NBC over Philco for the channel 3 grant was what Examiner Cunningham called "NBC's runaway superiority in experience" as a broadcaster.

The importance of the case extends beyond the value of the stations immediately concerned. Examiner Cunningham noted that, with issues involved affecting NBC's and RKO General's qualifications to be licensees, their suitability for holding any broadcast authorizations is under question.

NBC is under court order to divest itself of the Philadelphia stations by June 30, as the result of an action brought by the Justice Department in 1956. The department had charged NBC with violating antitrust laws by pressuring Westinghouse Broadcasting Co. into exchanging the Philadelphia stations, which it then owned, for the network's Cleveland stations in 1956.

Philco had cited the network's "pressure" in effecting the exchange with WBC as one reason the commission should deny NBC's renewal applications for the Philadelphia stations. The commission's Broadcast Bureau—without recommending approval of Philco's application—urged denial of the network's applications on the same ground (BROADCASTING, Sept. 30).

Examiner Cunningham, however, said the commission had consented to

If you would like to buy radio and/or television announcements in Des Moines on participating programs hosted by personalities who have been at a station long enough to strongly establish themselves*.....who have exposure on both radio and TV so they're far better known than air people at any other stations .....who serve their audiences by giving important information on community service projects***.....who are recognized by these same audiences as real friendly, pleasant people with families that they'd welcome as neighbors**** .....and who know the professional way to do polite and persuasive selling for you*****.....buy KRNT RADIO and KRNT-TV, Channel 8.**

* We have 2 Twenty Year Club air people. On KRNT Radio—7 who have been with us 15 of our 28 years. On KRNT-TV—8 who have been here since we went on the air 8 years ago. You need such stability to build audience loyalty to the stations, personalities and to the products they represent.

** Inter-media Motivation Factor. Whereas most operations keep Radio and Television separated, ours embrace each other. In our opinion, both media and personalities and sponsors are far better off for it.

*** All our personalities read the cards and letters about church chili suppers and women's club rummage sales and teen-age car washes and men's charity shows and a thousand other small-but-so-important efforts by friends in our community. These folks know we will help them publicize it. We're kind and gentle people in this phase of our operation.

**** Central Surveys, 1962. "Which radio and/or television personalities would you like to have as next door neighbors?" KRNT personalities were an overwhelming choice.

***** Both KRNT Radio and KRNT-TV do more local business than any other station in the market. By far the greatest number of these advertisements are done "live" by our personalities. They have the experience—the "know-how" to make folks "go-now" and buy now.

KRNT and KRNT-TV

DES MOINES

An Operation of Cowles Magazines and Broadcasting, Inc.

Represented by The Katz Agency, Inc.

the transfer with full knowledge of the facts involved, including "the reluctant role of Westinghouse."

Continuity Essential ▪ "Under these circumstances," he said, "the pinning of a misconduct label on NBC at this time would appear unfitting." He said "the continuity and integrity of process would seem to oblige government to spare private citizens the setbacks likely to flow from a refusal to honor the proper acts of predecessors in office."

The examiner said NBC's involvement in the quiz show scandals of the late 1950's is a "serious demerit" against the network in its application for license renewal. He said the network carried "rigged" quiz shows and that, while NBC claims to have been "duped," it took no remedial action until its hand was forced by a rising tide of public indignation and a growing concern on the part of government.

But he said NBC appears to be "genuinely" determined to prevent a recurrence of such incidents. He added that the quiz show scandals should be viewed "only as an isolated instance in the network's busy and fruitful history."

Examiner Cunningham also said that, if the ideal of diversification of ownership of mass media were to be observed, Philco would be preferable to NBC. He noted that while NBC is a multiple owner, Philco is applying for what would be its first broadcast license.

Main Goal ▪ But, he said, "with a view toward the main goal of choosing the candidate likely to do the better broadcasting job," the "bid of an automobile manufacturer" [Philco is a subsidiary of the Ford Motor Co.] must be rejected in favor of the application by the broadcasting network primarily because of latter's experience "and longtime industry involvement."

"Against untried Ford and Philco," he said, NBC offers a demonstration of likely know-how, the dimensions of which are perhaps fairly exemplified by the nearly 5,000 hours of programing which its television network provides each year and the approximately $30 million it spends annually on its news operation.

"NBC's runaway superiority in experience easily carries all before it and makes its case a winning one over Philco."

The validity of the 1957 renewal grants for the Philadelphia stations was challenged on the basis of charges that RCA, NBC's parent concern, had been guilty of antitrust violations in its patent-licensing activities. Another issue was whether the 1957 TV renewal grant violated multiple ownership restrictions in the commission's rules.

The examiner resolved both issues in favor of the network.

No Court Decision ▪ He said that although RCA entered a nolo contendere (no contest) plea in 1958 in an antitrust suit brought by the government, "no court has held that the licensing practices followed by RCA during the period covered by the evidence is illegal."

The Broadcast Bureau had maintained that the nolo contendere plea was the equivalent of adjudication. However, the examiner said that the settlement of the government's suit doesn't adjudicate RCA's conduct for the commission's purposes.

He said the bureau, which had resisted the admission in evidence of the government's indictment, "is hoist with its own petard." He said the commission, in designating RCA's activities as one of the issues to be examined, contemplated the full development of evidence of behavior. "In this process," he added, "the bureau has no evidence to offer."

Examiner Cunningham reached the same conclusion in commenting on antitrust allegations involving Ford's practices in the automotive field. Ford had pleaded nolo contendere in 1959 in settlement of a criminal action. The examiner said that while the plea "is an adjudication for the purpose of sentencing in that case," it is of no value in appraising Ford's qualifications as a broadcast licensee. He noted that, as in the case of RCA, the indictment detailing the allegedly criminal conduct of Ford, was ruled out as evidence in the FCC proceeding.

Ford's Character Qualifications ▪ He said nothing in the record raises a substantial question on Ford's character qualifications to be a licensee.

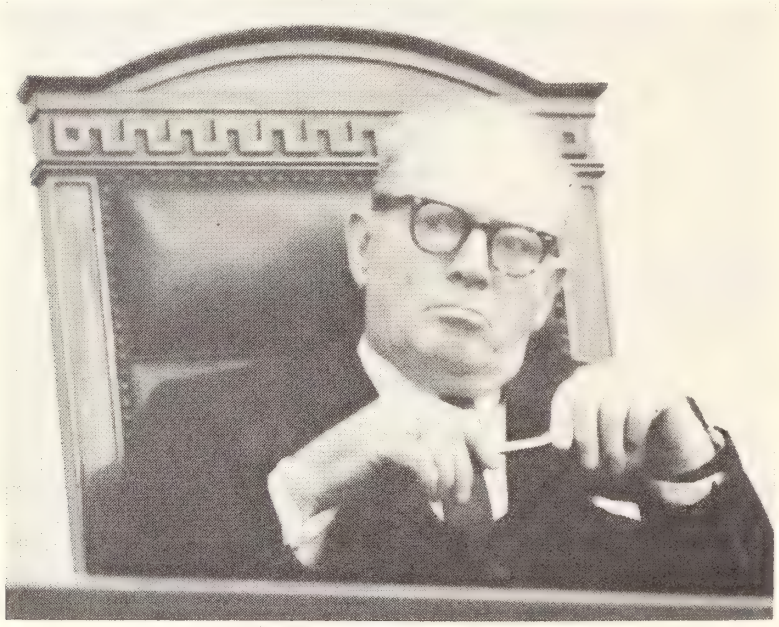
In commenting on whether the 1957 renewal of WRCV-TV was in accord with the commission's multiple ownership rules, the examiner noted that there is overlap of the Grade B contours of NBC-owned stations in Philadelphia and New York. He also said that commission rules prohibit common ownership of two stations serving substantially the same area. But, he said, "a long line of precedent would not fault the overlap here involved," since it's restricted to a limited amount of Grade B.

He added that commission rules prohibit concentration of ownership and that NBC-owned television stations have access to about one-fourth the population of the U. S. But offsetting this, he said, is the fact that the stations are in separate markets, each of which has many radio and television stations and newspapers, and that the commission has permitted the networks to own the same number of TV stations "with comparable audience reach."

He added that the 1957 grant also complied with a commission rule limiting network ownership of television stations in markets where existing outlets "are so few or of such unequal desirability . . . that competition would be substantially restrained by such licensing." He said that in 1957, as at present, each of the three networks had access to comparable TV facilities in Philadelphia.

Similarly, he held that granting NBC the television license in Boston now held by RKO General would not restrain competition among that market's television stations for network affiliation, among networks for station affiliations, or among independent program producers.

He noted that the three TV stations in Boston are sufficient to provide out-



Chief Examiner Cunningham
'NBC's superiority makes its case a winning one'



This is WBNS-TV in Columbus

WBNS-TV, born and raised in Central Ohio, acknowledges with appreciation the Grand Award made to this station by the International Film Festival of New York. The Grand Award saluted our public service programs as exemplified by the weekly series "Channel 10 Reports".

WBNS-TV



CBS Television in Columbus, Ohio



lets for each of the networks. WBZ-TV, a Westinghouse station, is now affiliated with NBC; WNAC-TV is affiliated with ABC and WHDH-TV, owned by the *Boston Herald-Traveler*, is affiliated with CBS. If the NBC-RKO General swap is approved, WNAC-TV's affiliation would be switched to NBC, leaving WBZ-TV available for ABC.

The examiner held that nothing in the hearing record reflected on the qualifications of RKO General to be a licensee. One of the issues in the complicated proceeding was whether that company was involved in NBC's efforts to acquire KTVU(TV) Oakland-San Francisco. Negotiations for that proposed assignment terminated in 1961.

At issue was whether RKO General sought to facilitate the sale by using its influence with former employes who were officers of the Oakland-San Francisco station. NBC's purchase of KTVU was a condition for what had been a proposed sale of the network's Washington stations, WRC-AM-FM-TV, to RKO General.

The examiner noted that an investigation by the Department of Justice concluded that there were no grounds for finding RKO General exerted any influence over KTVU.

THE HARVEST OF 'CHANGE'

Agencyman urges NAB conferees not to fear or ignore change but to take advantage of it

A record number of broadcasters attended the regional conference of the National Association of Broadcasters in Fort Worth last Monday and Tuesday (Nov. 18-19) with the very real threat of government interference sharing the spotlight with pleas for the industry to accept changes and responsibility.

The 251 delegates at Fort Worth were the most ever to attend an NAB fall conference in Texas and the highest number registered in the seven meetings held to date this fall.

NAB President LeRoy Collins urged broadcasters to become more professional in his remarks opening the conference. Stephens Dietz, executive vice president of Kenyon & Eckhardt, New York advertising agency, urged the industry not to fear or ignore change but to "harvest the opportunities it brings with it." He asked the NAB to support K&E's policy to buy only code stations by improving its own enforcement procedures.

Discussing the future growth of UHF, NAB officials agreed that community antenna TV systems may have a depressing influence on the number of new stations which would utilize that band. Vince Wasilewski, NAB executive vice president, said CATV already established in a city could cause prospective UHF applicants not to seek a new station.

Governor Collins said the best way to handle a competitor who consistently violates FCC technical rules is not to report him to the commission but for a group of broadcasters to point out the violation to him. It was pointed out that if the violations are serious, the FCC will hear about them anyway and the station will be subject to a stiff fine.

From Fort Worth, the NAB road show moved to Denver for Thursday-Friday sessions last week (see page 86). The eighth and final conference of the fall series was to begin today (Monday) in San Francisco but was cancelled Friday. (See AT DEADLINE.)

Develop Professionalism ▪ In his remarks opening the conference, Governor Collins said that above all else broadcasting must assume its place as a true profession.

Broadcasters should not band together in a national association "merely out of fear, or solely for self-protection," the NAB president said. While the NAB has a continuing battle with the federal government, this is "neither all our work nor does it fulfill all of our aspirations to serve broadcasting's needs," he said.

The desired professionalism must be based on standards of the highest quality and excellence, Governor Collins said. "We cannot allow any hate-the-government disposition, or any overmaterialistic reach to obscure this broad goal, or diminish our efforts to attain it."

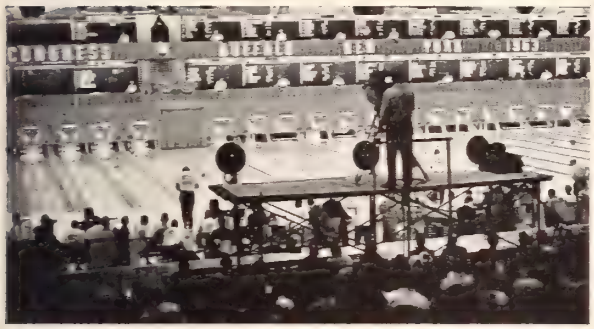
Governor Collins listed these specific elements of professionalism for which

Texans to visit D.C.

Texas will send over two dozen broadcasters to Washington Dec. 2-3 to tell the industry's story to the state's congressional delegation. Jack Roth, KONO-AM-TV and president of the Texas Association of Broadcasters, said that 25 Texans already have agreed to make the trip and that more are expected.

Mr. Roth reported on the plans for a trip to Washington at the National Association of Broadcasters' fall conference in Fort Worth last week. He said TAB hopes 25 more will sign up for the trip.













WBEN-TV

serves a great community with a great public service effort

Three-million-plus people in WBEN-TV's coverage area offer a challenging composite of diverse interests and backgrounds.

WBEN-TV meets this challenge by a continuing creative effort in developing public service programs that satisfy all interests — that entertain as well as inform.

During the past months WBEN-TV cameras focused on the installation of the Buffalo Diocese's new bishop, recorded five documentaries on cancer at famed Roswell Park Memorial Institute, caught the action of the All-American Bowling Team battling Buffalo's top bowling five during the ABC Tournament, brought new insight to area viewers on their rights and obligations under the law in "The Law and You" series that again won the top State Bar award, and captured the gaiety and color of the Chopin Society's beautiful choral music and exciting Polish dances.

Religion, medicine, sports, the lively arts — all are in range of WBEN-TV's production facilities, mobile remote unit and enterprising staff.

That's why, in this great market — extending from northwestern Pennsylvania to the Canadian Niagara Peninsula — pioneer WBEN-TV retains its unsurpassed audience loyalty.

Nationally represented by: Harrington, Righter & Parsons

WBEN-TV

The Buffalo Evening News Station

CH. 4

CBS In Buffalo



Linda Loftis, former Miss Texas, welcomes NAB President LeRoy Collins (l) to Fort Worth for the NAB regional conference there last week. Also in on the greeting is Roy Bacus, general manager of WBAP-AM-FM-TV Fort Worth-Dallas, who provided the entertainment for the conference reception.

the industry must strive: "A due regard for the fact that our prime purpose is to serve the public welfare; ethical conduct beyond reproach; acceptance of a common responsibility for the performance of all broadcasters; superior personnel and training to assure this; daily attention to the continuing improvement of standards of programing; increased knowledge through sound research.

K&E Wants Help ▪ Stephens Dietz, executive vice president of Kenyon & Eckhardt Inc., called for the support of "every responsible advertising agency" of K&E's new policy on buying radio and TV spots. Less than two weeks ago, K&E President David Stewart announced the agency will, whenever it can secure approval of clients, confine spot purchases to stations which subscribe to and follow the NAB codes or an equivalent code (BROADCASTING, Nov. 18). He also called on the NAB to tighten its code controls, correct abuses, and expel subscribers who continually violate advertising standards.

Mr. Dietz, speaking to the luncheon session at the Fort Worth conference, said initial client reaction to the K&E plan has been highly favorable and "I think you will see the policy in action in a very short time."

He said advertisers, agencies and broadcasters must solve their mutual problems and recognize that they are tied to individual responsibilities. Noting that in 1962 the top 100 advertisers placed 58% of their budgets in broadcasting and that each of the top 10 places three-fourths or more in radio-TV, Mr. Dietz said this points up that a healthy and free broadcast industry is vital to advertisers and agencies.

Mr. Dietz said K&E has been "greatly encouraged" by the response of individual stations to the new buying policy as well as the endorsement by agency clients. Much can be accomplished, he said, if only one or two other major agencies join K&E.

Request Justice Ruling? ▪ K&E is investigating the possibility of obtaining a ruling from the Justice Department permiting agencies, acting in association, to assist the broadcasting industry "in its efforts at self-regulation. To this end, K&E has made contact with the FCC and our first discussion of the subject was somewhat encouraging."

Mr. Dietz said K&E wants every advertiser, agency and broadcaster to be made aware of its intentions and urged the NAB code authority to move against code violators. He said replies from stations to K&E have "turned up a number of accusations and evidence that certain NAB members continually abuse code standards. Many of these abusers are major stations in top markets. . . ."

"I urge you now to re-evaluate your methods and procedures for exerting controls with your member stations. If they are inadequate, then correct them. And look over your membership. If there are abuses, have them corrected or terminate the violating station's membership," he concluded.

ALLOTT LAMBASTS FCC

Colorado senator, Representative Brotzman hit government encroachment at Denver conference

Two Colorado Republican members of Congress assailed the efforts of the FCC to move into the program areas of broadcasting last week at the National Association of Broadcasters' fall conference in Denver.

One of them, Representative Donald Brotzman, was an extra added attraction as he filled in for the scheduled speaker, Senator Gordon Allott (R-Colo.), at the Thursday luncheon. Senator Allott's plane was unable to land in Denver until too late for his lunch date and Representative Brotzman, who was seated at the head table, substituted without advance warning.

Senator Allott addressed a special combined session of radio and TV delegates later in the afternoon. He said broadcasting today is confronted by a "clever and insidious enemy . . . which is opposed to all the principles for which you stand." This enemy, he said, is unfortunately increasingly successful in its bold attacks upon free, creative and individual enterprise.

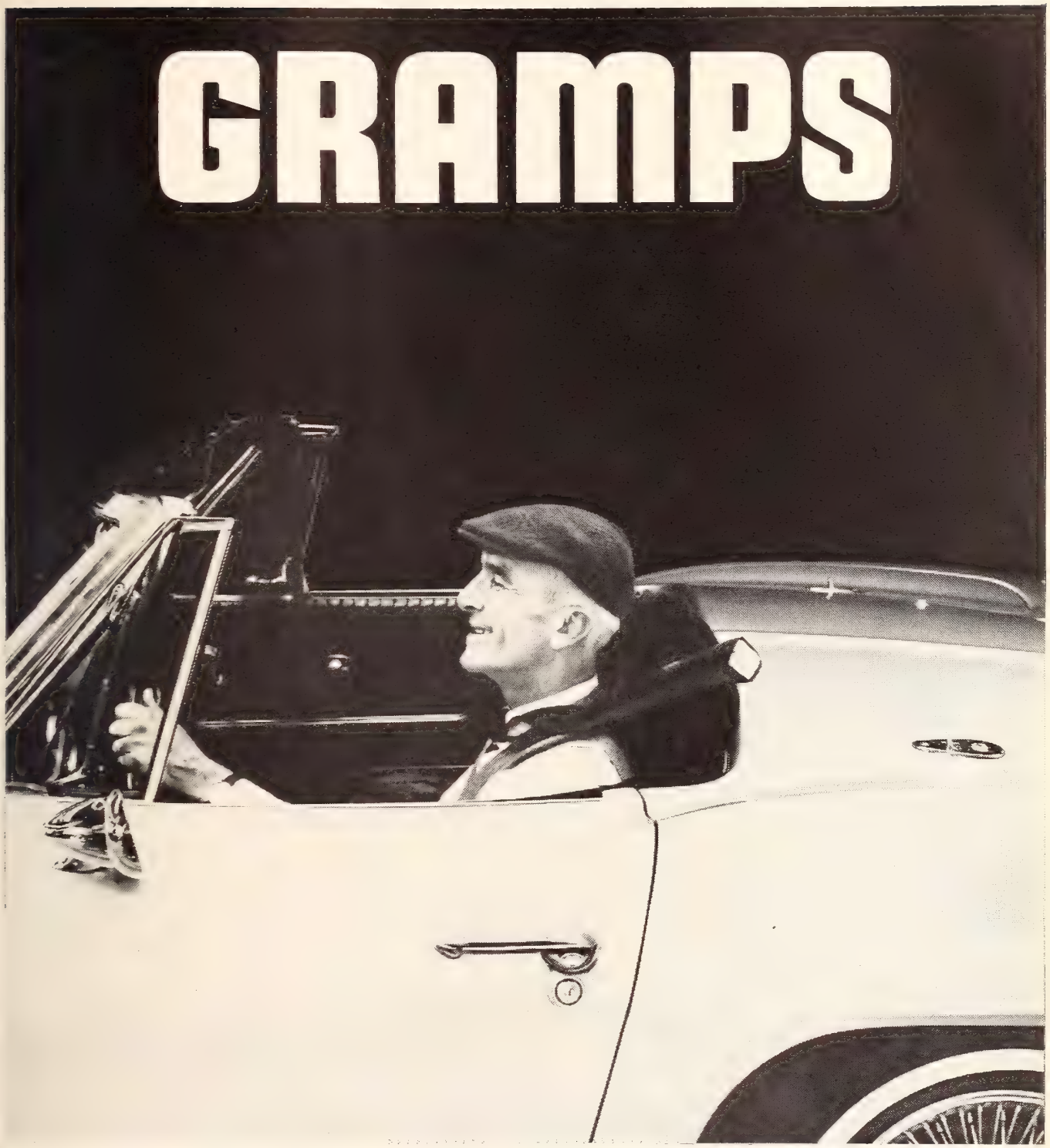
The common enemy of any business today is the "executive establishment —a bureaucratic mastodon assuming monstrous and frightening proportions, conspicuously lacking any sense of built-in limitations."

Senator Allott said that he was not referring to the President himself but a concept of governmental philosophy.

Every segment of free enterprise—including steel, drugs, broadcasting—is under attack by this executive establishment, he said in citing several examples. "Your own industry can add to that documentation page-by-page because perhaps more than any other industry you have been subjected to the gossamer-veil threats used as a major weapon by this revolutionary force in its efforts to control your business."

FCC Threats ▪ The FCC, he charged,

You can't appreciate the new WABC if you don't dig the new American . . .



Gramps is a gasser. He fancies he still has sex appeal, if in moderation. He digs the new things; no Silver Threads Among the Gold for him. He's no cliché. And because we know it, we suit him to a T.

Our All Americans suit him; he likes their easy wit and the up-to-date music they swing his way. Gramps likes to know what's going on in his world . . . so every half hour we tell him. In frequent editorials we give him our outlook on important issues and sometimes he gives it right back with letters and opinions. He's got a heart, too. We know because he responds regularly to WABC heart or cancer drives. He volunteers his blood when we tell him about an emergency need.

The point is: we talk to Gramps every day. And because we know what he's really like, he listens.

One more thing: Gramps, who spoiled a daughter for 30 years, is about to do the same for two grandchildren. And now he has more money to do it with.

Got the picture? Give him the word on . . .

WABC/NEW YORK

AN ABC OWNED RADIO STATION

Represented by Blair Radio

in license renewal inquiries "threatens the peripheral area of our very freedom to think and speak and your freedom to provide for the public the things the public wishes to hear and see." Illustrative of the FCC techniques is Chairman E. William Henry's recommendations following the Omaha local TV hearing (BROADCASTING, Oct. 28). "His interpretation of those hearings was not only shocking, it was frightening," the senator said.

"Not only would his proposals make him and his colleagues the program directors of every broadcast facility in the nation, they would endow the commission with the dictatorial powers increasingly sought by some of the members since the advent of the cultural cult headed by . . . Mr. Minow."

Despite unqualified endorsement of the three Omaha TV stations by witnesses, Chairman Henry "makes it clear in his capricious statement that the commission knows better than the public what it should watch or listen to and when," Senator Allott said. "This verbose effort on the part of the chairman of the commission to excuse a time consuming, wholly unjustified and unconscionable foray into an area where the responsibility lies with the licensee is a glaring example of interpretive travesty on Congress, the FCC, the broadcasters and the viewing and listening audience."

Fortunately, he said, "these advocates of centralized power and controls might have gone too far." Undoubtedly the "flagrant flaunting of power" in the Omaha report prompted the "violent reaction" of the House Communications Subcommittee when the FCC testified on commercial time standards three weeks ago (BROADCASTING, Nov. 11), Senator Allott said. Also, he pointed out, the Senate Appropriations Committee (of which he is a member) has reduced the FCC's requested appropriation, a clear indication that "we were not pleased with their efforts to proliferate the control of that agency."

Representative Brotzman had high praise for the job broadcasting is doing in serving the public. He said he agreed with NAB President LeRoy Collins that federal control of programing will result in thought control of the public (BROADCASTING, Nov. 11).

Agreement with FCC is major NCTA concern

MALARKEY HEADS COMMITTEE SEEKING NEW PRESIDENT

The board of directors of the National Community Television Association met in Chicago last week with a major topic of discussion centering around how best to obtain an FCC agreement on federal regulation of the growing industry.

And, while the NCTA was in Chicago, the FCC in Washington scheduled a meeting for today (Nov. 25) on the very same subject—regulation of community antenna TV systems with a view toward protecting local TV stations from outside signals brought in by CATV.

NCTA also is looking for a new president to replace Bill Dalton, who resigned last summer (BROADCASTING, Aug. 26) and the board appointed a special committee to screen applicants.

Fred Stevenson, NCTA chairman, said the board was "united" in its wish for further negotiations with the FCC in an effort to reach a mutual agreement on legislation to propose to Congress authorizing direct regulation of CATV. However, the FCC staff has told the commission that it has ample authority already to embrace CATV under a rulemaking proceeding.

The CATV industry and the commission staff have held a series of meetings on the subject, the latest 10 days ago (BROADCASTING, Nov. 18). This meeting, with Ward Quaal, WGN-TV Chicago as host, featured broadcasters who also own CATV systems.

NCTA and the FCC staff have been stymied on one major issue—duplication of a local station by a CATV system. NCTA will agree to legislation prohibiting only simultaneous duplication while the staff now is recommending a period of about two weeks before and after a local station carries a program. NCTA also takes the position that regulation should come through legislation by Congress, Mr. Stevenson repeated last week.

The National Association of Broadcasters, which is embroiled with the FCC in several areas of real and proposed or threatened regulation of broadcasting, sides with the FCC on this issue. The NAB's position is that the FCC can institute a rule making proceeding to regulate CATV.

FCC Today ▪ At its meeting today, the FCC is expected to cover a wide-range of regulatory problems involving the community antenna industry (BROADCASTING, Oct. 28). The main subject to be considered will be a comprehensive staff report and recommendation that the commission should resolve the problem of protecting TV stations from CATV competition.

The staff recommends that the FCC adopt an outstanding rulemaking conditioning microwave grants in the business radio service to service CATV on a provision not to duplicate local stations for about two weeks. The pres-

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ent rulemaking sets a 30-day hiatus but this is expected to be cut back. Several microwave grants have been made since this rulemaking was announced but all were conditioned upon a no-duplication agreement.

Also before the FCC will be a proposal to accept comments on rulemaking which would set the same ground rules for CATV systems getting signals relayed to them by common carrier microwaves. A third plan, and one which is sure to motivate considerable debate, is the staff recommendation that the FCC assert regulatory jurisdiction over all CATV systems, including those which pick up TV signals directly from the stations' transmissions.

A majority of the FCC would prefer legislation, it is understood, but harbor a doubt that the commission could get Congress to pass the type of bill it wanted. A bill authorizing the FCC to regulate CATV failed to pass the Senate by one vote in 1960.

Malarkey Heads Selectors ▪ Martin Malarkey, a member of the NCTA board and pioneer in CATV, heads the screening committee to select a new president for the association.

That's one way to get a license renewal

At least one station now has reason to believe that the FCC has a heart.

Last Thursday (Nov. 21), during a dedication of the new $2.5 million Broadcast Center housing WOC-AM-FM-TV Davenport, Iowa, Ben F. Waple, FCC secretary, personally delivered a license renewal for WOC-TV.

The television station had been awaiting action on its renewal application for more than a year. Like hundreds of other stations, WOC-TV had been in the FCC's backlog.

Mr. Waple, who represented the FCC at the dedication ceremonies, made the surprise presentation to David D. Palmer, president of the Palmer stations in Davenport and Des Moines; William Wagner, vice president and secretary of the company, and Ray Guth, general manager of WOC-AM-FM-TV.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WEW St. Louis—Sold by Franklin Broadcasting Co. to Charles P. Stanley and associates for $500,000. Mr. Stanley, the present station manager of the station, holds 51% interest. Others in the buying group and their ownership: Robert A. William and John A. Griesedieck (brewing) and John A. Butler, a brother-in-law, 20%; Peter J. Nikolaison, advertising, 15%, Richard Derringer, advertising, 7½%. The purchase price consists of $150,000 and assumption of obligations. Franklin Broadcasting, headed by William F. Johns and Alvin Koenig, at one time owned five radio stations, but has disposed of them all. WEW operates on 770 kc with 1 kw daytime only.

▪ WLET-AM-FM Toccoa, Ga.: Sold by Virgil E. Craig to H. F. Lawson and R. Gene Cravens for $90,000. The buyers are physicians, and at one time were part owners of WCLC Jamestown, Tenn. Dr. Lawson still owns WAEW Crossville, Tenn. WLET is a 5 kw daytimer on 1420 kc. WLET-FM operates on 106.1 mc with 730 w. Broker: Chapman Co.

▪ KALF Mesa (Phoenix): 31% interest acquired from Sheldon Engel by Lee Ackerman for more than $50,000 ($1,000 plus assumption of obligations). Mr. Ackerman, already a 20% owner, will become 51% owner; Mr. Engel, 51% owner now, will retain a 20% interest. Mr. Ackerman is a local businessman, former publisher of Phoenix Sunpapers, and has financial and investment interests. In 1960 he was Democratic nominee for governor of Arizona. Mr. Engel will continue to manage the station. KALF operates daytime only with 10 kw on 1510 kc.

▪ KDGO Durango, Colo.: Sold by Robert W. Tobey to Jerry and Marcie Fitch for $32,000. Mr. Fitch is co-owner and executive vice president of KGLN Glenwood Springs, Colo., and is president of the Colorado Broadcasters Association; Mrs. Fitch is station manager. KDGO is 1 kw fulltime on 1240 kc.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 103).

▪ KSMN Mason City, Iowa: Sold by Donald F. Blanchard and Harry Campbell to Hayward L. Talley for $170,000, including $30,000 agreement not to compete for six years. Mr. Talley owns KXGI Fort Madison, Iowa, and controls WSMI-AM-FM Litchfield, Ill. KSMN is a 1 kw daytimer on 1010 kc.

▪ KSXX Salt Lake City: Sold by William Parmer Fuller III to Starley D. Bush and group for $160,000. Mr. Bush recently disposed of a 25% interest in KWIC Salt Lake. KSXX operates with 1 kw daytime only on 630 kc.

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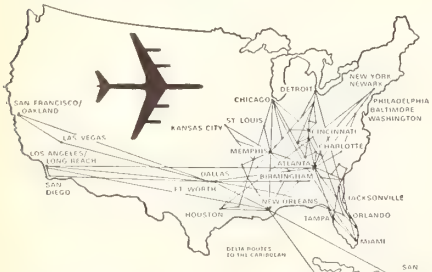
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FCC'S 'POWER GRAB'

House group okays Rogers's bill that would thwart commission plan to regulate commercials

The House Communications Subcommittee last week continued its efforts to halt what a majority of its members call the FCC's runaway with the legislative power of Congress.

The panel met in closed session Monday (Nov. 18) and approved legislation to block the FCC's proposal on commercial time standards and quickly turned to a bill that would prevent the commission's license fee schedule from starting Jan. 1, 1964.

Representative Walter Rogers (D-Tex.), subcommittee chairman and author of both measures, said the subcommittee probably would conduct hearings on license fees early next month. It may also resume consideration of broadcast editorials and the FCC's July 26 statement on fairness. Representative J. Arthur Younger (R-Calif.), ranking Republican on the subcommittee, introduced a bill (HR 9158) Tuesday to establish "a statutory policy governing the broadcasting of views on controversial issues."

The Republican Congressional Campaign Committee stepped up its attacks on the FCC's fairness policy in material prepared for GOP members of Congress.

Representative Rogers said the subcommittee discussed commercials, license fees and fairness at its Monday meeting. The chairman has said before that he considered the three matters were related to one issue—a general power grab by agencies of the executive branch and a special hatchet job on congressional authority by the FCC (BROADCASTING, Nov. 18).

The Latest ▪ Briefly, these are last week's developments on the three broadcasting issues facing the Communications Subcommittee: The panel, by a voice vote, approved HR 8361 without opposition. It would prevent the FCC from going ahead with its proposed rulemaking on the length and frequency of commercials. Present and voting were Representatives Rogers, Younger, Glenn Cunningham (R-Neb.), James T. Broyhill (R-N.C.) and W. R. Hull Jr. (D-Mo.). Representative John E. Moss (D-Calif.), sole opponent on the panel, was attending a meeting of another subcommittee and did not vote, the chairman said. Two other members were unable to attend the session either, he said. The bill is presently pending before the full Commerce Committee.

The FCC, which defended its proposal against broadcaster and congressional attacks at a hearing earlier this month (BROADCASTING, Nov. 11), has scheduled an oral argument for Dec. 9.

Meanwhile, Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, said he favored self-regulatory moves by broadcasters to curb commercial excesses. Two weeks ago the senator issued invitations to key broadcasters and officials of the National Association of Broadcasters to meet informally in his office and bring him up to date on what the NAB is doing about commercials (BROADCASTING, Nov. 18). His invitation followed an exchange of letters with NAB President LeRoy Collins, who has been trying to organize a meeting of his own with NAB code board heads and network presidents. The networks turned Governor Collins down last summer, but Senator Pastore said he fully expected their cooperation, "as they always have [given] in the past."

License Fees ▪ The license fee question is not on the merits of licensees helping defray some of the expenses the government incurs in regulating them, Representative Rogers said. It's on whether the FCC has the power to go ahead and levy fees without legislative approval by Congress.

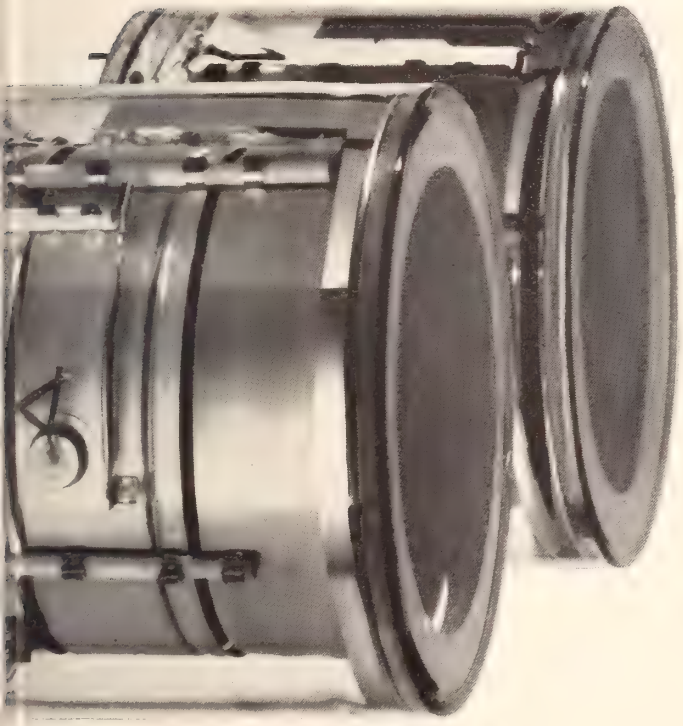
The FCC sent the subcommittee its comments in opposition to the Rogers bill and pointed out that the Department of Defense and the Federal Aviation Agency adopted fees last year. Why should its functions be treated differently from those of other agencies, the FCC asked. The commission and the other two agencies all rely on a 1952 appropriation bill for fee authority, as well as on recommendations of the President and the Bureau of the Budget, the FCC pointed out.

Anyway, the commission argued, the FCC already has conducted its own proceeding on fees and adopted a rule (BROADCASTING, May 13). Furthermore, it said, the fees it has set up and revised "represent the most practicable method of administering a fee schedule which is nominal in amount and equitable in its application."

All these arguments, Representative Rogers, said, avoid the main issue—does the FCC have the authority to go ahead? He contends it does not and said he hoped to hold a hearing on his bill about the first week in December.

Free Time Vs. Paid Time ▪ Representative Younger's bill on controversial programing is the first measure aimed at the FCC's position on fairness since

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GENERAL ELECTRIC

Senator has tax problem from station sale

Senator Herbert W. Walters (D-Tenn.), former 50% owner of Cherokee Broadcasting Inc., one-time licensee of WCRK Morristown, Tenn., is feuding with the Internal Revenue Service on his sale of stock in the radio station.

The IRS says the senator owes $2,250 in back taxes, interest and penalties. Senator Walters said last week that his auditors and IRS accountants have disagreed on this matter since the sale to WCRK Inc. in 1960 (BROADCASTING, Oct. 31, 1960).

The disagreement, he explained, is on the value of the stock and whether depreciation of equipment, state taxes and final closing costs should be allowable as deductions. His case is on the docket of the U.S. Tax Court in Washington where it is awaiting hearing.

Senator Walters and W. E. Hodges, both Morristown businessmen, each owned 50% of Cherokee Broadcasting, which they sold for $130,000 in 1960. FCC records show that both men retain 2.5% interests in WCRK, a daytimer which operates on 1350 kc with 1 kw.

the FCC sought to clarify its policy in July (BROADCASTING, July 29). It would amend Section 315 of the Communications Act to provide that licensees who sell time for controversial programing "shall not be required to afford the use of such station for the presentation of contrasting views with respect to such issue without making comparable charges for such use."

In other words, the bill would protect broadcasters from a strict interpretation of the FCC's fairness policy: that stations might find themselves in a position where they would have to offer free time to answer a controversial sponsored program.

Representative Rogers, whose subcommittee already has held public hearings on editorials (BROADCASTING, Sept. 23, July 29), said he thought the panel could consider his license fee measure and later turn to the fairness issue at the same sitting. The FCC, he said, wants to testify on both.

No rerun of decision on incentive pay plan

In the interest of assuring that a network could not place restraints on its affiliates, the FCC last week denied reconsideration of its decision made last spring to prohibit the CBS-TV incentive compensation plan.

Prohibition of the CBS compensation plan was a companion to the commission's action killing network option time practices (BROADCASTING, June 3). In both cases the commission indicated its purpose was to strengthen the ability of nonnetwork program producers to compete with the networks by giving greater freedom to television stations in choosing program sources.

The commission found the compensation plan violated two rules. The first prohibits stations from making contracts that prevent them from rejecting network programs. The second is the option time rule which prohibits time opting contracts and any other agreement "which has the same effect."

Lee: government vs. self-regulation

FCC Commissioner Robert E. Lee has warned broadcasters that unless they do an effective job of self-regulation they can expect more government control and more death sentences for stations that fail to abide by commission rules.

The commissioner spoke at the Institute of Social Ethics at Georgetown University in Washington.

He said the National Association of Broadcasters codes go "further," in detailing broadcasters' programing responsibilities than the commission's 1960 statement on programing policy. But, he added, the commission "has effective sanctions and the NAB has, at best, ineffective ones."

If the history of broadcasting "is prophetic," and the codes fail "to do the job," he went on, "more of the FCC policy statements may become a matter of rule and regulation, the noncompliance of which could mean a license revocation."

Commissioner Lee, who spoke on "Ethics, Advertising and Responsibility," made no direct reference to the current FCC proposal to adopt the NAB commercial codes, or a variant of them, as a commission rule. One of the main arguments advanced by the commission in this connection is that not all broadcasters adhere to the codes and that the NAB has no effective sanctions to employ against those who violate them.

Maintain Public Confidence ▪ Commissioner Lee said that he doesn't favor government control any more than broadcasters do. But, he said, to prevent "incursion by government," broadcasters must "achieve and maintain the plateau where the public has confidence in the ability of any given industry to manage its own affairs with acceptable morality."

He said most "onerous government controls" are "triggered" by public indignation over "sharp practices" by a relative handful of individuals.

"Without the sinning few," he said, "I believe the majority could have more freedom from government interference, including substantially longer license periods. The broadcasting industry will make progress when it finds a way to obtain substantial compliance with its self-regulating devices, such as codes, through imposition of some form of sanction against violators." He acknowledged, however, that "this is easier said than done."

The commissioner also defended the commission against the charge that it engages in censorship in examining programing. He said that although the Constitution and the Communications Act prohibit censorship by the commission, the agency has the statutory obligation to grant and renew licenses only after a determination that "the public interest" would be served.

And the FCC, he said, has concluded that the proscriptions against censorship do not prohibit it from examining programing proposals "in broad categories to determine whether such proposals would meet the public interest."

He also said that anyone perceiving "any threat of censorship" in the 1960 programing statement would be "straining."

Senate cuts FCC budget

The Senate passed a $13.4 billion appropriation bill last week that includes $15.4 million for the FCC's fiscal 1964 operations. The House version of the appropriation bill fixed the FCC figure at $15.8 million.

Fiscal 1964 began in June and the FCC has been spending money since then at its 1963 authorized rate, $14.9 million.

The FCC asked originally for $16.5 million.

The Federal Trade Commission, also covered in last week's bill, was voted $12,329,500, $1.1 million less than it requested.

California BP's organize

A luncheon organization meeting of the Southern California Chapter of the Broadcast Pioneers will be held in Los Angeles at noon on Dec. 4 at the Hollywood Roosevelt hotel. Arrangements are being handled by Loyd Sigmon, executive vice president and general manager of Golden West Broadcasters. Participating at the luncheon meeting will be Lee Jahncke, national pioneers president, and Ward L. Quaal, immediate past president. Sol Taishoff, chairman of the chapter expansion program of the pioneers, will also be present.

Members of the national Broadcast Pioneers as well as those eligible to join are being invited to attend the luncheon.

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DRUMS BEAT LOUDLY OVER THE BAY

Broadcasters Promotion Association's seminar stresses sessions designed to help promoters do a better job

An unglamorous, hardworking, shirtsleeves meeting; that's what the eighth annual seminar of the Broadcasters Promotion Association, held Monday-Wednesday (Nov. 18-20) at the Jack Tar hotel in San Francisco, turned out to be. There was little drama, little excitement, during the daytime hours. The 14 professional panels played to SRO rooms, even when three sessions were going at the same time. The BPA members attending the three-day meeting, first in BPA history to be held on the West Coast, showed themselves to be concerned with learning things that might help them do a better job.

The meeting opened Monday morning with a report from President Dan E. Bellus, general manager, WDOK Cleveland, that the registration was a record high of 314, the first time a BPA seminar had topped 300. He said that the BPA membership was also at an all-time peak, with 514 paid-up members. King Harris, president of the San Francisco Advertising Club, and Joseph P. Constantino, KTVU(TV) Oakland, seminar chairman, joined in welcoming the members to San Francisco.

O'Flaherty's Prose ▪ The opening session was enlivened with numerous expressions of antagonistic reactions to the comments about the meeting made that morning by Terrence O'Flaherty, TV-radio columnist of the *San Francisco Chronicle*. In a column headed "An Encampment of Gypsies," Mr. O'Flaherty defined the broadcasting promotion men as "the people responsible for the baloney that is found so thinly sliced everywhere on the radio and television dials and in the newspaper columns as well.

"The fields of endeavor are varied for the members of the BPA," the columnist wrote. "They push coming attractions, place expensive ads, call attention to the sponsor's products, arrange interviews for critics, falsify the ages of their clients and toss around words like 'provocative,' 'hard-hitting' and 'sensational' in a manner that is awesome. And they can lie with a smile as big as next year's budget. . . . They are to be avoided like the plague—except when needed. And then they are to be loved like brothers."

And so on.

Recommendations of BPA members on the best way to treat the column ran the gamut from "ignore it completely" to "let's send a formal protest to the publisher," with one proposal that Mr. O'Flaherty be invited to join a panel session on station promotion "to let us share some of his wisdom and to let him see that we aren't all gypsies." The matter was referred to the Tuesday afternoon business meeting for formal action, but before then a second column had appeared.

This one, headed "Jack Tar Revisited," began with the report of a gift of a can of tar and a box of feathers which the columnist said he had received in response to his Monday column. He then quoted at length from the "less graphic but just as firm" reaction of Mr. Bellus, who pointed out that the BPA image is the "exact opposite" to that described in the first column. "We're not press agents such as the stars in Hollywood employ. We are employes of broadcasting operations who are dedicated to disseminating information of and about our offerings. . . ."

Mr. O'Flaherty wound up his second BPA column: "Just as I was preparing to take a flying roll in the feathers, a telegram arrived: 'Overheard two BPA delegates saying "It was a hell of a column if you like honesty." ' " And there you have it. I've got the tar barrel open. Now what shall I do with the feathers?"

The convention agenda from the opening until its close Wednesday noon consisted mostly of panel sessions whose subjects ranged from "Management Thoughts on Promotion" to "Promoting Movies on Television" and "Publicity Problems of Radio Stations." Jack Webb, keynote speaker at the Monday luncheon, discussed his own career in radio and TV, his rise to fame with *Dragnet* and his present worries as head of television for Warner Bros. He also had some practical suggestions about program promotion (see page 94).

Tuesday's luncheon was the occasion





Successful merchandising and the art of agency presentations were the topics of discussions for these two groups at the BPA convention.

Left photo (l-r): Robert Werden, U.S. Borax Co., Los Angeles; Dick Paul, WAVY-AM-TV Norfolk, Va.; Art Garland, GE stations, Schenectady, N. Y., and Leo Gutman, Four Star Distribution Corp., New York.

Right photo (l-r): John Vrba, The Fourth Network; Dean Linger, Corinthian Broadcasting Corp., and Rod MacDonald, Guild, Bascom & Bonfigli, San Francisco.

for the presentation of the BPA "On-the-Air" promotion awards for 1962, following the reproduction of the winning promos. Tennessee Ernie Ford made the presentations (see page 92-D). The annual banquet was held Tuesday evening, following a cocktail party jointly sponsored by 14 advertising-broadcasting trade publications.

The chief accomplishments of the closed business session on Tuesday afternoon were reported to be the decision to drop the apostrophe from the first word of the organization's name—making it Broadcasters (instead of Broadcasters') Promotion Association—and to set the sites for the next four conventions: Chicago in 1964, Washington, in 1965, St. Louis in 1966 and Toronto in 1967.

Aid To The Rep. ▪ Syndicators want to help stations make a profit on the $101 million they spend each year for filmed programing, but it can't be done in the way it was when syndicated programs were sold to individual local and regional advertisers—banks, bakeries and such—for individual sponsorship, Leo Gutman, vice president of Four Star Distribution Corp., told a session on merchandising. Today, he said, the help that is needed is in aiding the station representative sell spots in the program period to agency timebuyers.

For *Dick Powell Theatre* the help was a two-page trade ad that listed the calls, cities and station reps of all stations who had bought the series, with an invitation for buyers to pick the markets they wanted to use and call the reps. Reprints of the ad were mailed to 4,000 timebuyers.

Sales aids, such as ratings histories, with lead-ins and competition also shown, were sent to the stations and the representatives.

The same procedure was followed for *The Rifleman* and Mr. Gutman said that 80% of the stations reported a sellout before the first air dates.

To help the stations build audience for the programs, special on-air promos were prepared.

Station promotions generally fall into four categories, Art Garland, promotion manager of the General Electric stations, Schenectady, N. Y., reported. There is the card, "whose main job is to get the attention of the recipient on its way to the circular file"; the gimmick mail piece, such as a letter for a vermouth sponsor with an Italian and a French coin attached, or an outline picture of a collection of the sponsor's products distributed to children as a coloring project; station news letters, "expensive but effective"; all-out merchandising schemes, which are really costly and need to be tailored to the specific account but on occasion well worth the work and the money.

Help Is Expected ▪ The program sponsor who buys station time for his show expects as much merchandising help as he can get to build audience for his program and sales for his products, Robert Werden, publicity manager, U. S. Borax Co., stated. He cited a station-run contest for the best Borax displays in supermarkets, resulting in a sharp increase in retail sales, as an example of the sort of thing his company would like to see done by every station on the *Death Valley Days* list.

When panel moderator Dick Paul, director of advertising, promotion and merchandising, WAVY-AM-TV Portsmouth-Norfolk, Va., commented on a recent upswing in requests for merchandising by advertisers and agencies, Mr. Werden said it was an inevitable result of the educational campaign conducted by BPA on the value of merchandising.

More money for programing has paid off for promotion managers as well as program directors, Lou Hazam, writer-producer of such TV spectaculars as *Vincent Van Gogh: a Self Portrait,* told the session on "Promoting Specials and Sports Programs," at which he was a surprise panelist. "Money isn't everything in producing a program worth promoting," he said, "but it's almost everything."

'Special' Season ▪ Alex Kennedy, director of program promotion, CBS-TV, predicted that "specials will become the image of all television during the next 12 months," with the national elections dominating the scene. Paul W. Sheldon, director of advertising, Gulf Oil Corp., and Caley E. Augustine, promotion manager, WIIC(TV) Pittsburgh, discussed successful promotion campaigns during the session moderated by Steve Libby, manager of the TV department of Infoplan.

"If your promotion looks better, it's apt to be more effective as a sales tool," G. Dean Smith, graphic designer, stated during a session on graphic arts. "It can cost a lot of money," he said, "but it doesn't have to. The essential ingredients are a lot of thought and some good ideas."

The late William Golden of CBS was hailed as the father of good broadcast advertising art by Edwin L. Jay, promotion manager of WAGA-TV Atlanta, who with the aid of more than 100 slides showed how good art and good design, can improve the impact of every item of station communications, rate cards and ID's as well as more formal promotions on air and in print.

Yet when Paul Woodland, promotion manager, WGAL-TV Lancaster, Pa., asked the question, a show of hands indicated that only about 10% of the stations represented at the session have an artist on their promotion staff. R. O. Trautwein, San Francisco sales manager, Addressograph-Multigraph Corp., reported on improvements in reproducing equipment that have lowered costs while improving quality.

As Long As It Sells ▪ Tuesday morning was devoted to the controversial topic of humor in advertising and promotion, although the chief speaker, Alan Alch, creator of such broadcast ads as Butternut Coffee's "Subliminal" and BankAmericard's "Little Maestro," expressed bewilderment over why it should be. "It's funny but will it sell?" is a standard response to the presentation of a humorous advertising theme, he reported, asking in turn, "why don't we ever hear anyone say, 'It's serious, but will it sell?' "

Maybe the problem is one of semantics, Mr. Alch observed, and the word "humorous" should be replaced with "entertaining." The primary purpose of a commercial is to sell the product, he said. To do that it has to be seen and if the viewer isn't entertained he won't sit through it and then what chance does it have to sell any-



Among participants in Broadcasters Promotion Association's Monday session on 'Promoting Specials and Sports Programs' were (l-r): Caley E. Augustine, WIIC(TV) Pittsburgh; Paul W. Sheldon, Gulf Oil Corp., Pittsburgh; Alex Kennedy, CBS-TV, New York, and Steve Libby, Infoplan, New York. Lou Hazam, writer-producer (not shown) was a surprise panelist.

thing? Proof of Mr. Alch's thesis was promptly provided. When he finished speaking he was besieged with requests for his full humor-filled text, which BPA members wanted to take home with them for distribution in their local advertising circles. This did not happen at any other session of the three-day meeting.

An Effective Whisper ▪ In a session on radio humor, John Asher, vice president for advertising and promotion, Golden West Broadcasters, told of the use of a contest on what the call letters of the GW stations really mean to impress them on listeners "without continually shouting them," as one of his more successful uses of humor in station promotion.

Norman S. Ginsburg, sales promotion director, CBS Radio Spot Sales, played highlights of an LP record, "That Agency Thing," which he reported had been enthusiastically received by agency executives and had been responsible for opening their doors to radio time salesmen. Carl Hixon, associate creative director, Leo Burnett Co., Chicago, recounted the story of the "corny" campaign for Kellogg's corn flakes, probably the outstanding radio success story of 1963. Paul N. Lindsay, promotion manager, WIND Chicago, moderated this session.

"Use humor to get their attention, then you can safely go into the hard sell," a keystone of Mr. Alch's argument, was emphasized also by Steven Fox, promotion director, KOA-TV Denver, who cited the TV spots of Western Airlines and Culligan water softeners as prime examples of how well this theory works in practice, when the practioner is an expert in his craft. Charles Cash, director of promotion and publicity, WSB-TV Atlanta, showed film clips to illustrate the use of humor in station promos, even for news shows. Harry Honig, sales promotion manager of KSD-TV St. Louis, ad libbed some humorous promo spots, as an unscheduled addition to the session.

Don Garrett, director of publicity and promotion, Screen Gems, said that the best program promotions stem from the themes of the shows themselves. For example, he cited the contest to guess the weight of Baby Pebbles, which he credited with boosting *The Flintstones* into the enviable position of top-rated program on ABC-TV, and the use of the Swedish angle in such *Farmer's Daughter* promotions as a "think Swedish" campaign among stations and travel agencies. George Stantis, program promotion director, KFMB-TV San Diego, was moderator of this panel discussion.

Use Your Medium ▪ Most publicity problems of radio stations stem from the failure of the station publicists to use their own medium properly, Bruce Wallace, promotion and public service manager, WTMJ-AM-TV Milwaukee, declared at a session on this subject. "Your station reaches more people than any newspaper or magazine, but how many of you use it intelligently in your promotion?," he asked. "Do you give your station news department the break on an important program change or other station news? Do you devote as much time and thought to preparing a station announcement as on a news release to the papers? If the answer is yes, you've got nothing to worry about."

People listen to radio more than ever before, but television has taken its place as the glamour program medium and the radio station's toughest problem is to get the newspaper radio-TV editor to take time away from television to listen to its outstanding programs, such as a local public service show, Robert Blake, publicity director, Group W stations, commented. One solution that has proved successful for some stations has been to tape these broadcasts and take the tapes to the editor's office and play them for him there, at his convenience, Mr. Blake said.

He noted that community papers may be more receptive to radio news than the metropolitan dailies and suggested that participation in community enterprises by station management and personalities is often the avenue for fine public relations for the station.

The Personal Touch ▪ Personal contact is the key to good press relations, Dwight Newton, radio-TV columnist of the *San Francisco Examiner,* told the session, whose moderator was J. W. Axtell, promotion manager, KRLD Dallas.

The best way to promote movies on television is the way the movie makers promote them in theaters, by film clips from the pictures themselves, Robert Nelson, director of promotion and information service, KNXT(TV) Los Angeles, said at a session on this topic, moderated by Donald R. Peacock, director of advertising and promotion, WBAL-TV Baltimore.

Keith Nicholson, promotion director, KOGO-TV San Diego, reported on the successful use of other movie-type promotion devices; actors costumed as characters in a movie walking the streets or riding around the city on a flatbed truck, for example.

He and Gerald Rowe, director of audience advertising and promotion, NBC-TV, stressed the value of reminding the viewer of the elaborate and expensive promotion preceding the theatrical debut of the pictures by adroitly adapting some of the original art stills, film clips and display ads to advertise the TV showings.

Give 'em Hell ▪ Mr. Rowe pointed out that TV can take advantage of the rise to stardom of actors appearing in a picture since its theatrical release by updating the cast billing to take advantage of the new box office names. But by whatever means, "communicate your own enthusiasm for what you think is a hell of a movie and you'll have a hell of an audience," he declared.

The station representative can be a valuable member of a station's sales promotion team if he's given the opportunity, BPA members were told by representatives of two rep firms and an advertising agency at a Wednesday morning session moderated by Robert M. Adams, promotion director, WTOP-TV Washington.

Agency timebuyers have little time to peruse promotion material received by mail, Ruth Jones, supervisor of network and station relations, J. Walter Thompson, New York, said, and the 25 buyers in her department receive an average of 10 pounds of station promotion pieces a week apiece ("It was too much to count, so I weighed it"), much of which goes into the wastebasket unseen. This is an expensive waste of ammunition, she commented, and the target is worth shooting at, for these buyers purchased over $35 million worth of spot time on local stations last year.

The way to be sure their material reaches the buyer, she counseled the station promotion managers, is to give it to the station representative. The buyers know him and when he presents

BPA promotion awards conferred at convention

TELEVISION (Markets over 500,000)
Station Image: First place, KFMB-TV, San Diego, Calif.; honorable mention, WIIC(TV), Pittsburgh; KTRK-TV, Houston.
Special Events: First place, WFAA-TV, Dallas; honorable mention, WCBS-TV, New York; WTVT(TV), Tampa-St. Petersburg, Fla.
Personalities & Programs: First place, KFMB-TV, San Diego, Calif.; honorable mention, WTCN-TV, Minneapolis; WTVJ-TV, Miami.
TELEVISION (Markets under 500,000) (No winners in any category).
RADIO (Markets over 500,000)
Station Image: First place, WHAS, Louisville, Ky.; honorable mention, WGBS, Miami; WMCA, New York; KCBS, San Francisco.
Special Events: First place, WIL, St. Louis; honorable mention, KCBS, San Francisco; WFAA, Dallas; WABC, New York.
Personalities & Programs: First place, KCBS, San Francisco; honorable mention, WHAS, Louisville; WLS, Chicago; KCBS, San Francisco.
RADIO (Markets under 500,000)
Station Image: (No winners)
Special Events: First place, CJOB, Winnipeg, Man.; honorable mention, KRNT, Des Moines, Iowa.
Personalities & Programs: First place, KOB, Albuquerque, N. M.

Promotion men told they belong on management team



Mr. Faust Mr. Block Mr. Drilling Mr. Sullivan Mr. Tower

The station promotion manager should be, but all too often is not, a part of the top management team, according to a panel of broadcast executives who informally discussed their thoughts on promotion at the Broadcasters Promotion Association San Francisco meeting. Sterling Quinlan, vice president and general manager of ABC-owned WBKB-TV Chicago, was moderator of the group, whose members were: A. Donovan Faust, vice president and general manager, WJRT(TV) Flint, Mich.; Richard C. Block, executive president, broadcast division of Kaiser Industries; Charles Tower, executive vice president, Corinthian Broadcasting Corp.; John B. Sullivan, vice president and general manager, WNEW New York, and Joseph C. Drilling, president, Crowell-Collier Broadcasting Corp.

The typical station promotion manager was described by Mr. Tower as "suffering from a syndrome of incipient vocational paranoia. He has feelings of being unappreciated by management, uninvolved in management decisions, underbudgeted, underpaid and misunderstood. And he has a tendency to spend more time complaining about his plight than trying to do something to improve it."

Perhaps, the panel agreed, this is because at most stations, the promotion manager has to be what Mr. Quinlan called "a three-headed monster." He must be an expert publicist, able to command or cajole editors and columnists into devoting much space to the station and its programs. He must be adept at public relations, able to explain away an unhappy situation. And he must be a skilled advertising man, who can change a station's image in the eyes of the public and the advertisers. The man who can successfully wear these three hats is rare, Mr. Drilling noted, but perhaps the fault is management's in expecting him to physically do all three jobs, where he ought to be concerned with planning and supervising the work of the publicity, public relations and advertising departments.

It was the consensus of the group that unsatisfactory promotion is often the fault of management rather than of the promotion manager. If he is not included in the sessions at which management decisions are thrashed out, it is difficult for him to interpret those decisions properly in his dual job of creating a larger audience and more sales. If his budget is slashed—and they agreed that the promotion budget is the easiest for management to cut—he should not be blamed for failing to carry out his original plans, but he usually is. The executives felt, however, that the lot of the promotion man has improved in recent years as management has come to a greater appreciation of his importance in the overall station operation.

something to them they take the time to listen.

Short And Sweet ▪ "Send us tapes." Kenneth Mills, associate director of research and promotion, The Katz Agency, told the radio station promotion people. But make them terse, he advised. "Ten minutes is the most you can expect any busy buyer to sit still."

The tapes also should be "honest," he declared, "representative of what the programing really sounds like . . . indicative of your choice of music, your news approach, your talents' delivery. Try to include, for each personality, a section which includes a live commercial."

"The role of the representative is to transfer the information to the agency buyer that will make him want to spend his client's money on your station." Avery Gibson, vice president, H-R Representatives, told the promotion managers.

Ratings are the most important factor, she said, but not the only one and it's up to the stations to see that the rep has the information he needs to give to the buyer when the buyer needs it. "Don't wait until the last minute to let us know about a special local program," she warned. "It's not too soon right now to tell your rep about your plans covering the elections in November 1964."

The agencies began buying for fall in June, Miss Gibson noted, yet some of the stations her firm represents did not get their fall schedules in until August. "I hate to think how much business was lost by this delay," she said.

All the panel members urged the station executives to make the promotion material for agencies brief, pertinent and expressive of the station's personality. Most national spot buys are multi-station buys, Mr. Mills commented, and if the two top rated stations in a market both reach the same type of listener the chances are they won't both be used, but another station reaching a dif-



Outgoing BPA President Dan Bellus (l) of WDOK Cleveland, congratulates his successor, Clark Grant of WOOD-AM-FM-TV Grand Rapids, Mich.

ferent audience, will get the business.

The Katz Co. and Edward Petry & Co. each held Monday evening seminars, at which the promotion managers of the stations each firm represents were given detailed instructions as to what type of material is most useful to the representative and how he presents it to the agency buyers.

Pick Bosses Carefully ▪ The best way for a station promotion man to become station manager is to pick a good station manager as boss, two former promotion men who became station managers, told the BPA members. Jules Dundes, vice president and general-manager, KCBS, and Don B. Curran, vice president and general-manager, KGO, both San Francisco, agreed that they would not hold their present positions if their former bosses had not given them the chance to learn about all aspects of station operation. The two also agreed that the promotion department managership is a better springboard for advancement than any other departmental post, as it is necessarily concerned with the operation of other departments, especially programing and sales, whereas the other department heads are almost exclusively occupied with the problems of their own segments of the station.

The third member of the "Which Way Up" Panel, William H. Stipich, director of marketing services, Jos. Schlitz Brewing Co., urged the promotion managers to impress top management by learning so much about the associated activities of the business that they become the ones consulted concerning them. It takes time and hard work, he counseled, but it pays off in the end. Fred Birnbaum, promotion manager, WCAU Philadelphia, moderated this session.

The promotion man is one of the most essential figures in the world of broadcasting, Jack Webb, head of Warner Bros. television production told the Monday luncheon of the Broadcasters Promotion Association meeting.

"The value of promotion to the star, the producer, the series, the station, the network and the client is incalculable. The fact is that without the promotion department and the ingenious promotion devices . . . people who must know about a program would never be told about it," he stated.

The broadcast promotion department has a much tougher task than its movie studio counterpart, Mr. Webb commented. A motion picture producer asking someone to buy a ticket for a picture is asking for a one-time decision. But in a TV or radio series, Mr. Webb noted, the same customer is asked to buy a ticket every week for 52 weeks. "You have to get that decision out of your audience 51 more times" than out of the movie patron.

Mr. Webb called attention to a "neglected" area of promotion . . . more promotion and more publicity particularly "pounded much more effectively in behalf of the second season TV show, or for that matter, the third and fourth season shows. I believe this second-season entry is just as important as the first one. It must be in the eyes of the people who renewed it. If it is not promoted on a first-run basis, then it might as well be written off. Competition in programing, like death, never takes a holiday."

Presentations rate good reasons

"Don't make a presentation unless there's a good reason for it—and new ratings don't constitute a reason unless they show dramatic changes due to a change in program format," Bob MacDonald, media vice president of Guild, Bascom & Bonfigli, San Francisco, told the Broadcasters Promotion Association session on agency presentations.

The presentation should have a point of view and stick to it, without any extraneous material, he said. It should have a logical development of ideas and a definite conclusion. If documentation is needed, don't recite the statistics, but include them in a leave-behind piece "and make that of a size that will fit our files," he warned.

Finally, he cautioned the promotion managers to leave the presenting to the station manager or sales manager.

When a local station is making a presentation to an agency, two-thirds of it should be devoted to the market and its importance to the sales picture of the agency client, the final third to the reason why the particular station should be used to cover it, John Vrba, president, The Fourth Network, counseled.

A five-point guide for presentations was presented by Lon King, vice president, Peters, Griffin, Woodward: Have something to say. Pick a specific target at the agency at whom to direct the presentation. Determine the best way to put the message across to that target. Schedule the presentation at the right time. Find ways to merchandise it to the fullest with additional updated material.

Dean Linger, advertising and promotion director, Corinthian Broadcasting Corp., panel chairman, reported on the results of an informal survey of

media directors and other executives at 20 New York agencies made earlier this month. These agency executives pretty much agreed that simplicity, clarity and brevity are the earmarks of a successful presentation. They dislike overlong presentations, puffery, downgrading the competition, lack of pertinent market data and pointlessness.

They want a presentation to tell them what makes a station different, its management policies and its program philosophy as well as the ratings, also any information on changes in the market, new industry, new business, new people. Generally they prefer that the presentation be made by the station manager or sales manager or the station representative.

Drumbeats . . .

Just dial ▪ WJRT(TV) Flint, Mich., is sending telephone stickers to viewers. The stickers give the phone number of WJRT's recorded weather report and have spaces for emergency phone numbers.

ABC's Own Hour ▪ The ABC-owned TV stations will carry a promotional campaign to the public stressing their community interest programing, and they'll do it via their own medium—television. The promotion, begun in trade and consumer magazines, with a seven-page insert explaining specific public service programing undertaken by each of the five ABC O&O's will be continued with a one-minute TV film. The spot explains a special community effort made by each of the five stations.

Chocolate Kildare ▪ Fair Play Caramels, a candy distributor in Johnson City, N. Y., has a new chocolate bar on the market. Called "Dr. Kildare," it has a picture of Richard Chamberlain, protagonist of the NBC-TV *Dr. Kildare* series, on its wrapper.

In The Yellow Pages ▪ The *Huntley-Brinkley Report* is becoming institutionalized. NBC has entered the program in the classified telephone directories of New York, Chicago, Los Angeles, Philadelphia and Washington. Under a heading of "Television News Program Producers," the listing space includes the name and telephone number of the local NBC outlet and the program's broadcast time.

Aid To Youth ▪ NBC's WNBQ(TV)-WMAQ Chicago has announced establishment of the Artists' Showcase Foundation on the third aniversary of *Artists' Showcase* live musical series aired by the stations. Foundation will provide financial assistance and performance opportunities to talented youth. Civic, business and music leaders comprise judging panel administering foundation.

Fall promotion ▪ WNEW-TV New York is conducting an extensive advertising campaign for its fall program schedule, utilizing truck posters, bus cards and outdoor one sheets. One of the features is the use of more than 400 Railway Express panel trucks with posters.

CBS-TV Buys Boldface ▪ CBS-TV through National TV Log Inc., New York, has bought special boldface listings in newspapers in 42 major markets for *Route 66*, *Danny Kaye Show*, *Phil Silvers* and *East Side West Side*.

Ruder & Finn appointed for AB-PT-PR program

American Broadcasting - Paramount Theaters has appointed Ruder & Finn, New York, to help develop public relations programs for ABC-TV and other AB-PT interests, including ABC Radio, ABC International Television, ABC-Paramount Records and ABC Films.

Announcement of the new arrangement was made last week by AB-PT President Leonard H. Goldenson, who also said that his organization is pleased with the high public acceptance of ABC-TV's programing this season.

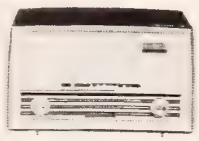


Hours of listening enjoyment
With your MITSUBISHI transistor radio

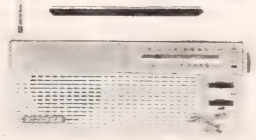
This 8-transistor, 2-band (MW & SW), all-wave radio has a large (12cm) speaker and a 10mm by 180mm ferrite core antenna that gives you clear, static-free reception from those distant as well as local stations. These are some of the outstanding features that have made this smart, table model transistor radio so popular. Why not drop in at your nearest Mitsubishi electrical appliance dealer or write to: Mitsubishi International Corporation, Chicago Branch, Room 3505, Prudential Bldg., 130 East Randolph Drive, Chicago, Ill.



TR-864



TR-443



TR-8035

MITSUBISHI ELECTRIC CORPORATION
Head Office: Mitsubishi Denki Bldg., Marunouchi, Tokyo. Cable Address: MELCO TOKYO

Opposition increases to megawatt station

BROADCASTERS GAIN DIPLOMATIC SUPPORT IN BATTLE

The projected nondirectional megawatt AM station in San Jose, Costa Rica, planned and paid for by Wilbur C. Windsor Jr. through the Trinity Texas Foundation, may soon have its superpower hopes cut to purely a local operation—if broadcasters and diplomats have their way.

The somewhat mysterious operation, in that it is not known to what purpose the station will be put, will make use of the present facilities of TIDCR San Jose which operates on 625 kc with 6 kw. According to the listing of the *Foreign Broadcast Information Service*, a U. S. government publication, the station is owned by the *Diario de Costa Rica*, a San Jose newspaper (conservative and in opposition to the government). Mr. Windsor, owner of KJIM Fort Worth, has reportedly purchased 40% ($60,000) of TIDCR. The remaining 60% interest is held by Daniel Comacho. A 50 kw shortwave station is also planned on the 9615 (31 meter band) on which TIDCR presently has a 3 kw operation (BROADCASTING, June 17).

The Association on Broadcasting Standards last week continued its opposition to the projected operation, which up until now had been protested only by it and the National Association of Broadcasters. ABS said the situation was brought to its attention by Herbert E. Evens, the NAB delegate to the Inter-American Association of Broadcasters.

The ABS sent letters of concern to FCC Commissioner Fredrick W. Ford and C. W. Loeber, chief of the Telecommunications Division of the Department of State. ABS reiterated its position that if TIDCR uses a power in the area of 1 megawatt it will cause ruinous interference to some 80 stations in the U.S., Mexico, Canada and Cuba operating on 620-630 kc. ABS said it "regards this proposal [TIDCR] as a significant threat to the sound development and maintenance of a truly efficient standard broadcast service in the United States." The association offered its assistance in any studies the government authorities might make.

A State Department official said last week that the department had been in contact with the U.S. Embassy in San Jose but could give no word as to what the Costa Ricans may be planning to do. He pointed out that Costa Rica is not a signatory of the North American Regional Broadcast Agreement and would not be bound to prevent interference to North American radio channels.

There is, however, an informal agreement among some broadcasters in the Central American area to limit station power to 15 kw. It is likely that if the Costa Rican government does take action to assure noninterference by TIDCR it would place the 15 kw limit on the station. The 15 kw agreement is not a government treaty and any such limit is not set by law and would have to be made by decree.

No smoking on TV

A nonpartisan motion urging the government to ban all cigarette advertising on television has been introduced in Britain's House of Commons. It is supported by 65 Members of Parliament.

The motion expresses grave concern at the impact of such advertising on young people in view of the so-called dangers to health caused by smoking.

Summer TV audience up 1 million in Britain

The number of people who watched television in Britain during July. August and September was 43,220,000, according to the latest report of the BBC audience research department. This is 88.2% of the population over five years of age and over a million more viewers than in the corresponding quarter last year.

Most viewers now have sets which can tune in BBC-TV and the commercial network. More than 31½ million people watched TV on the average day during the quarter. Average audience for a BBC-TV program was 5.1 million with a commercial network show attracting an average 6.1 million.

Viewers able to choose between the two networks spent on the average 5.4 hours a week watching BBC-TV and 6.7 hours viewing the commercial network. For the quarter this was an audience ratio of 45% for BBC-TV to 55% for the commercial network.

FINANCIAL REPORTS

Purchaser found for bankrupt WNCN(FM)

The complex bankruptcy case of Concert Network Inc., a group of FM stations with headquarters in Boston, was inched closer to resolution last week with the announcement that one of the stations, WNCN New York, is tentatively slated for purchase by the SN Network —a special group set up specifically for the proposed transaction.

Lou Powell, an attorney for a creditors' committee set up in New York Oct. 30, said last week that papers concerning the proposed sale will be filed this week—with completion of the transfer depending on final FCC approval. Dave Peters, member of a firm which represents the purchaser, said the sale may be cleared within three months. Mr. Peters also said FCC approval is expected to come at the same time that a Federal Court in New York decides on a creditor arrangement plan filed Nov. 19 by WNCN.

The WNCN plan calls for a return of 100% to all creditors. Attorney Michael M. Goldberg, appointed tentative trustee Oct. 30, (BROADCASTING, Nov. 4) said several notices of creditor approval of the plan have already been received and all other parties are expected to follow suit. Another hearing on the case may be held in about three weeks, but referee Edward Ryan has not yet set any definite date.

Allied Artists' net up 49%

Allied Artists Productions Inc. reported a 49% increase in net profits for the first quarter of its fiscal year compared to the same period in 1962. During the quarter ended Sept. 28, Allied Artists reduced its direct liabilities by $1,343,000 and contingent liabilities by $157,000.

Three months ended Sept. 28:

	1963	1962
Gross income	$4,542,000	$7,986,000
Net profit*	244,000	163,000

*Due to prior year losses, no federal income tax is necessary for either year.

Record earnings seen for Disney Productions

The board of directors of Walt Disney Productions on Nov. 14 declared a regular quarterly dividend of 10 cents a share and the annual stock dividend of 3%, both payable Jan. 18 to stockholders of record Dec. 18.

Roy O. Disney, president, said earnings for the fiscal year ending Sept. 28, 1963 would be highest in the company's history. While final audited figures are not yet available, he estimated that earnings would range between $3.75 and

$3.80 per share.

Disney said that a payment of $2.5 million was made on a Prudential Insurance Co. loan of $15 million, leaving a loan outstanding at $12.5 million.

C-C reduces indebtedness

As of Sept. 30, total indebtedness of Crowell-Collier Publishing Co. was $16 million, it was reported last week. At the beginning of the year indebtedness was $27 million. The reduction was accomplished by a $16 million line of credit furnished on an unsecured basis at 4½% by six banks. C-C owns KFWB Los Angeles, KEWB Oakland-San Francisco and KDWB St. Paul.

Nine months ended Sept. 30:

	1963	1962
Earned per share*	$ 1.09	$ 1.08
Sales and revenues	79,614,000	69,804,000
Income before federal and foreign income taxes	7,432,000	7,436,000
Net income	3,564,000	3,511,000

*Based on 3,259,736 shares outstanding as of Sept. 30.

Chris Craft revenue up

Chris Craft Industries Inc., diversified West Coast company which also owns KCOP(TV) Los Angeles and KPTV(TV) Portland, Ore., boosted consolidated revenues by $1 million, but earnings slumped, for the nine months ended Sept. 30 compared to the same period last year.

Nine months ended Sept. 30:

	1963	1962
Earned per share*	$ 1.04	$ 1.08
Consolidated revenues	52,684,402	51,693,524
Federal income taxes	940,000	1,135,000
Consolidated net earnings after taxes	1,436,303	1,481,309

*Based on 1,376,672 shares outstanding.

MCA net up slightly

MCA Inc. reported last week that consolidated unaudited net earnings for the first three quarters of 1963 were up slightly over the corresponding period of 1962. The figures include the company's interest in the reported consolidated net earnings of Decca Records Inc. for the nine months.

Nine months ended Sept. 30.

	1963	1962
Earned per share	$ 1.90	$ 1.87
Net earnings	9,535,000	9,197,000

Trans-Lux earnings off

Trans-Lux Corp. has reported that net earnings for the nine months ended Sept. 30 declined slightly from its comparable 1962 level.

Nine months ended Sept. 30:

	1963	1962
Earned per share	$ .68	$ .74
Net earnings*	491,050	532,235

*Including nonrecurring income of $89,680 for 1963 period and $11,100 for 1962 period.

Sale, earnings, income show increase at GTE

The sale of home electronic products for the nine months of this year ended Sept. 30 was up nearly 25% over the same period last year, Donald C. Power, chairman of General Telephone & Electronics reported. GTE's subsidiary, Sylvania Electric Products Inc., had sales and net income up from the same period last year, he said.

Consolidated sales and net income for the third quarter and for the nine months of this year set records for the company, Mr. Power noted.

Nine months ended Sept. 30:

	1963	1962
Earned per share*	$ .94	$ .79
Consolidated revenues and sales	1,047,787,000	970,770,000
Combined net income of subsidiaries	72,833,000	60,156,000
Corporate expenses, less miscellaneous income	1,310,000	880,000
Consolidated net income	71,523,000	59,276,000

*Based on 75,498,000 shares outstanding compared to 74,224,000 at same time last year.

General Precision down

A slump in third quarter reports for General Precision Equipment Corp., Tarrytown, N. Y., reflects the termination of one of the company's contracts with the Air Force for steller inertial guidance systems, it was reported last week. The company, however, received a letter contract from the North Atlantic Treaty Organization to build two mission simulators.

Nine months ended Sept. 30:

	1963	1962
Earned per share*	$ 1.21	$ 1.63
Consolidated net sales	163,033,173	163,020,970
Consolidated net income before federal income taxes	4,199,034	6,597,789
Federal income taxes	1,894,100	3,595,000
Consolidated net income after federal income taxes	2,304,934	3,002,789
Dividends paid on $4.75 preferred and $1.60 preference stocks	316,046	326,130
Net income	1,988,888	2,676,659

*Based on 1,643,101 shares outstanding.

Financial notes . . .

▪ The board of directors of Chirurg & Cairns, New York and Boston advertising agency, has voted a 12-cent dividend, payable Dec. 1 to stockholders of record of Nov. 15, 1963. This is the fourth consecutive quarter in which the firm has declared a dividend.

▪ Metromedia Inc. has declared a regular quarterly common stock dividend of 10 cents a share for the first quarter of 1964, payable Jan. 31, 1964 to stockholders of record Dec. 27.

PERSONALITY POWER

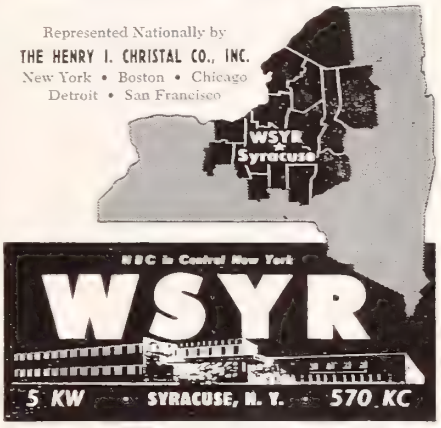
It packs a friendly punch. Stroll down the street with any of a dozen WSYR personalities. Watch the smiles light up people's faces; hear the known-you-all-my-life greetings from total strangers.

This friendly attitude is for you, too, when these personalities are selling for you. And that's why WSYR Radio is the greatest sales medium in Central New York.

So you see what happens:

Personality Power=Sales Power for you in the 18-county Central New York area. Instant friends for what you have to sell.

Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.
New York • Boston • Chicago
Detroit • San Francisco

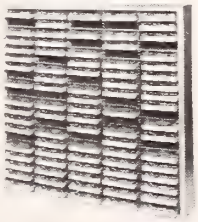


NBC in Central New York
WSYR
5 KW SYRACUSE, N. Y. 570 KC

SPOTMASTER



Tape Cartridge Racks



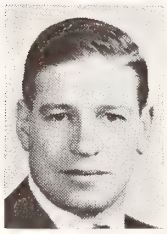
. . . from industry's most comprehensive line of cartridge tape equipment.

Enjoy finger-tip convenience with RM-100 wall-mount racks. Store 100 cartridges in minimum space (modular construction permits table-top mounting as well); $40.00 per rack. Extra rack sections available at $12.90. Spotmaster Lazy Susan revolving cartridge rack holds 200 cartridges. Price: $145.50. Write or wire for complete details.

Spotmaster

BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

BROADCAST ADVERTISING

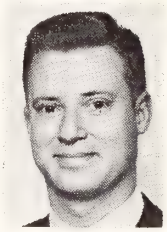

Mr. Detchon

Elliott Detchon, VP and management supervisor on American Express Co. and Nationwide Insurance Co. accounts at Ogilvy, Benson & Mather, New York, elected senior vice president. Mr. Detchon joined agency in October 1961.

David L. Dimmock, account supervisor on Crisco Oil at Compton Adv., New York, elected VP. Mr. Dimmock joined Compton in 1954 as media trainee. He was named executive on Crisco account in 1959.

Noel C. Johnson elected VP in charge of radio-TV production at Van de Car and DePorte Inc., Schenectady and Albany, N. Y., advertising and public relations agency. Mr. Johnson, former promotion specialist and script writer for WRGB(TV) Schenectady, joined Van de Car in February 1963 as account executive and director of radio-TV.

Willie Harris Jr., national sales manager of KGBT-AM-TV Harlingen, Tex., elected vice president.


Mr. Donoho

Douglas H. Donoho appointed Detroit sales manager for CBS Radio network, effective today (Nov. 25), succeeding **Wayne Wilcox,** who died Nov. 8 in automobile accident near Northville, Mich. Mr. Donoho joined CBS Radio in 1958 as member of Chicago sales staff.

Helen Lydon, TV advertising administrator for Mattel Inc., Hawthorne, Calif., toymaker, joins Clinton E. Frank Inc., Los Angeles, as broadcast supervisor, effective Dec. 1. She formerly held similar post at Frank's Chicago headquarters for eight years.

Robert I. Angelus, E. William Dey Jr., Ira F. Sturtevant and **Theodore N. Williams,** all of New York office of Foote, Cone & Belding, elected VP's. Messrs. Angelus, Dey and Williams are account supervisors; Mr. Sturtevant is copy group head.

Stan Brown, account executive at Hixson & Jorgensen, Los Angeles, elected VP. Before joining H&J in 1960, Mr. Brown was VP of General Adv. Agency, Hollywood. **Ed Reilly,** account supervisor at Erwin Wasey, Ruthrauff & Ryan, San Francisco, joins Los Angeles office of Hixson & Jorgensen as account executive, replacing Mr. Brown.

William B. Cook Jr., account executive at KTRG Honolulu for past six months, promoted to sales manager.


Mr. Blair

Forrest (Frosty) Blair appointed radio sales manager for Chicago office of Edward Petry & Co., national radio-TV sales representatives, replacing **William Pipher,** who has resigned. Mr. Blair has been with Petry organization since 1949.

Seymour Lusterman, formerly VP and market research director of Pepsi-Cola Co., joins Lawrence C. Gumbinner Adv., New York, as VP and director of research.

Earl Kraft, media director of Earle Ludgin & Co., Chicago, elected VP. Mr. Kraft has been with agency since 1956 and before that was with Oscar Mayer & Co.

Richard E. Hellyer, formerly of McCann-Erickson, joins John W. Shaw Adv., Chicago, as account supervisor.

Herman Aronson, for past three years production supervisor for advertising and sales promotion department of CBS Television Stations Division, named assistant director of advertising and program promotion at WCBS-TV New York.

Neil Derrough, national sales representative for KCBS San Francisco, appointed account executive at CBS Radio Spot Sales, Detroit.


Mr. Smith

Dale Smith, general sales manager of WLWD(TV) Dayton, Ohio, since 1956, joins WSB-TV Atlanta as national sales manager. **Deloney Hull,** WSB-TV account executive, promoted to local sales manager.

E. Holland Low, of E. J. Hughes Co., Springfield, Mass., advertising agency, joins WWLP(TV) Springfield as account executive.

Bill Keaton, formerly with sales staff of WKBW Buffalo, N. Y., joins WGR-AM-FM, that city, as account executive.

Winfield R. Rushnell joins WTRL Bradenton, Fla., as account executive.

Richard G. Sears, for past 18 months account executive with N. W. Ayer & Son, joins CBS Television Network Sales, New York, in same capacity.

Robert A. Seat, formerly head of his own St. Louis advertising agency, joins Winius-Brandon Co., advertising and public relations agency, that city, as account executive.

Delbert O. Fuller Jr., previously marketing director of *Jack and Jill* magazine at Curtis Publishing Co., joins C. J. LaRoche and Co., New York, as account supervisor.


Mr. Newton

Nicholas Newton, director of sales for WPAT-AM-FM Paterson, N. J., appointed general sales manager of WOLF Syracuse, N. Y., and Northeast Radio Network, both divisions of Ivy Broadcasting Co., Ithaca, N. Y. Before joining WPAT, Mr. Newton was director of sales for Films Five Inc. and Sturm Studios-Academy Pictures, both New York City.

Edmond H. Johnson Jr. named account executive at WTAR-AM-FM Norfolk, Va.

Nevin W. Meredith, formerly of Kenyon & Eckhardt and Compton Adv., both Chicago, and **Ray Pepoon,** account executive at Campbell-Mithun, join Gardner Adv., St. Louis, as ac-

United Press International news produces!

count executive and creative contact executive, respectively. Other Gardner appointments: **James J. Moore Jr.** transfers from Gardner copywriter to account executive; **Charles W. Haines Jr.,** former media director at Krupnick & Associates, to media planner; and **Alexander Podhorzer,** formerly of Young & Rubicam, New York, to media buyer at Gardner.


Mr. Burkoff

Stanley T. Burkoff, VP and creative director of Young & Rubicam Ltd., Toronto, joins W. B. Doner & Co., Detroit, Baltimore and Chicago advertising agency, as partner and director of agency's creative departments. Mr. Burkoff will make his headquarters in Detroit.

William M. Hardwick, formerly advertising manager of Hunter Fan Co. and account executive with N. W. Ayer & Son on agency's Plymouth account, named account executive at Ridgway, Hirsch & French, St. Louis.


Mr. Smith

Willard S. Smith, director of advertising and promotion for WJBK-TV Detroit, resigns, effective Nov. 29, to establish his own Detroit advertising agency, effective Jan. 2, 1964. Mr. Smith joined WJBK-TV in 1955 as promotion manager. He was appointed director of advertising and promotion in 1960.

Donald R. Carrell, formerly with ABC Radio's central division, joins WLS Chicago as account executive.

Mert Draper, sales executive at KMUR Murray, Utah, joins KCPX-TV Salt Lake City as account executive.


Mr. Ostrander

Richard W. Ostrander, national sales manager, promoted to general sales manager of WTVN(TV) Columbus, Ohio.

John (Jake) P. Fendley, for past five years account executive in Chicago for ABC-TV network, and **John McEntee,** account executive with WGN-TV Chicago, appointed account executives in Chicago office of ABC Television Spot Sales. Mr. Fendley replaces **Grant Norlin,** who has been transferred to ABC-TV Spot Sales' New York office.

Bernard Jaffe, research group manager at Foote, Cone & Belding, New York, appointed research director at Ketchum, MacLeod & Grove, Pittsburgh, succeeding **C. Dorsey Forrest,** who has returned to teaching as professor at University of Utah, Salt Lake City. **James W. McFarland** has been promoted to assistant research director, and **Thomas W. Frank** to marketing supervisor in KMG's Pittsburgh office.

Robert J. Horen joins Chicago sales office of Crosley Broadcasting Corp., Cincinnati, as radio account executive.

Frank DiGrace, previously account executive with Adam Young TV Corp., joins New York sales staff of H-R Television Inc.

Rex Gay, Theodore R. Boardman and **Andrew R. Muldoon** join sales department of UHF channel 26 WCIU(TV) Chicago as account executives. Mr. Gay had been with WBKB(TV), that city. Messrs. Boardman and Muldoon were securities salesmen.


Mr. McDonald

J. M. McDonald, formerly of KGBT-TV Harlingen, Tex., has formed McDonald Adv. Agency, with offices at 120 S. Broadway, P. O. Box 1166, McAllen, Tex. Telephone: MU 6-1161. Mr. McDonald served as first president of Texas Association of Broadcasters, organized in 1952.

Charles Liotta, formerly of N. W. Ayer & Son, and **Earl McNulty,** BBDO, join Sullivan, Stauffer, Colwell & Bayles, New York, as TV producers. **Len Lipson,** assistant producer at SSC&B, promoted to producer.


Mr. Schram

Noel Schram, previously director of Seattle, Wash., copy department of Allied Adv. of California, has purchased Advertising Counselors Inc., that city. Agency name has been changed to Noel Schram & Associates. Officers, in addition to Mr. Schram who was elected president by board of directors, are **Vic Gauntlett,** VP, and **Roy Sparke,** secretary-treasurer. Both Messrs. Gauntlett and Sparke held similar posts on former board of directors.

John H. Cleland, for four years with Milwaukee staff of Klau-Van Pietersom-Dunlap, named senior public relations counsel in agency's Chicago office.

Bernard Rapaport, of Young & Rubicam, joins research department of Sullivan, Stauffer, Colwell & Bayles, New York, as research supervisor.

Nathaniel S. Rubin, manager of sales development and research at WNBC-TV New York, joins A. C. Nielsen Co.'s New York Station Index staff. His responsibilities include NSI sales and client service in East Coast area.

Lars Giertz joins Tracy-Locke Co., Dallas-based advertising agency, as radio-TV producer.

THE MEDIA


Mr. Dudley

Richard D. Dudley, president, general manager and member of board of directors of Wisconsin Valley Television Corp. (WSAU-AM-FM-TV Wausau), named managing director of Wisconsin Radio Network, succeeding late George Frechette. **William Huffman,** acting general manager of WFHR-AM-FM Wisconsin Rapids, elected secretary-treasurer and member of network's board.

Larry B. Payne, director of news and public affairs at WHFI(FM) Birmingham, Mich., appointed general manager, succeeding **Garvin H. Meadowcroft.**

John B. (Jack) Soell, who resigned as VP and general manager of KTVE(TV) El Dorado, Ark.-Monroe, La., two months ago (BROADCASTING, Sept. 23), has entered station brokerage business, handling radio, TV and community antenna television systems.



A-C? It's All-Canada Radio and Television Limited, first and paramount representation firm North of the Border in broadcast sales.

A-C reps 43 radio, 22 TV stations—in *all* primary, most secondary markets. Weekly radio reach is 50% of all households for 60% of national retail sales. TV: 62% of households for 53% of national retail sales.

A-C has 12 offices: New York, Detroit, Chicago, San Francisco, Los Angeles, Dallas, Atlanta and Montreal, Toronto, Winnipeg, Calgary, Vancouver.

To reach all Canada, talk to All-Canada

All-Canada Radio & Television Limited

1000 Yonge St., Toronto 5, CANADA

Lloyd Elliott, local sales manager of KGBT Harlingen, Tex., named assistant general manager.

Harold W. Roeth, program manager of WRVR(FM) New York, promoted to assistant manager.

Robert S. Yaeger, program manager of WHEC Rochester, N. Y., assumes added duties as operations manager of WHEC-TV. **Christina Farley,** WHEC traffic assistant, promoted to music director and assistant to Mr. Yaeger.


Mr. Wren

Everett Wren, administrative director of WOLF Syracuse, N. Y., appointed general manager of WOLF and Northeast Radio Network, both divisions of Ivy Broadcasting Co., Ithaca, N. Y. Before joining Ivy earlier this year, Mr. Wren had served as production director of Music Makers and Mark Century Inc., both New York City. Previously he was president of Wren Radio-TV Productions, Denver, and partner of Skyway Adv. Agency.

James A. Hudgens, formerly with New York law department of Westinghouse Electric Corp., performing services exclusively for Westinghouse Broadcasting Co., joins Washington, D. C., law firm of Amram, Hahn & Sundlun as associate. Before joining Westinghouse, Mr. Hudgens was with FCC's office of opinions and review.


Miss Fahy

Christine Fahy, formerly sales and advertising analyst at Post-Keyes - Gardner and radio-TV production estimator for Clinton E. Frank Inc., both Chicago, appointed director of station relations for Keystone Broadcasting System, Chicago.

George L. Brantley named traffic manager of WTAR-TV Norfolk-Newport News, Va., replacing **Mary West Ball,** who resigned.

Roger S. Shales, sales manager, promoted to station manager of WKKD-AM-FM Aurora, Ill.

LeRoy Collins, president of National Association of Broadcasters, elected trustee of Keep America Beautiful Inc., New York.


Mr. Matthews

Thomas Matthews appointed regional manager for Mid-States Broadcasting Corp., East Lansing, Mich., responsible for operation and supervision of KFEQ-AM-TV St. Joseph and KLIK Jefferson City, both Missouri.

Richard Meeder, national sales manager, promoted to station manager of WAVY Portsmouth, Va.

Joseph Grady appointed operations manager of WPEN-AM-FM Philadelphia.

FANFARE


Miss Aimee

Inez Aimee, formerly media supervisor and buyer at Norman, Craig & Kummel and director of research and sales promotion at WINS New York, appointed director of promotion for McGavren-Guild Co., national radio-TV sales representatives, New York.

Marianne Lattak, formerly with Daniel J. Edelman Co., joins Richard Taylor & Associates, Chicago advertising and public relations agency.

Brandol West joins promotion department of WDBJ Roanoke, Va., replacing **Melvin Mayfield,** who resigned.

Allen D. Christiansen, for three years with KVTV(TV) Sioux City, Iowa, joins KETV(TV) Omaha as public service and promotion director. He succeeds **Mike Ruppe,** who resigned.

John F. Connors appointed sales and audience promotion manager of KLZ-TV Denver.

Merle J. Levin, sales manager of WCUY(FM) Cleveland Heights, Ohio, appointed director of publicity and public relations for KYW-AM-FM Cleveland.


Mr. Duff

John P. Duff, for past three years writer and communications coordinator with Philco Corp.'s Lansdale (Pa.) division, appointed public relations manager of Jerrold Electronics Corp., subsidiary of The Jerrold Corp., Philadelphia.

Anthony J. Cortese appointed director of community affairs at KQV-AM-FM Pittsburgh.


Mr. Ames

Elliott Ames, since October 1959 senior presentation writer in sales development department of ABC-TV network, named manager of promotion and client services for Sports Programs Inc., an ABC division, N.Y.

Allan Moll, newscaster at KHJ-AM-FM Los Angeles, assumes additional duties at station as director of public affairs, a newly created post.

Robert Floury, formerly entertainment editor for Deal Publications, named administrator of publicity for KNBC(TV) Los Angeles.

PROGRAMING

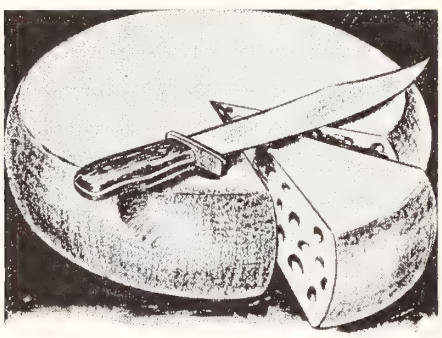
David T. Wilkinson, staff producer at WTIC-AM-FM Hartford, Conn., promoted to assistant program manager.

Howard Rayfiel, attorney, joins Desilu Productions, Hollywood. Mr. Rayfiel, who will work under Bernard Weitzman, studio VP in charge of contract administration, formerly headed his own production firm, Independent Film Enterprises Ltd., New York.

Karl von Schallern appointed to newly created post of field sales supervisor, with headquarters in Chicago, for MGM Television.

Peter Kalison, formerly assistant scouting director for New York Yankees baseball club, appointed to newly created post of coordinator of sports for ABC Radio network, New York.

Al Hulsen, formerly of WGBH-FM (educational) Boston, joins WRVR(FM) New York as program manager, replacing **Harold W. Roeth,** who has been



Get Your Slice

OF THIS RICH AGRICULTURAL AND INDUSTRIAL MARKET *with* WREX-TV

FOR DOMINANT COVERAGE OF NORTHERN ILLINOIS and SOUTHERN WISCONSIN

Represented by H-R TELEVISION, Inc.

WREX-TV CHANNEL 13 ROCKFORD

J. M. BAISCH Vice Pres. & Gen. Mgr.

promoted to assistant manager.

Sig Moglen, writer on *Camera Three* experimental series at WCBS-TV New York, named producer of that program.

Robert Pirosh, writer-producer and creator of *Combat* TV series (Tuesdays, 7:30-8:30, ABC-TV), signed by Screen Gems, New York, to develop three original properties—*Hall of Justice, El Paso* and *Barbary Coast*—for TV series earmarked for 1965-66 season.

John W. Hull, former commercial producer at Young & Rubicam, appointed sales manager of newly formed Richard Adler Enterprises, New York. Company plans to specialize in creation of musical campaigns for commercials and industrial films.


Mr. Akin

Robert M. Akin, for past two years director of finance for Storer Broadcasting Co., elected VP of Southern California Cable TV Corp. and appointed general manager of Storer Broadcasting's community antenna TV interests. Storer entered CATV field two months ago (BROADCASTING, Sept. 9) with purchase of 80% of stock of Southern California Cable TV Corp., owner and operator of two CATV systems—in Ojai Valley and Thousand Oaks, both California. Mr. Akin, who joined Storer in November 1961 from Dittmar & Co., San Antonio, Tex., investment firm, will make his headquarters in Thousand Oaks.

Johnny Goodman, promotion manager of KGBT-TV Harlingen, Tex., assumes added duties of program director for KGBT radio.

Peter Porter, formerly of Sutherland Associates and Filmways Inc., both New York, joins Sarra Inc., producers of TV film commercials, New York, as production manager.

Kenny Adams appointed studio supervisor at KTVE(TV) El Dorado, Ark.-Monroe, La.

William Colleran, who produced several of Frank Sinatra and Bing Crosby specials and directed *The Hit Parade* for several years on TV, named executive producer of *The Judy Garland Show* (Sundays, 9-10 p.m., CBS-TV). **Dean Whitmore,** director of *The Dinah Shore Show* for past four years, named regular director of Garland show. **Peter Gennaro** joins Garland staff to handle choreography, and will also appear from time to time in dance numbers on show. **Johnny Bradford** appointed associate producer. **Frank Peppiat** and **John Aylesworth,** writers on *The Perry Como Show,* join Garland show's writing staff. **Gary Smith** continues as series' producer.

NEVER
A NEWS BLACKOUT
WITH R.N.I.
Republic News International
132 3rd St., S.E., Washington, D. C.

Cox named to HEW post

Robert W. Cox, deputy assistant director of FCC, appointed chief of operations analysis staff in office of secretary of Department of Health, Education & Welfare, effective Dec. 2. Mr. Cox has been with FCC since 1948, beginning as budget officer. His duties at HEW will include analyzing agency's efficiency and making recommendations on how operations can be improved. Mr. Cox's initial responsibilities will be to organize newly created staff.

Kenyon Hopkins, motion picture and TV composer-conductor, named creative musical director for CBS-TV network, succeeding **Lud Gluskin,** who retired.


Mr. Stone

Marshall Stone, executive VP and producer-director at Filmex Inc., New York, since 1961, rejoins MPO Videotronics Inc., that city, as executive producer-director. Mr. Stone had previously been associated with MPO and earlier served as staff director at NBC.

James Komack signed to multiple-picture writing contract by producer Jack Chertok to write minimum of four more scripts for CBS-TV's *My Favorite Martian* series starring Ray Walston. Mr. Komack has already written five of first 16 segments filmed and directed two of them.

Robert Lewis, formerly of WBAY-AM-TV Green Bay, Wis., joins announcing staff of WTMJ-AM-TV Milwaukee.

Fred Knight, formerly of WAVY Norfolk, Va., and **Dave Michaels,** of WAGA Atlanta, join announcing staff of WMAL-AM-FM-TV Washington.

Bob Van Camp, music director and host of morning *Merry-Go-Round* show at WSB-AM-FM Atlanta, assumes added responsibilities as senior announcer.

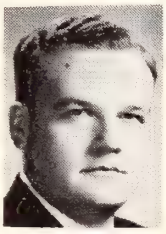
Kenneth A. Christiansen, director of educational TV at University of Florida, Gainesville, has received Fulbright grant to lecture as specialist in communications and educational TV at Leeds University in London. Dr. Christiansen leaves in January for six-month project of establishing closed-circuit TV facility at British university.

Steve Armstrong, formerly of WJAB Westbrook, Me., joins WHEW West Palm Beach, Fla., as air personality.

Pat Downey joins WFLA-AM-FM Tampa-St. Petersburg, Fla., as air personality.

Perry Allen, formerly of KTLN Denver, joins KVI Seattle as air personality.

NEWS


Mr. McClelland

David R. McClelland appointed news director of KTAL-TV Texarkana, Tex.-Shreveport, La., replacing **John Griffin,** who resigned last month to join WTAR-AM-FM-TV Norfolk, Va., in same capacity.

Marvin Scott, formerly news editor at WOOD-AM-TV Grand Rapids, appointed night assignment manager of UPI's TV newsfilm service in New York.

Ned Calmer and **Dallas Townsend,** CBS News correspondents, have


automatic
programming
logging and
authenticating
with
PROLOG*
Continental Electronics
BOX 5024 • DALLAS, TEXAS 75222 • TELEX CEPCO
LTV Subsidiary of Ling-Temco-Vought, Inc.
* registered trademark pending

Research firm enlarges staff, elects several VP's

New vice presidents elected last week at SRDS Data Inc., research firm of Skokie, Ill., are **Hugh E. Rogers,** director of account service, formerly of Barnard Inc.; **Burton Gintell,** controller, formerly of Audits & Surveys Co.; **Bruce Z. Bortner,** director of research, formerly of *Mediascope;* **Frank J. Fulvio,** director of research operations, formerly of National Analysts; **Charles Morris,** director of sales, formerly of 20th Century Marketing Service; **John J. Mason,** director of data processing, formerly of Ted Bates, New York.

Ben Gedalecia, vice president of research at BBDO, New York, joins Data as consultant in advertising agency services.

Other executive appointments announced last week at Data include: **Charles M. Hildner,** of American Newspaper Publishers Association, named account supervisor for client service division; **George Myatt,** formerly with Grey Adv., named account supervisor of client service division; **Alan Steinberg,** formerly with Fairchild Publications, and **Marshall Dickman,** formerly with Crossley S-D Surveys, named research sales managers; **Martin Finn,** formerly with Erickson Enterprises, named manager of data processing operations; **Helen W. Heynes,** formerly with National Analysts, named regional field director.

Other new regional field directors at Data are **Marquerite Vasburn; Mary Sperling,** formerly with Chesebrough-Pond's Inc.; **Mary Sutherland,** formerly with Crossley S-D Surveys; and **Alice Michael,** formerly with National Analysts.

switched assignments, Mr. Calmer leaving anchor spot on *World News Roundup* and becoming anchorman on *The World Tonight,* effective today (Nov. 25), and Mr. Townsend doing reverse. Both programs are on CBS Radio.

Richard S. Harrington joins news staff of WGN-AM-TV Chicago as reporter-editor.

Adam Lynch, previously of news staff of WPRO-TV Providence, R. I., joins WHC(TV) Pittsburgh as newscaster on station's Saturday and Sunday *Dateline '63* series at 11 p.m.

Lee Israel, book reviewer for Virginia Kirkus Service, joins news staff of WRVR(FM) New York as editor.

EQUIPMENT & ENGINEERING


Mr. Overstreet

Charles Overstreet appointed advertising manager for University Loudspeakers division of Ling-Temco-Vought, Oklahoma City, responsible for all advertising and public relations for division's line of high fidelity and public address speakers, microphones and related electronic equipment. **John Pacconi Jr.,** director of sales for Empire Scientific Corp., joins University Loudspeakers as special products manager.

James W. Burke, assistant to president of tuner division of Standard Kollsman Industries, Melrose Park, Ill., elected vice president and general manager of that division.

Chester A. Siegrist, sales engineer at ITA Electronics, Lansdowne, Pa., appointed area sales representative in Pennsylvania, West Virginia, Maryland, Delaware and southern New Jersey for Visual Electronics Corp., New York.


Mr. Cudlipp

Frederick J. Cudlipp, eastern region manager of EMI division of Capitol Records, New York, appointed director of professional product marketing for CBS Laboratories, Stamford, Conn. Position is newly created to meet CBS Labs' growing activity in broadcast equipment area, with products including Audimax, professional test records, video distribution amplifiers, digital display units and kine recorders. Before joining Capitol, Mr. Cudlipp was regional sales manager of Ampex Corp., Los Angeles.

Vernon M. Setterholm elected president of Vitro Electronics, a division of Vitro Corp. of America, Silver Spring, Md. Mr. Setterholm has served in executive and technical capacities with Vitro since 1947. Most recently he was VP of Vitro Electronics, responsible for manufacturing and operations.

Steve deSatnick, engineer in charge of technical facilities at WNDT(TV) (educational ch. 13) Newark-New York, appointed manager of technical and production operations.

Vern Harris appointed west-central region sales manager for semiconductor products division of Motorola Inc., Phoenix. **Dr. William E. Taylor** joins Motorola's semiconductor products division as operations manager for materials replacing **Dr. Remo A. Pellin,** who resigned.

Daumant (Del) Kusma, director of manufacturing for Lansdale (Pa.) division of Philco Corp., joins International Resistance Co., Philadelphia, as director of operations. Mr. Kusma succeeds **John L. Keating,** who continues as director of management services.

Francis R. Flood, marketing manager for battery product section of General Electric Co., Gainesville, Fla., joins Raytheon Co.'s semiconductor division at Mountain View, Calif., as marketing manager.

Samuel R. McConoughey, director of marketing for Prodelin Inc., Hightstown, N. J., named manager of military marketing for Continental Electronics division of Ling-Temco-Vought, Dallas.

INTERNATIONAL

George Slipp, previously VP and director of client services for McConnell Eastman & Co., Toronto, joins Kenyon & Eckhardt Ltd., that city, as VP and general manager.

Roberto Daglio, of El Salvador, elected president of Central American TV Network (CATVN), which includes TV stations in Guatemala, El Salvador, Honduras, Costa Rica, Nicaragua and Panama. CATVN, at meeting last week in Mexico City, also elected **Rodolfo Paredes Chiari,** of Panama, VP; **Simon B. Siegel,** of American Broadcasting-Paramount Theatres, treasurer; and **Robert S. Tancer,** AB-PT, secretary.

John Radford, managing director of CFJR Brockville, Ont., elected CFJR president.

Gordon Keeble, executive VP of CTV Television Network Ltd., Toronto, elected president of Central Canada Broadcasters Association, succeeding **William D. McGregor,** CKCO-TV Kitchener, Ont. Elected first VP was **Frank Murray,** CJBQ Belleville, Ont.; second VP, **Karl Monk,** CHOK Sarnia, Ont.; secretary-treasurer, **Don Martz,** CFCF-TV Montreal.

James D. Bowman, member of Associated Press' foreign and world service desks in New York, named AP bureau chief at Bogota, Colombia, replacing **James C. Dewey,** who resigned. Mr. Bowman joined AP at Dallas in 1955.

Bill Ward, production controller for Associated TeleVision Ltd., London, since company began operations in 1955, named to new post of executive controller at ATV's Elstree studios. **Bernard Marsden,** deputy technical controller at ATV since December 1962, promoted to technical controller. **Terence MacNamara** appointed to new-

ly created post of technical counsellor. **Pamela Grey** appointed to newly created post of personal assistant to Lew Grade, managing director of Associated TeleVision Ltd.

Harvey Kirck, director of CTV Television Network Ltd. news department at Toronto headquarters, joins newscasting team of CJOH-TV Ottawa, succeeding **Baden Langston,** who has joined ABC News in Washington.

Terry McGovern, formerly of *Ottawa* (Ont.) *Journal*, appointed promotion director of CFRA Ottawa.

DEATHS

Thomas Edward Downes, 57, assistant night newsroom chief for Voice of America, died Nov. 12 at Georgetown University Hospital in Washington after long illness. Mr. Downes joined USIA's broadcast division in Washington in 1955.


Mr. Roeder

George H. Roeder, 57, executive VP and general manager of WCBM-AM-FM Baltimore, died Nov. 16 at Maryland General Hospital, that city. Mr. Roeder became general manager of WCBM in 1930, was elected to board of directors in 1933 and executive VP in 1954. His brother, Charles A. Roeder, is program and news director of WCBM.

M. Anthony Mattes, 62, manager of advertising department of Standard Oil Co. of California, San Francisco, since 1944, died Nov. 13 while on vacation in Puerto Vallarta, Mexico.

Ursula Halloran, 38, head of her own public relations organization in New York and formerly with NBC and Rogers & Cowan, died Nov. 13. Recently, she had served as publicist for Bob Hope and Victor Borge.


Mr. Swenson

Lowell H. Swenson, 51, VP and director of marketing at Colle & McVoy Adv., Minneapolis, died of heart attack Nov. 14 while attending National Grocer's Manufacturing Association convention in New York City. Mr. Swenson joined Colle & McVoy in 1952, was previously assistant to president of Hawkeye Steel Products. From 1943 to 1948 he served in Washington as executive VP of National Aeronautics Association.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Nov. 14 through Nov. 20 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *educational. Ann.—announced.

New TV station

APPLICATION

Kingsport, Tenn.—American Television Service. UHF channel 28 (554-560 mc); ERP 19.7 kw vis., 10.58 kw aur. Ant. height above average terrain 690 feet, above ground 349 feet. P. O. address Box 975, Kingsport. Estimated construction cost $65,400; first year operating cost $120,000; revenue $200,000. Studio and trans. locations both Kingsport. Geographic coordinates 36° 33' 38" north latitude, 82° 26' 08" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-24D. Legal counsel Frederic Brandt. Johnson City, Tenn.; consulting engineer James Robertson, Lexington, Ky. Principals: **C. E. Feltner Jr.** (70%), **Frederic H. Brandt** and **Earl L. Boyles** (each 15%). Mr. Feltner owns TV film production and distribution firm; Mr. Boyles is executive vice president and general manager of WLEX-TV Lexington, Ky.; Mr. Brandt is lawyer. Ann. Nov. 20.

New AM station

ACTION BY FCC

Plymouth, Ind.—Van Wert Broadcasting Co. Granted CP for new AM on 1050 kc, 250 w-D. DA; condition. P. O. address Marsh Building, Van Wert, Ohio. Estimated construction cost $28,115; first year operating cost $46,000; revenue $54,000. Applicant is licensee of WERT Van Wert. Sept. 20 initial decision looked toward grant. Action Nov. 12.

Existing AM stations

ACTION BY FCC

WDBC Escanaba, Mich.—Waived Sec. 1.223(b) of rules and granted application to replace expired permit for increased daytime power from 1 kw to 10 kw, install new trans. and make changes in daytime DA system, continued operation on 680 kc with 1 kw night. Action Nov. 20.

APPLICATIONS

WDOG Marine City, Mich.—CP to change station location to Warren, Mich., change studio location to Warren, change trans. location to 2676 Ten Mile Road, Warren, install new trans. and make change in DA (two additional towers). Ann. Nov. 18.

KNOP North Platte, Neb.—Mod. of CP (which authorized new AM) to change hours of operation from daytime to unl., using power of 500 w-N, 1 kw-D, install DA-N. Ann. Nov. 18.

WCVP Murphy, N. C.—CP to change hours of operation from daytime to unl. using power of 500 w-N, 1 kw-D, install DA-N and change ant.-trans. location to three miles northeast of Murphy on Highway 19. Ann. Nov. 20.

KORK Las Vegas—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Nov. 15.

New FM stations

ACTIONS BY FCC

Osage Beach, Mo.—Central Missouri Broadcasting Co. Granted CP for new FM on 93.5 mc, channel 228, 2.45 kw. Ant. height above average terrain 300 feet. P. O. address Box 125, Osage Beach. Estimated construction cost $14,407; first year operating cost $10,000; revenue $12,000. Principals: **James L. Risner Jr.** and **Ella Mae Risner.** Central Missouri is licensee of KRMS Osage Beach. Action Nov. 15.

***Canton, N. Y.—St. Lawrence University.** Granted CP for new FM on 89.3 mc, 8 kw. Ant. height above average terrain 76 feet. P. O. address Canton. Estimated construction cost $19,645; first year operating cost $3,500. Principals: **board of trustees.** Action Nov. 19.

***Kingston, R. I.—University of Rhode Island.** Granted CP for new FM on 91.1 mc, channel 216, 10 w. Ant. height above average terrain 24 feet. P. O. address c/o WRIU, Memorial Union, Kingston. Estimated construction cost $4,025; first year operating cost $500. Principals: **board of trustees.** Action Nov. 15.

Lawrenceburg, Tenn. — Lawrenceburg Broadcasting Co. Granted CP for new FM on 95.9 mc, 3 kw. Ant. height above average terrain 205 feet. P. O. address Box 353, Jackson, Tenn. Estimated construction cost $10,950; first year operating cost $8,400; revenue $11,350. Lawrenceburg is licensee of WDXE that city. Action Nov. 15.

Fort Worth, Tex.—Dalworth Broadcasting Inc. Granted CP for new FM on 93.9 mc, Franklin A. Hardy c/o WMMB Melbourne, terrain 350 feet. P. O. address 2049, Fort Worth. Estimated construction cost $30,000; first year operating cost $18,000; revenue $30,000. Principals: **Kurt A. Meer** (97.68%) and **Mary A. & Mrs. Annette Meer** (each 1.16%). Mr. Meer owns KCUL Fort Worth. Action Nov. 19.

APPLICATIONS

Denver—Armstrong FM Broadcasting Corp. 101.1 mc, channel 266, 57 kw. Ant. height above average terrain 110 feet. P. O. address c/o KOSI, Box 98, Aurora 8, Colo. Estimated construction cost $23,826; first year operat-

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ing cost $6,000; revenue $24,000. Applicant is subsidiary of Armstrong Broadcasting Corp., licensee of KOSI Aurora. Ann. Nov. 18.

Fort Smith, Ark.—The Valley Corp. 99.1 mc, channel 256, 100 kw. Ant. height above average terrain 2,000 feet. P. O. address 1780 Tower Building, Little Rock, Ark. Estimated construction cost $77,837; first year operating cost $48,000; revenue $50,000. Principals: **Joe F. Wheeler** (25.6%) and others. Principals are local businessmen. Ann. Nov. 20.

Key West, Fla.—Florida Keys Broadcasting Corp. 92.5 mc, channel 223, 26.9 kw. Ant. height above average terrain 138 feet. P. O. address c/o Roth E. Hook, Aliceville, Ala. Estimated construction cost $24,466; first year operating cost $8,000; revenue $10,000. Applicant is licensee of WKIZ Key West. Ann. Nov. 15.

Melbourne, Fla.—Indian River Radio Inc. 102.3 mc, channel 272, 3 kw. Ant. height above average terrain 225 feet. P. O. address Franklin A. Hardy, c/o WMMR Melbourne. Estimated construction cost $36,503; first year operating cost $36,000; revenue $42,000. Applicant is licensee of WMMB Melbourne. Ann. Nov. 18.

West Point, Ga.—Radio Valley Inc. 100.9 mc, channel 265A, 3 kw. Ant. height 334 feet. P. O. addres c/o Dige Bishop, Box 427, West Point. Estimated construction cost $11,989; first year operating cost $5,600; revenue $9,000. Applicant is licensee of WBMK West Point. Ann. Nov. 18.

Crete, Ill.—South Cook Broadcasting Inc. 102.3 mc, channel 272, 3 kw. Ant. height above average terrain 300 feet. P. O. address c/o Anthony Santucci, 119 Olympia Place, Chicago Heights, Ill. Estimated construction cost $11,000; first year operating cost $10,000; revenue $15,000. Applicant is licensee of WCGO Chicago Heights, Ill. Ann. Nov. 18.

Plainfield, Ind.—James T. Barlow. 98.3 mc, channel 252A, 3 kw. Ant. height above average terrain 200 feet. P. O. address 863 Walton Drive, Plainfield. Estimated construction cost $21,465; first year operating cost $26,000; revenue $32,000. Mr. Barlow, sole owner, owns 50% of insurance firm, which he will sell upon station grant. Ann. Nov. 15.

Fort Campbell, Ky.—Fort Campbell Broadcasting Co. 107.9 mc, channel 300, 38.9 kw. Ant. height above average terrain 156 feet. P. O. address c/o Gary H. Latham, Fort Campbell. Estimated construction cost $26,734; first year operating cost $4,000; revenue $7,000. Applicant is licensee of WABD Fort Campbell. Ann. Nov. 7.

Whitesburg, Ky.—Folkways Broadcasting Inc. 103.9 mc, channel 280, 208 w. Ant. height above average terrain 938 feet. P. O. address Box 660, Whitesburg, Ky. Estimated construction cost $9,146; first year operating cost $7,500; revenue $8,800. Applicant is licensee of WTCW Whitesburg. Ann. Nov. 15.

St. Louis—M. R. Lankford Broadcasting Co. 102.5 mc, channel 273, 25.5 kw. Ant. height above average terrain 362 feet. P. O. address 1900 West Broadway, Princeton, Ind. Estimated construction cost $28,866; first year operating cost $60,000; revenue $70,000. **R. D. Lankford,** sole owner, is owner of WRAY-AM-FM Princeton. Ann. Nov. 18.

St. Louis—Lorenzo W. Milam. 102.5 mc, channel 273, 29.2 kw. Ant. height above average terrain 423 feet. P. O. address 9027 Roosevelt Way, Seattle. Estimated construction cost $23,150; first year operating cost $18,500; revenue $22,500. Mr. Milam, sole owner, owns KRAB(FM) Seattle. Ann. Nov. 15.

Scranton, Pa.—Lane Broadcasting Corp. 104.9 mc, channel 285A, 1.6 kw. Ant. height above average terrain 391 feet. P. O. address c/o William J. Lane, 2905 Dunglow Road, Baltimore. Estimated construction cost $14,259; first year operating cost $18,000; revenue $20,000. Principals: **William J.** and **Virginia B. Lane,** jointly, and **Douglas V. Lane** (each approximately 35%) and others. W. J. Lane is employe of Bethlehem Steel Corp., V. B. Lane is housewife and D. V. Lane is student. Ann. Nov. 15.

Chattanooga, Tenn.—W. D. E. F. Broadcasting Co. 92.3 mc, channel 222, 50 kw. Ant. height above average terrain 895 feet. P. O. address c/o Carter M. Parham, 3300 Broad Street, Chattanooga. Estimated construction cost $30,614; first year operating cost $7,332; revenue $4,800. Applicant is licensee of WDEF-AM-TV Chattanooga. Ann. Nov. 15.

Henderson, Tex.—Henderson Broadcasting Corp. 100.1 mc, channel 261A, 3 kw. Ant. height above average terrain 197 feet. P. O. address c/o James T. Reeves, Box 128, Madison, Tenn. Estimated construction cost $13,000; first year operating cost $48,000 (AM and FM); revenue $50,000 (AM and FM). Applicant is licensee of KGRI Henderson, Tex. Ann. Nov. 15.

Existing FM station

ACTION BY FCC

WOIA-FM Saline, Mich.—Granted mod. of license to change designation of station to Ann Arbor; conditioned that before operating with new designation, applicant shall request and receive change in call letters of either WOIA-FM or its WOIA Saline. Commissioner Cox dissented. Action Nov. 20.

Ownership changes

ACTIONS BY FCC

WAFG-TV Huntsville, Ala.—Granted transfer of control of permittee corporation, **Rocket City Television Inc.** (29,130 shares issued), from **J. E. Beasley Jr.** (6,640 shares), **John S. Gregory Jr.** (3,390 shares) and others to **Smith Broadcasting Inc.,** 98% owned by M. Davidson Smith III. Consideration $509,775. Applicant is licensee of WAAY Huntsville and has application pending for new FM in same city; Mr. Smith has CP for new TV (channel 25) in Huntsville, which will be surrendered following above grant. Mr. Smith is 51% owner of WNUE Fort Walton Beach, Fla. Action Nov. 13.

KFIF Tucson, Ariz.—Granted assignment of license from **R. E. Pruitt Jr.** (70%) and **John F. Badger** (30%), d/b as **Southwest Broadcasting Co.,** to Mr. Pruitt (100%), tr/as **KFIF Broadcasting Corp.** Consideration $5,000 and assumption of debt. Action Nov. 13.

WPUP Gainesville, Fla.—Granted assignment of license from **John A. Dowdy** (100%), d/as as **Southern Broadcasting Co. of Marianna Inc.,** to **Leon E. Mims** (100%). Consideration $106,800. Mr. Mims is employe of WGGG Gainesville, will disassociate on acquisition of WPUP. Action Nov. 19.

WKTG Thomasville, Ga.—Granted assignment of license from **Thomas County Broadcasting Inc.** to **Triple C Broadcasting Corp.,** owned by **Mrs. Lem J. Clark** and others. Consideration $95,000. Action Nov. 19.

KUPI Idaho Falls, Idaho—Granted acquisition of positive control of license corporation, **KUPI Inc.,** by **Elizabeth J. B. Echo** (50% before transfer, 100% after) from **Gene Riesen** (50%). Consideration $1,000. Action Nov. 15.

WCRW Chicago—Granted assignment of license from **Josephine A. White,** tr/as **WCRW,** to **WCRW Inc.,** wholly owned by Mrs. White. No financial consideration involved. Action Nov. 13.

KCLN Clinton, Iowa—Granted assignment of license and CP from **Russell G. Salter, Stanley B. Noyes** and **Robert O. Moran** (each 33 ⅓%), d/b as **Valley TV & Radio Inc.,** to **Robert Z. Morrison** (51%), **Cecil Hamilton** (15%), **William H. Moore III** (20%) and **Dorothy M. Moore** (14%), tr/as **Valley Broadcasting Co.** Consideration $140,000. Mr. Morrison is sales manager of WKET(TV) LaCrosse, Wis.; Mr. Hamilton is sales manager of KCLN; Mr. Moore is investor; Mrs. Moore is housewife. Action Nov. 15.

KSMN Mason City, Iowa—Granted assignment of license from **Donald F. Blanchard** and **Harry Campbell** (each 50%), d/b as **Land O'Corn Broadcasters Inc.,** to **Hayward L. Talley** (100%), tr/as **North Central Iowa Broadcasting Co.** Consideration $170,000. Mr. Talley is majority owner of WSMI-AM-FM Litchfield, Ill., and owns KXGI Fort Madison, Iowa. Action Nov. 19.

KASO Minden, La.—Granted assignment of license from **Harold R. Cook** to **Cook Enterprises Inc.,** owned by Mr. Cook (51%), **H. S. O'Dell Jr.** (33.3%) and **R. F. Forester** (15.7%). Consideration $11,500. Mr. O'Dell is KASO chief engineer; Mr. Forester is local businessman. Action Nov. 15.

KRAD East Grand Forks, Minn.—Granted assignment of license from **Marlin T. Obie** to **KRAD Inc.,** owned by Mr. Obie (80.8%), **John G. French** (19%) and **Mary L. Obie** (.2%). Consideration is cancellation of debt. Mr. French is employe of KRAD. Action Nov. 13.

WGTC-AM-FM Greenville, N. C.—Granted assignment of license (AM) and CP's (AM and FM) from **WGTC Broadcasting Co.** to **Roy H. Park Radio Inc.** (AM) and **Roy H. Park Broadcasting Inc.** (FM); three companies are commonly owned. No financial consideration involved. Action Nov. 14.

KGRL Bend, Ore.—Granted assignment of license from **John H. McAlpine** (100%), tr/as **McAlpine Broadcasters,** to **KGRL Inc.,** 100% owned by Mr. McAlpine. No financial consideration involved. Action Nov. 13.

KSOO-AM-TV Sioux Falls, S. D.—Granted relinquishment of positive control of licensee corporation, **KSOO-TV Inc.,** from **Morton H. Henkin** (51% before transfer, 33 ⅓% after) to **Thomas Barnstuble** (27 ⅔% after, 19% before), **Harold W. Bangert, Julius Hetland** and **Earl Reineke** (each 13% after, 10% before). Consideration $50,000. Action Nov. 14.

KSDR Watertown, S. D.—Granted assignment of license from **Paul D. Bernards** to **Richard J. Kopp.** Consideration $29,000. Mr. Kopp is employed by KBFS Belle Fourche, S. D. Action Nov. 15.

KARO(FM) Houston—Granted assignment of license and SCA from **E. F. Weerts** (51%) and **A. L. Herzog** (49%), d/b as **Multi-Casting Inc.,** to **J. T. Trotter** (65%), **Ronald G. Schmidt** (20%) and **Joseph L. Brown Jr.** (15%), tr/as **Apollo Broadcasting Co.** Consideration $40,000. Mr. Trotter is attorney and businessman; Mr. Schmidt is past program director of KODA(FM) Houston; Mr. Brown is part owner of record shop. Action Nov. 19.

KMOO Mineola, Tex.—Granted assignment of CP from **J. A. Windham** and **Lee Robinson** (each 50%), d/b as **Mineola Broadcasting Co.,** to **Mr. Windham** (100%), tr/as company of same name. Consideration $2,000. Action Nov. 14.

KSXX Salt Lake City—Granted assignment of license from **William P. Fuller III** to **Starley D. Bush** (70.60%), **Thomas R.** and **Murry D. Van Wagoner, Thomas C. Cuthbert** (each 5.88%) and others, tr/as **Star Broadcasting Co.** Mr. Bush recently disposed of 25% interest of KWIC Salt Lake City; Messrs. Van Wagoner are representative of manufacturing firms and employed by copper smelting firm and respectively; Mr.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 20

	ON AIR Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,850	64	118	295
FM	1,111	19	96	225
TV	521[1]	57	80	124

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Nov. 20

	VHF	UHF	TOTAL TV
Commercial	473	88	561[1]
Noncommercial	52	29	81[2]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Oct. 31

	AM	FM	TV
Licensed (all on air)	3,844	1,110	521[1]
CP's on air (new stations)	67	20	57
CP's not on air (new stations)	118	92	80
Total authorized stations	4,029	1,222	658[1]
Applications for new stations (not in hearing)	174	187	66
Applications for new stations (in hearing)	124	12	57
Total applications for new stations	298	199	123
Applications for major changes (not in hearing)	213	55	43
Applications for major changes (in hearing)	50	2	10
Total applications for major changes	263	57	53
Licenses deleted	0	0	0
CP's deleted	1	4	0

[1] Does not include seven licensed stations off air.
[2] Includes three stations operating on unreserved channels.

Cuthbert is attorney and area businessman. Action Nov. 19.

WFOX Milwaukee—Granted assignment of license from **Wisconsin Broadcasters Inc.** to parent corporation, **Fox Broadcasting Corp.** No financial consideration involved. Action Nov. 14.

APPLICATIONS

KDXE North Little Rock, Ark.—Seeks assignment of license from **Arkansas Valley Broadcasting Co.**, owned by **Sim C. Callon** (66 ⅔%) and **Wallace Hoy** (33 ⅓%), to **Capital Broadcasting Inc.**, owned by **Dale D. Mahurin** (100%). Consideration $37,500 and assumption of debt. Mr. Mahurin is commercial manager of KDXE. Ann. Nov. 15.

KATA Arcata, Calif.—Seeks acquisition of positive control of licensee corporation, **M & P Radio Broadcasting Corp.**, by **Earl J. Madray** (100% after transfer, 50% before) through purchase of stock from **Robert D. Price** (50%). Consideration $1,200 and assumption of debt. Ann. Nov. 14.

WMPP Chicago Heights, Ill.—Seeks transfer of control of permittee corporation, **Seaway Broadcasting Inc.**, from **William S. Martin** and **J. B. Martin**, as family group, to Mrs. W. S. Martin, administratrix of estate of W. S. Martin, deceased, and J. B. Martin, as family group. No financial consideration involved. Ann. Nov. 18.

WSIL-TV Harrisburg, Ill.—Seeks assignment of license from partnership of **Ethel M.** and **O. L. Turner, Charles O. Farrar** and **Harry R. Horning**, d/b as **Turner-Farrar Association**, to company of same name with same principals but with O. L. Turner as trustee of Turner trust. No financial consideration involved. Ann. Nov. 19.

KUXL Golden Valley, Minn.—Seeks assignment of CP from **Edward D. Skotch** to **Greater Happiness Inc.**, 100% owned by Mr. Skotch. No financial consideration involved. Ann. Nov. 15.

KFMN(FM) Abilene, Tex.—Seeks assignment of license from **Lowell G. Perry** (90%) and **Earline Perry** (10%), d/b as **Fine Music Enterprises**, to **Fine Music Enterprises Inc.**, 100% owned by Mr. Perry. No financial consideration involved. Ann. Nov. 14.

KRGV-AM-TV Weslaco, Tex.—Seeks assignment of license from **Kenco Enterprises Inc.**, owned by **Bruce L.** (53.72%) and **John A.** (46.28%) **Kennedy**, to **Mobile Video Tapes Inc.**, owned by **Douglas L. Manship** and **Charles P. Manship Jr.** (each 50%). Consideration $1,375,000. Messrs. Manship, brothers, have interests in WJBO-AM-FM and WBRZ-TV New Orleans and newspaper in that city. Ann. Nov. 20.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Georgia M. and Jerald A. Brush, d/b as Brush Broadcasting Co. for new daytime AM on 1600 kc, 500 w, in Wauchula, Fla.; conditions include presunrise operation with daytime facilities precluded final decision in Doc. 14419. Action Nov. 19.

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward dismissing application of Reading Radio Inc. for new FM on 92.9 mc in Reading, Pa. Action Nov. 15.

■ Hearing Examiner Isadore A. Honig issued supplemental initial decision affirming Aug. 2, 1962, initial decision which looked toward granting application of Higson-Frank Enterprises for new daytime AM on 1520 kc, 500 w, in Houston. Action Nov. 14.

DESIGNATED FOR HEARING

North Caddo Broadcasting Co., Vivian, La.—Designated for hearing application for new AM on 1600 kc, 500 w; issues include Sect. 3.35(a) multiple ownership consideration. Action Nov. 20.

OTHER ACTIONS

■ Commission denied requests by Wometco Enterprises Inc. and Sunbeam Television Corp. for waiver of Sect. 3.652(a) of rules to permit identification of respective Miami TV stations WTVJ and WCKT as Miami-Fort Lauderdale stations. Commissioner Hyde dissented; Commissioner Bartley would deny requests on grounds that licensees have no studios in Fort Lauderdale. Action Nov. 20.

■ By memorandum opinion and order, commission denied petition by CBS for reconsideration of May 28 action which held that CBS-TV incentive compensation plan, as amended, violated Sect. 3.658(e) of rules concerning right of stations to refuse network programs. In rejecting CBS argument, commission adhered to previous view that CBS plan involves restraint which has like restraining effect to that of option time. (TV option time was prohibited by commission as of Sept. 10, 1963.) Commissioners Ford and Loevinger not participating. Action Nov. 20.

■ Commission, by Commissioners Henry (Chairman), Hyde, Bartley, Lee, Ford, Cox and Loevinger (with Commissioners Hyde, Ford and Cox dissenting), voted Nov. 15, 1963, to deny petitions for reconsideration of May 29 action which denied drop-in of VHF channels with short separations in seven markets—Johnstown, Pa. (channel 8); Baton Rouge (channel 11); Dayton, Ohio (channel 11); Jacksonville, Fla. (channel 10); Birmingham, Ala. (channel 3); Knoxville, Tenn. (channel 8), and Charlotte, N. C. (channel 6). Action Nov. 18.

WBOY-TV Clarksburg, W. Va.—By order, designated for oral argument on Jan. 9, 1964, application for assignment of license of only local TV station to Northern West Virginia Television Broadcasting Co., local CATV system owners. Commissioners Hyde and Ford dissented. Action Nov. 13.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Scheduled following proceedings for oral argument on Dec. 17: AM application of WBUX Broadcasting Co. (WBUX), Doylestown, Pa.; and AM applications of Bluestem Broadcasting Inc., Emporia, and KAYS Inc., Hays, both Kansas. Action Nov. 18.

■ Denied motion by Wright Broadcasting Co. to extend time to Nov. 28 to file exceptions to initial decision in proceeding on application and that of Marshall Broadcasting Co. for new AM stations in East Lansing and Marshall, respectively, both Michigan. Action Nov. 15.

■ By memorandum opinion and order in proceeding on applications of Laramie Community TV Co. and Albany Electronics Inc. for new VHF TV translator stations in Laramie and Tie Siding, both Wyoming, (1) granted petition by Laramie Community to dismiss applications, but dismissed applications with prejudice; and (2) withheld further consideration of Albany applications pending receipt of affidavit as to whether it received consideration with respect to Laramie's request for dismissal. Action Nov. 15.

■ By memorandum opinion and order in proceeding on applications of Collier Electric Co. (parent corporation of Laramie Community TV Co.) for renewal of licenses of KAQ79, Fort Morgan, Colo., et al, (1) granted petition by Laramie Community to Carrier Bureau to modify and enlarge issues to extent of adding issues to determine (a) whether on or about Jan. 3 applicant's licenses were assigned and/or control was transferred without prior consent of commission in violation of Sect. 310(b) of Act and Sect. 21.28 of rules; (b) whether on or about Jan. 3 and subsequent thereto, applicant failed to comply with Sect. 21.305, and (c) whether applicant or principals made misrepresentations to or withheld facts from commission with respect to changes in licensee partnership, or were lacking in candor with respect to documents filed subsequent to Jan. 3; (2) in light of Nov. 15 memorandum opinion and order in Docs. 14552 et al (Laramie Community TV Co., Laramie, Wyo., et al.), added issues to determine (a) whether applications for CP for VHF translator stations filed by Laramie in Docs. 14552 et al., applicant or principals made misrepresentations to or withheld facts from commission or were lacking in candor, and if so, whether Collier possesses requisite character qualifications to be licensee; and (b) whether in light of evidence adduced on issues et al., on Laramie's applications in Docs. 14552 et al., grant of any or all of Collier's applications would serve public interest; and (c) amended issue "j" to determine, if in light of evidence adduced, Collier's applications are denied, whether in view of evidence adduced on issues (g) through (i), effective date of commission's final decision should be stayed in order to afford applicant reasonable period of time in which to recover unauthorized portion of investment in microwave systems, and if so, length of stay. Action Nov 15.

ACTIONS ON MOTIONS

By the Office of Opinions and Review

■ Granted motion by WTSP-TV Inc. to extend time to Nov. 27 to file briefs in reply to exceptions to supplemental initial

decision in Largo, Fla., TV channel 10 proceeding. Action Nov. 18.

■ Granted petition by Camden Radio Inc. (KAMD), Camden, Ark., to extend time to Nov. 19 to file exceptions to initial decision in proceeding on AM applications of Smackover Radio Inc., Smackover, and Magnolia Broadcasting Co. (KVMA), Magnolia, both Arkansas. Action Nov. 14.

By Chief Hearing Examiner James D. Cunningham

■ Granted motion by Abacoa Radio Corporation (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, P. R., to extend time from Nov. 15 to Dec. 16 for exchange of nonengineering exhibits in proceeding on AM applications. Action Nov. 19.

■ By order, made certain corrections to transcript of hearing in proceeding on NBC-RKO broadcast transfers and related applications. Action Nov. 19.

■ Designated Examiner Basil P. Cooper to preside at hearing in proceeding on FM applications of Jupiter Broadcasting Inc. (WSAI-FM), North Cincinnati Broadcasting Co. (WAEF-FM) and Edward D. Scotch, all Cincinnati; scheduled prehearing conference for Dec. 13 and hearing for Jan. 15, 1964. Action Nov. 15.

■ Designated Examiner Isadore A. Honig to preside at hearing in proceeding on AM application of LaFollette Broadcasting Inc. (WLAF), LaFollette, Tenn.; scheduled prehearing conference for Dec. 9 and hearing for Dec. 23. Action Nov. 12.

By Hearing Examiner Basil P. Cooper

■ Issued order governing conduct of Nov. 26 prehearing conference in proceeding on application of Capitol Television Inc. for renewal of license of KVUE (ch. 40) Sacramento, Calif., and Camellia City Telecasters for new TV on that channel. Action Nov. 13.

■ Pursuant to agreements reached at Nov. 12 prehearing conference in proceeding on AM application of Whiteville Broadcasting Co. (WENC), Whiteville, N. C., continued Dec. 11 hearing to Jan. 8, 1964. Action Nov. 12.

By Hearing Examiner Thomas H. Donahue

■ Issued memorandum following Nov. 15 prehearing conference in proceeding on applications of Boardman Broadcasting Inc. and Daniel Enterprises Inc. for new AM stations in Boardman and Warren, respectively, both Ohio, in Docs. 15190-1 and scheduled among other procedural dates further prehearing conference for Nov. 20 and continued Dec. 9 hearing to Dec. 18. Action Nov. 15.

By Hearing Examiner Charles J. Frederick

■ Granted motion by Albert John Williams (KTYM), Inglewood, Calif., to correct transcript in proceeding on AM application. Action Nov. 13.

By Hearing Examiner Millard F. French

■ Granted request by Norristown Broadcasting Inc. (WNAR), Norristown, Pa., to continue Dec. 3 hearing to Dec. 16 in proceeding on AM application. Action Nov. 15.

By Hearing Examiner Arthur A. Gladstone

■ Granted motion by Marshall Broadcasting Co. to correct transcript in proceeding on application and that of Wright Broadcasting Co. for new AM stations in Marshall and East Lansing, respectively, both Michigan. Action Nov. 18.

By Hearing Examiner H. Gifford Irion

■ Continued Nov. 14 further hearing to Nov. 15 in proceeding on applications of D and E Broadcasting Co. and Great State Broadcasters Inc. for new AM stations in San Antonio, Tex. Action Nov. 13.

By Hearing Examiner David I. Kraushaar

■ On own motion, corrected transcript of Nov. 13 prehearing conference in proceeding on application of Raul Santiago Roman for new AM in Vega Baja, P. R. Action Nov. 14.

■ By memorandum opinion and order in Boston TV channel 5 proceeding, denied motion by WHDH Inc. (WHDH-TV) for continuance of Nov. 21 prehearing conference and Dec. 16 hearing pending action by commission on WHDH motion for stay of hearing. Action Nov. 13.

■ Granted motion by Raul Santiago Roman for further continuance of hearing to Dec. 9 in proceeding on application for new AM in Vega Baja, P. R. Action Nov. 13.

By Hearing Examiner Jay A. Kyle

■ Granted petition by Broadcast Bureau to extend time from Nov. 15 to Nov. 25 to file proposed findings and to Dec. 6 for replies in proceeding on application of Geoffrey A. Lapping for new AM in Blythe, Calif. Action Nov. 14.

By Hearing Examiner Herbert Sharfman

■ Granted request by Esquire Inc. (WQXI), Atlanta, to further extend time from Nov. 15 to Nov. 18 to file initial proposed findings in proceeding on application of North Atlanta Broadcasting Co. for new AM in North Atlanta, Ga. Action Nov. 14.

■ Granted request by Esquire Inc. (WQXI), Atlanta, to further extend time from Nov. 12 to Nov. 15 to file initial proposed findings of fact and conclusions in proceeding on application of North Atlanta Broadcasting Co. for new AM in North Atlanta, Ga. Action Nov. 12.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on AM applications of Piedmont Broadcasting Co., Travelers Rest, S. C. James C. Liles, tr/as Hentron Broadcasting Co., and Mountainaire Corp., Hendersonville, N. C., granted request by Mountainaire Corp. on behalf of three applicants to continue hearing from Nov. 18 to Dec. 18. Action Nov. 15.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Nov. 19

KUFY(FM) San Mateo, Calif.—Granted SCA on subcarrier frequency of 21.5 kw.

WKRG-FM Mobile, Ala.—Granted license covering changes in ant.-trans. location, ant. system, ERP and ant. height and installation of new ant. and trans.

KEPR-TV Pasco, Wash.—Granted mod. of license to change studio location.

WAGM-TV Presque Isle, Me.—Granted CP's to change ERP to 27.5 kw (DA) vis. and 13.8 kw (DA) aur.; and change type trans. (main trans. and ant.); and use of old main trans. as aux. trans. at main trans. and ant. location.

*__WYES-TV New Orleans__—Granted CP to change ERP to 316 kw vis., and 158 kw aur.; and change type trans.; condition.

K07GA Soldatna, Kasilof and Kenai, all Alaska—Granted CP to change frequency to channel 7 and make changes in ant. system for VHF TV translator.

■ Following were granted extensions of completion dates as shown: KLFY-TV (aux. ant.) Lafayette, La., to April 21, 1964; KBEY (FM) Kansas City, Mo., to May 20, 1964; *WIPR-FM San Juan, P. R., to Jan. 15, 1964.

Actions of Nov. 18

WCEN-FM Mt. Pleasant, Mich.—Granted license; redescribe trans. and studio location.

KOIN-FM Portland, Ore.—Granted license covering change in ERP and ant. height and installation of new ant.; specify trans. location.

KRSN-FM Los Alamos, N. M.—Granted license covering installation of new trans. and ant. and changes in ERP, ant. height and ant. system.

WGPC-FM Albany, Ga.—Granted license covering installation of new ant.

*__WGVE(FM) Gary, Ind.__—Granted license covering change of frequency and facilities.

*__WCDR-FM Cedarville, Ohio__—Granted license covering change in frequency.

*__WBOE(FM) Cleveland__—Granted license covering change in ERP (aux.).

*__WNTH(FM) Winnetka, Ill.__—Granted license covering installation of new ant.; specify type ant.

WVCA(FM) Gloucester, Mass.—Approved engineering technical data submitted, pursuant to commission's Oct. 24 memorandum opinion and order in Doc. 14185, to modify CP, specify operation on 104.9 mc; ERP 200 w; ant. height 180 feet; specify type trans.; conditions.

Continued on page 113



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RADIO

Help Wanted—Management

Station manager, major market, midwest full time, c&w, old time. Must be hard hitting, aggressive, idea salesman with administrative experience. Track record in sales most important. Good salary and incentive. Write details first letter, Box N-153, BROADCASTING.

Manager Midwest, top fifty, aggressive news department, multiple operation. Opportunity for advancement. Box N-215, BROADCASTING.

Manager for medium market radio. $15,000.00 to $20,000.00, California. Write long career letter, lots of references, and include samples of your sales presentations, brochures, rate cards, how you run a sales staff, programing ideas, picture of you and your wife. All confidential, we will not approach your present employer. Box N-244, BROADCASTING.

Manager for small Iowa operation. Needs ideas, imagination and leadership. Excellent opportunity. Preference given First Class holders. Salary open, job open now. Reply with complete resume. Box N-258, BROADCASTING.

Help Wanted—Sales

Detroit—Immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box M-169, BROADCASTING.

Sales manager, number one station, modern music, aggressive news department. Must have proven sales record. Box N-214, BROADCASTING.

Sales promotion man. Major manufacturer seeks ambitious, creative young man, capable of setting up promotions in the field with wholesalers, dept. stores, shopping centers and TV stations. Good opportunity. N. Y. headquarters. Travel. Min. 2 yrs. exp., sal. $8-10,000 plus expenses. Write Box N-239, BROADCASTING.

Have opening in one of top 20 Texas markets—include all information 1st time. Box N-208, BROADCASTING.

Westchester County—sales opening after January. Salary, commission and expense. References. Reply in confidence. Box N-254, BROADCASTING.

We have ambition to become best small market station in country. Need salesman to join 17 man staff and help us grow. Will consider man presently doing part time sales. We offer security, stability, respect in the community. This is your dream answered if you want to settle in a good community, and have a good income from a professional station. Dale Low, KNCM, Moberly, Missouri, AM 3-1230.

Radio salesman for newest top-rated top 40 station in Pennsylvania, WFEC, the most talked about radio station in the industry. (See Billboard article, November 11th) Contact Ralph Hartman, sales mgr., Harrisburg 234-4988.

Experienced time salesman with knowhow, immediate opening with one of Midwest's fastest growing chain. WHUT—Anderson, Indiana is looking for aggressive salesman with ideas and ability, if this is you and you are ready for work . . . telephone Manager 644-1255—salary, commission and bonus.

Sales—(Cont'd)

Broadcast sales representatives: Visual Electronics Corporation, a leader in broadcast equipment sales and engineering, engaged in expansion program. Seek top level, experienced field salesmen with proven sales records for West Coast and other areas. AM or TV technical or engineering background required. Salary plus attractive incentive. Please send resumes in complete confidence to: George H. Wagner, Sales Manager, Visual Electronics Corporation, 356 West 40th Street, New York, New York. 10018

Announcers

Help wanted: Strong commercial announcer for top station in Southeastern market. Excellent salary for right man. Send audio or video tape, or film audition, also picture and salary requirement to Box N-146, BROADCASTING.

Are you a young radio announcer with a mature voice, some commercial experience, and a desire to join a good medium market station? Then let's get together. We're loaded with employee benefits. The market's a good one, and the staff is broadcasting minded. Send tape resume and salary range to Box N-154, BROADCASTING.

Immediate opening for experienced, mature announcer with pride in his work. Old, established, adult station needs mature man with authoritative bright voice for morning shift and possible play by play sports. Send resume, tape and photo to Box N-191, BROADCASTING.

Announcer needed for new FM affiliate of established 5 kilowatt daytimer in suburban New York City area. Must have mature voice and experience with "good music" programing. Box N-197, BROADCASTING.

Experienced better music air personality with mature voice for Ohio market under 50,000. Modern facilities—complete fringe benefits—fine sound and service image—$90 wk. to start—automatic raises—additional benefits for copy writing ability. Box N-217, BROADCASTING.

Immediate opening for fast paced radio announcer. Looking for young man that wants advancement. News or sports background advantegeous but not necessary. Send tape and background information in first letter. Box N-229, BROADCASTING.

News announcer, experienced, for small city in Iowa. Good pay, good security for good man. Send tape, photo, with first letter. Box N-230, BROADCASTING.

Top voice and air personality combined with a first class ticket. Need two men for Midwest and California. $550.00 to $600.00 to start. Want men who sound good, and also are good engineers. Send long resume, photo, lots of references. No drifters—this is a long term position with top company. Box N-245, BROADCASTING.

First phone, salesman or announcer. Must be able to do routine maintenance, Southeast Florida, Gold Coast, daytime. Good pay and conditions. Box N-247, BROADCASTING.

Chicago perimiter pop music station has openings for gifted production-minded announcer; also an experienced salesman-announcer. Resume and interview required. Box N-252, BROADCASTING.

Announcing position open for Texas station. Salary open. Send tape with references. Box N-262, BROADCASTING.

Good music station in Illinois looking for announcer-newsman. Must have genuine interest in news gathering and writing. Box N-267, BROADCASTING.

Announcers—(Cont'd)

Radio announcer wanted: $500 per month for the right combo man. KMRS radio, Morris, Minnesota.

Announcer sales combination strong sales experience KPRM radio, Park Rapids, Minnesota.

This is it, the chance of a lifetime . . . we have two openings. One for a program director . . . if you are, or think you should be then let us hear from you . . . the other, a great announcer—plus—a nut for production. Both men will do air shifts, so send 30 minute air check. Top 40 . . . top ratings . . . have got to be a real swinger . . . Dick Oppenheimer, WALT, Tampa, Florida.

Experienced announcer for suburban Maryland, independent. Send tape, resume, photo immediately to WASA, Havre De Grace, Md.

Metropolitan station wants experienced top flight record personality. No rock and roll. Send resume and tape to WBRB, P. O. Box 489, Mt. Clemens, Michigan.

Newsman—full time days. Experienced. Mail tape, resume and salary expected to WEEX, Easton, Pa.

Going fulltime by end of November. Need two first class combo men. Salary open. Other benefits. WHPL, Winchester, Va., P.O. Box 828 or call 662-5101.

Mature morning announcer with rich full voice wanted for full time radio, part time television work. Adult music station with good production sound. Send resume and tape to WKBH, LaCrosse, Wis.

Wanted: Radio announcer—for modified "pop & rock" format. Early morning shift. Prefer young man seeking permanent job and advancement. Contact Hudson Millar, WKUL, Cullman, Alabama.

Announcer-newsman immediate opening. New station. Must be dependable for morning shift. Rush tape and resume to WMBT radio, Box 1530, Shenandoah, Penna.

Announcers with first phone. Also announcers with first and potential sales ability. Send resume and audition tape to: WSYB, Rutland, Vermont.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 212-TW6-1245.

Wanted Negro 1st phone combo. Little maintenance for small market daytimer. Call collect Ted Reynolds 919-654-3971.

DJ's learn the professional way to introduce a record. 300 interchangeable, intelligent intros by excellent writers for vocals and instrumentals. $3.95. Broadcast Intoros, 975 North 35th, Milwaukee 8, Wisconsin.

San Juan calling: Quality radio network looking for quality announcer. If you are young, ambitious, hard-working, and preferably single, then contact us immediately. Send tape, resume, and references first letter. Contact, via-air, program director, Quality Broadcasting, Box 9986, Santurce, Puerto Rico.

Experienced first phone announcer, accent on announcing, no nights. Rush tape, photo, complete resume. Box 608, Ann Arbor, Michigan.

Technical

Production engineer need for independent 5 kilowatt daytimer and new FM station in suburban New York City area. Must have 1st class ticket and some experience. Box N-196, BROADCASTING.

Help Wanted—Technical—(Cont'd)

Southerner wanted as assistant manager-chief engineer for small Carolina market daytimer. Must be experienced all phases and capable of handling personnel. Salary $125.00 plus travel, insurance, commission. Send complete details. Replies confidential. Box N-279, BROADCASTING.

Immediate opening for first phone combination in a top station, beautifully located. Salary no object to the right man. If interested write immediately and we will contact you by telephone. KODI Box 1222, Cody, Wyo.

Wanted first class ticket engineer, recent technical school graduate acceptable. 42 hour week with starting salary at $75.00 per week. Contact Morton S. Hayes of radio station WETT, in Ocean City, Maryland.

Chief engineer—WGLI-AM-FM. Babylon, New York. 5 kw directional. Contact Sherman Egan. MOhawk 9-1290.

Chief engineer needed for lavishly equipped station. 1000 watt non-directional day, 500 watt directional night. Have applied for 50 kw FM. Must handle all this and vast amount of audio equipment in three studios. Send complete resume, photo and references to E. D. Beydush, WLPM, Suffolk, Va.

1st class engineer. WNKY, Box 248, Neon, Kentucky. Phone 855-7714. Walter Kincer, mgr.

Immediate opening for chief engineer. Must be sober, energetic, experienced in broadcasting operation, thoroughly trained and capable of assuming full responsibility for operation and maintenance of AM and FM facilities including directional antenna in station managed by people with engineering background and appreciation. Must be capable of assisting in planning and directing new construction in established station. Send complete summary of education and experience along with personal biography and photograph to Howard B. Hayes, General Manager, WPIK, Alexandria, Va.

First phone, combination, for 3 hours daily announcing, 6 weekdays. Approximately 18 hours announcing. All new equipment, on air for 15 months with never a failure. Very little engineering. We need a log keeper, $75.00 weekly, plus 10% on all sales and vehicle furnished. WQIZ, St. George, S. C. Only those over 30 years of age need apply.

Chief engineer WTFM New York City's first and only fulltime FM stereo station. Contact Sherman Egan, Lenox 9-5600.

Production—Programing, Others

Need both experienced news director and dj. Want mature voices. Good pay. Send tape, resume to Box N-185. BROADCASTING.

Experienced pd wanted for kilowatt, 24 hr., showcase downtown studios. Audition tape. Box N-237, BROADCASTING.

Wanted: Experienced—sports director—with first phone license. First love must be play-by-play announcing of all sports. Metropolitan area—near Chicago—wonderful opportunity for energetic, ambitious young man. State experience and salary desired, also recent picture and names of last two or present employer . . . address Box N-285. BROADCASTING.

Opening on January first for experienced, combination local news and sports man. Rip and readers need not apply. We want man to gather, write, and re-write news. About eighteen hours per week on board. Must know local sports. Must sound authoritative on both news and sports. We're not a training ground. Good proven station, with talented personnel in small, nice town. Send background, full details, marital status, salary required. We're looking for a stable man, with man's voice, to be the news department, with tape recorder, private office possibly, own news car. Pay based on your ability and ambition. Contact Mason Dixon KFTM radio, Fort Morgan, Colorado.

Production Programing & Others

Public Affairs Director: Have immediate opening for seasoned professional who qualifies in research, writing and airing both editorials and documentaries. Rare opportunity for creative writer with degree in journalism or English. Send complete resume with sample of writing ability together with photo and tape. State minimum salary requirements. B. E. Cowan radio station WSAC Fort Knox, Kentucky.

Wanted skilled program man who can handle details of tape recording, program planning and management of Negro personnel in a Negro format station in New Orleans. Must have good imagination, copy writing ability, understand operation of radio recording and taping equipment. Good salary with chance for advancement. Write giving details of experience and complete background information. Write OK GROUP, 505 Baronne Street, New Orleans, La.

Situations Wanted—Management

Seasoned pro! 15 years general manager competitive markets. Flawless record. N-187, BROADCASTING.

Manager—excellent background—production, sales, 1st telephone—would like opportunity to invest now or in future. Box N-189, BROADCASTING.

If you don't already know this man, you should! Fourteen years in ownership-management of important facilities. Ten years in broadcast journalism. A vigorous and imaginative entrepreneur and civic leader. Write today for free presentation kit. Box N-223, BROADCASTING.

Experienced—management—sales—announcing—programing—radio-TV, prefer TV news booth. Am all around man—present radio station manager sales—announcer—one man station—will consider any sound offer. Box N-232, BROADCASTING.

Check these qualifications. 17 years in radio. Administration: nine years as GM. Local sales: top record as sales manager. National Sales: have worked with top Reps. Programing: Five years as PD. Now managing in competitive medium market. Box N-243, BROADCASTING.

Does your station meet your expectations? If not hire me to manage and watch your station grow. 5 years experience in medium markets, programing, sales and engineering. Have first phone. Box N-257, BROADCASTING.

General management wanted, currently in major market. Desire smaller market, young, hard working, knows radio, especially sales. Box N-265, BROADCASTING.

General sales and program manager—33 years old, 8 years experience. AM and separately programed FM. AM net 18-22% for 63. FM programed for one of top ten markets. Successfully developed FM program concept. On air 9 months—25 regional—national advertisers, manage staff of 29. Present employment offers no further advancement. Resume and interview available. Box N-273, BROADCASTING.

Sales

Sls. Mgr. Mgr., presently managing. 15-yr. exp., mostly in sales. Made money for others—can do same for you. No floater, non drinker, just a solid citizen. Reason for move, a good one. Box N-263, BROADCASTING.

Announcers

Sports announcer, seven years experience. Excellent voice, finest of references. Box L-353, BROADCASTING.

San Francisco first phone personality available. Interested? Box N-45, BROADCASTING.

Dependable PD available. Forty, family. Sixteen years air, administration, production, top sports. Now large market—want to raise child in small or medium city, clean, good schools. Permanent with reasonable pay. Excellent references. Box N-213, BROADCASTING.

Announcers—(Cont'd)

Want challenge, management potential. Creative combo-announcer. 5 years major market radio—3 FM stereo. All phases: classical to folk, sales, copy. College, married. Box N-216, BROADCASTING.

Radio announcer—four years experience including good music, top-40, TV booth and some news. S.R.T. grad. and 3 yrs., college. Seeking position with steady employment and advancement potential. Box N-227, BROADCASTING.

Swinging deejay. Experienced. Great on ad lib. Smooth commercial delivery. Box N-228, BROADCASTING.

Young, experienced announcer desires position in midwest news dept. Good voice—also d.j. Box N-233, BROADCASTING.

Ex-Storz personality dj now available! Number 1 Pulse & Hooper for past three years. Tight board, college background, five years experience, not a drifter. Will relocate to any major or medium market. Box N-235, BROADCASTING.

Experienced 1st phone, announcer, college, six years experience, desires advancement to an up tempo, progressive station in East. Would welcome chance at TV and desire commensurate salary and good working conditions. Box N-241, BROADCASTING.

Young man, no experience, radio oriented, wants 1st opportunity to prove aptitude and ability. Tape and resume will further interest you. Write Box N-248, BROADCASTING.

For rent or long term lease. One friendly, experienced, bright air personality with highest ratings, success, and first class license. To submit bids on this top-notch property write Box N-249, BROADCASTING.

Exp. staff annor. with PBP ability willing to relocate in L.A. Excellent background. A-1 references. Box N-253, BROADCASTING.

Announcer, 1st phone, married, experienced announcing, engineering, sales. Desires announcing and or engineering position in western Oregon, Washington area. Resume and tape on request. Box N-256, BROADCASTING.

Very professional morning personality. Bright non-frantic sound. Number one in 8 station survey. Box N-260, BROADCASTING.

Swinging DJ currently number one in market. Have gimmicks, voices, want to move up. Top 40 only. Box N-261, BROADCASTING.

Experienced comical personality, professional gag writer, want music, interview show, comedy style like Groucho Marx, college degree, broadcasting school graduate, veteran. Box N-272, BROADCASTING.

Bilingual (English & Spanish) dj-announcer. Authoritative newscaster, dependable, not a floater. Box N-277, BROADCASTING.

Announcer looking for a start, can handle news, commercials, dj willing to travel. Box N-282, BROADCASTING.

Gal disc jockey, traffic, women's programs, great writer, continuity, scripts, available immediately. Box N-283, BROADCASTING.

Is there a good top-40 or middle of the road station that needs a good man now! Humor, good production, tight board, no. 1, rating. Call Larry Ryan, 515-753-3219, Marshalltown, Iowa.

Wanted: radio announcing, prefer dj or copywriting. Michael Pettengill, 805 Trenton St., Toronto, Ohio, Phone LE 7-2892.

Experienced sportscaster seeking college basketball play-by-play. Presently employed by professional football team. 617-383-8966.

Situations Wanted

Announcers—(Cont'd)

Announcer-DJ, college journalism, sports minded. Broadcast school graduate looking for 1st job. Prefer AM station, will relocate anywhere. Jerry Fox, 1349 Washington Blvd., Cleveland 24, Ohio. 442-3509

Personable ambitious announcer-dj. Seeking right offer from good music station. Three years experience, rich pleasant voice. Available immediately. Steve Irwin, 8 Pinetree Drive, Farmingdale, New York. 516 MYrtle 4-3685 evenings.

Army discharge February. Job by January for family to move to a necessity. Ten years experience. Age 28. Jack Reno, phone 368-6334, Ft. Leonard Wood, Missouri. Box 328, Waynesville, Missouri. Former Kansas City, D.J.

Attention West or Southwest, experienced top 40 announcer, good with trax-voices-and audiences. To contact this ratings builder write Dave Cooper, 1460 Cortez Ave., Burlingame, California or 415-344-2945.

Build Ratings! Highly experienced air personality with first phone knows how to grab 'em! Excellent copy and production! Mature family man. Prefer southwest or far West markets, but will consider all. Phone now 312-328-7650.

Technical

Chief Engineer—AM/FM, construction, operation, maintenance of directionals. $200.00 minimum. Box N-32, BROADCASTING.

Chief AM/FM Proofs Directionals, some TV, solid air work. Outstanding references. Box N-87, BROADCASTING.

Attention chief engineer & station managers. If you are looking for a top notch engineer I am for you. I am experienced with maintenance, AM & FM proofs, d.a. & common point work. Box N-156, BROADCASTING.

Experienced chief engineer, maintenance of transmitters, studio and directional system, a little television, would like Florida or South but will consider all, references, presently employed. Box N-224, BROADCASTING.

1st phone, 1 year schooling in electronics, 2 years electronics maintenance experience, Grantham graduate, single, 22, military complete. Wishes to break into broadcast engineering, any location. Box N-231, BROADCASTING.

Chief engineer some announcing. Bill Taylor, 642 N. 4th Ave., Phoenix, Ariz., ALpine 2-6455.

Production Programing & Others

Experienced TV production-program man seeks wider horizons. Now located in 100,000 market, in charge of programing for two channels. Seven years radio-TV experience. Will locate anywhere West of El Paso. Salary open. Reply Box N-160, BROADCASTING.

Experienced program director-operations manager with major market experience. Capable, ambitious. Ten years all phases including sales. Excellent production ability. Available immediately. Box N-170, BROADCASTING.

Production—12 years experience, all phases operation — excellent voice — music background—1st telephone. Box N-190, BROADCASTING.

TV news director, reporter, writer, newscaster, worker. Experience includes major markets and smaller locations. High caliber person and show. $850 minimum. Box N-250, BROADCASTING.

Wanted $15,000.00 investment opportunity plus program manager-announcer position. Beautiful music format radio 18 years. Married. All markets. No daytimers. Box N-259, BROADCASTING.

Production Programing & Others

Continued

Do you want your news and sports to sound network caliber? My tapes will prove I can do this for your station. 8 years experience, light sales background, capable dj. Have done sports re-creations. Consider all offers. Box N-268, BROADCASTING.

Three years editorializing experience. $150 minimum. Box N-269, BROADCASTING.

Copywriter/announcer. Radio station and advertising agency experience. Tape or copy available. Currently employed. Box N-274, BROADCASTING.

Experienced weather girl, single, 28. Professional model, can model styles for sponsor. Prefer middle West or Florida. Box N-286, BROADCASTING.

Chicago suburban area only. College and recent broadcasting school graduate desires part time work in any capacity. Experience no. 1 goal. Do not need money. All evenings and weekends free. Prefer news gathering, writing and announcing. Resonant voice. Call or wire collect. John Hamilton Clark, 1223 Hull Terrace, Evanston, Ill. GR 5-5049.

TELEVISION

Help Wanted

Sales

Ready to step up? Right now you're the top TV salesman in your market. The market is small though, and you're ready to move to a larger one. If you're our guy you can step up to the number one station in one of the top ten markets. Tell us all about yourself by writing to Box N-255, BROADCASTING.

TV salesman, experienced, wanted for 14-year CBS affiliate. Liberal salary, commission, travel expenses. Good hustler, can make excellent money in this beautiful, rich market. Write full details to Commercial Manager, WFMY-TV, Greensboro, N. C.

Announcers

Wanted: Combination on camera announcer and director. Must be willing to work and know good production. Emphasis will be directing. Excellent working conditions and all company benefits. Send resume and references to R. J. Smith, program director, WTVO, Rockford, Illinois.

Help Wanted—Technical

Have immediate opening for experienced CATV engineer in construction and operation of proposed elaborate and large system. Send full particulars in initial response. Box N-7, BROADCASTING.

Chief, small VHF station, Eastern seaboard. Must have good knowledge transmitter. Unusual opportunity. Box N-198, BROADCASTING.

Television station in attractive Eastern Michigan market has an immediate opening for studio engineer. Must have first phone. Experience in switching, audio, video and film projection desired. Send qualifications, references, salary desired and availability to Box N-240, BROADCASTING.

Engineering opportunity in New York State. Box N-280, BROADCASTING.

Production Programing & Others

Wanted—Experienced, seasoned TV traffic manager. Excellent opportunity with large southeastern market station. Must be able to assume management responsibility of traffic operations. Write or wire: WAII-TV, Atlanta, Ga.

Production Programing & Others

Continued

Program director wanted by progressive television station. This station in the Southeast, CBS affiliate, is progressive and profitable. It needs a program director who has a number of years experience in production and a number of years experience as director of programing and production in a commercial station. If you have executive ability, are a creative planner, are truly familiar with production techniques, work well with a large staff, and want a position of real responsibility with a respected station in an excellent market, good living conditions, a salary commensurate with your ability, this may be the job for you. A good job is offered a good man. Apply by sending detailed resume of your education, training, and experience. Give us some good references. All qualified people will receive replies and your application is strictly your business and ours. Write Box N-193, BROADCASTING.

Program director—must have knowledge of operations, personnel management, traffic, film and network relations. Include photograph references and salary with resume write Box N-275, BROADCASTING.

Newsman wanting to join top rated operation and work with professional news staff. WSBT TV is looking for young man with 1-2 years experience preferably in Indiana or adjoining states who has ability to gather, write and report. Will handle morning radio and Saturday night TV news. Send tape with photo, sound film or video tape to Personnel Director, South Bend Tribune, South Bend 26, Indiana.

Situations Wanted

Management

If you don't already know this man, you should! Fourteen years in ownership-management of important facilities. Ten years in broadcast journalism. A vigorous and imaginative broadcaster and civic leader. Write today for free presentation kit. Box N-287, BROADCASTING.

Announcers

Staff announcer presently in radio would like to break into television as booth announcer. Authoritative voice, decent looks, cooperative worker. Accept $80.00 per week during "breaking-in period." Write Alex Kuhn, P.O.B. 15, Kewanee, Illinois.

Technical

Have you opportunity for engineer with 12 years TV experience including color, planing, construction. Box N-104, BROADCASTING.

Sharp young man switcher, projectionist, first phone desires expand studio production experience into all phases TV studio operation, RCA trained. Box N-234, BROADCASTING.

Experienced studio engineer wants position with highly professionally run station using engineering personnel as cameramen. Must have above average local live originating programs. Resumes on request. Box N-242, BROADCASTING.

Production, Programing & Others

Am worth 10 thousand to current employer as cameraman. Will consider less in exchange for director's position with advancement potential; network experience, degree, married, creative. Box N-246, BROADCASTING.

News Director. Efficient combination of experienced administrative ability and top-rated, major market, on-the-air delivery. Unusual situation makes this award-winning reporter available after first of year. Kines and VTR available. Very best references including current employer. Box N-251, BROADCASTING.

WANTED TO BUY

Equipment

Wanted: 350 feet hard copper 3-1/8 inch transmission line. L. Wittenberg, Chief Engineer. WISN Radio, 759 N. 19th Street, Milwaukee, Wisconsin.

Wanted—used Ampex 600, 601, or 602. S.O.S. 270 Northcrest, Chattanooga, Tennessee.

Wanted: Thermometer for Doolittle frequency monitor, type FD-1A. Will pay good price. Contact WGRM, Greenwood, Mississippi.

Wanted: Complete used Automated equipment for radio station. Schaffer, A.T.C. etc. Box N-271, BROADCASTING.

Eight-bay Andrew FM, antenna. Box N-284, BROADCASTING.

FOR SALE—Equipment

Television radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Templebar 2-3527.

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

Used UHF 1 kw RCA transmitter excellent condition, immediate delivery. A bargain. WCET, 2222 Chickasaw Street, Cincinnati 19, Ohio.

Limiting amplifiers, guaranteed new, trouble free workhorse, new model. Western Electric 1126D, no thumping, original cost $950.00. Cash $250. Box N-78, BROADCASTING.

Recording Lathe. Fairchild 199, including head & amplifier with variable equalizators. 33-1/3 & 78, excellent, $350. Box N-80, BROADCASTING.

Amplifiers, remote, Collins 212-U, almost new; Gates Monitor MON-4; Langevin Monitor AM-138-M; RCA Program BA-3A, BA-13A; RCA Booster BA-2C. Power supplies, Gates PWR-10, Raytheon RC-11. Box N-79, BROADCASTING.

Wanted trailer studio equipped with turntables and console contact chief engineer Box N-236, BROADCASTING.

5000 watt, 75 Ohm dummy load, 8 amp DPDT RF relay, Gates 16" turntable, Gray 16" arm. $385 total. Box M-205, BROADCASTING.

Two 200 foot Blaw Knox self-supporting towers now operating 5 kw directional. 5 kw—RCA transmitter. Excellent condition. WAAB, Worcester, Mass.

4 VHF TV transmitters for sale. For details write or call William S. Ward, 7505 Carroll Ave., Takoma Park, Md. 587-5136.

GE two-way remote unit—ideal for news, sports, 1963 on-the-air coverage from 8 lb. power pack through truck unattended three way report—perfect condition. Format change negates usefulness KWAC; presently installed in 1961 Ford window Econoline truck (6,000 miles, purchased new). For sale with or without truck, complete unit—latest advancements, wide range coverage, factory guarantee, terms, write or phone KWAC radio, Bakersfield, California. Tremendous discount.

RCA BTF-3B, latest cavity modifications. Good condition. Automatic overload reset device, harmonic filter, transmission line monitor. Excellent results with BTS-1a stereo generator, (not included). Instruction book and extra installation instructions and schematic. Best offer over $3,500. F.O.B., WJBC, Bloomington, Illinois by December 15th.

For Sale: 1000 watt General Electric FM transmitter with spare tubes and matching cabinet rack. Clean and reasonably priced. WRAY Princeton, Ind.

FOR SALE—(Cont'd)

For sale—3 RCA BQ-2A 16" 3-speed turntables, complete with grey arms and equalizers. $150.00 each. Gates 52CS Studiolette $425.00. Schefer deluxe remote control system, $650.00. Contact W. E. Marcy, 4007 Bellaire Blvd., Houston 25, Texas.

Rust Model RI-108 remote control unit consisting of: control unit, transmitter unit, AM monitor, pre-amp also sample pickups for plate voltage and current, antenna current, and tower lights. Fair condition $450.00. Mr. Lee WPVL, Painesville, Ohio.

For sale: Telechrome 1003C transmission test set. $1850.00. Contact W. E. Marcy, 4007 Bellaire, Blvd., Houston 25, Texas.

RCA TM-6A and TM-6C monitors less power supplies. Very good condition. H. A. Dorschug, WTIC-TV, Broadcast House, Hartford 15, Connecticut.

Ampex type 1260, new, 5, $350.00 ea. One 1250, $330.00. Viking RP62VU, used excellent. $79.00. Microphones, etc. Write us your requirements. F. T. C. Brewer Company, 2400 W. Hayes Street, Pensacola, Florida.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

Zag Pennel . . . Last known whereabouts Richmond, Virginia radio station, wanted for musical engagement. Write to: Musicians Aid Society, 1697 Broadway, New York City.

"TALK TO YOURSELF" is a new file of comedy banter for disc jockeys who can do two voices. Quick time fillers $5.00—Also, available new "SOUND EFFECTS BITS" using stock sounds for maximum laughs . . . $5.00 . . . Show-Biz Comedy Service (Dept. T) 65 Parkway Court, Brooklyn, N. Y., 11235.

168 hours—A complete summary of the week in review, accenting the major stories of the past 168 hours. A perfect 15 minute program, spiced with actualities, and the sounds of the news—Air Mail Special Delivery for week-end broadcasting. Top audience response—Added depth and prestige—amazingly low cost. Write Box N-125, BROADCASTING.

PGA Golf Tournaments fed to your station (28 feeds). $1.00 per 1,000 (city pop.). Write Tee-Putt Productions, 614 N. Rampart, New Orleans, La.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

INSTRUCTIONS—(Cont'd)

Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Since 1937 Hollywood's oldest school devoted exclusively to Radio and Telecommunications. Graduates on more than 1000 stations. Ratio of jobs to graduates approximately six to one. Day and night classes. Write for 40 page brochure and graduate placement list. Don Martin School of Radio and TV Arts & Sciences, 1653 North Cherokee, Hollywood, Calif. "No cram school."

San Francisco's Chris Borden School graduates are in constant demand. 1st phone and "modern" sound. Plenty of jobs. Free placement. Illustrated brochure, 259 Geary St. Starting date for next class January 13, 1963.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 8, March 11, May 13. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin January 13, March 16, and May 18. Lab training and advanced electronics available after first phone course to, those who wish to continue. For free brochure, write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif. 90027

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance, Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

1st ticket class . . . 6 week course resident, or correspondence Live and study in Denver, Colorado. The greatest! Write for bulletin. Next resident class starts January 13. Signal Broadcasting, 431 W. Colfax, Denver, Colorado, 80204. Also announcing station operations course and TV production.

America's pioneer. 1st in broadcasting since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

RADIO

Help Wanted—Management

Southern Metropolitan Market
Radio Station Manager

Salary Range $15,000 to $20,000

This man must be capable, aggressive, experienced radio man under 50 years of age. He must know the radio station management business, including sales, promotion, collections and market analysis.

You will be working for highly accepted radio station, selling to a specialized market with a proven program format. The stations ratings are good, the result story is well accepted, its national billing is representative of the best accounts, its local billing is also of leading advertisers. You will be supported by an intensive promotion plan, with strong selling pitch.

Give your complete history and experience and detailed report of your sales results, your education, your present employment. This is a permanent job for the right man. Salary commensurate with your record. Personal interview after careful survey of your background and experience.

All applications strictly confidential.

BOX N-176, BROADCASTING

RADIO—Help Wanted—Announcers

WINZ, MIAMI—WINQ, TAMPA
50,000 WATTS IN FLORIDA

Rand Broadcasting expanding operations: Need Strong Music Air Personalities with in-depth background in good popular music, and alert, authorative News Personalities to find, develop and deliver News and Special Feature Material.

Send Brochures and tape to:
Mark Richard
Program Director
WINZ Radio
Miami, Florida

WANTED
TOP NIGHT TIME PERSONALITY

A Metropolitan-market Network station has an opening for a top personality to take over the magic hours—12 Midnight to 6 AM. If you've got ideas about making money during these hours then you can make more for yourself—unequalled opportunity for stepping up in a chain organization that also offers Network possibilities—1st Ticket Required. Write—wire—Box N-211 Broadcasting.

NEED
Staff announcer/weatherman
Ability to fill for news and sports director desired. Ad-lib ability necessary. Send photo, audio tape or SOF with resume. Salary commensurate with experience and potential. Write Jeff Evans, Operations Manager, WRDW-TV, Augusta, Georgia 29841.

Production Programing & Others

TV PROGRAM DIRECTOR

Did you come up through the ranks of production? Have you been responsible for overall production and direction of personnel? Do you have years experience and are you fully qualified as an administrator? Tell us what you have done and send us proof of reasons you are qualified for this position. Give us salary requirements, knowing you will be rewarded for results as you grow with this old, established station. Five figure salary is available to right man. Let's try to get together."

Box N-192 BROADCASTING

ARE YOU OUR MAN

Situations Wanted

Production Programing & Others

PERSONALITY

15 year Top Drawer Background including a decade at one of the nation's truly greats. Top radio and TV ratings. Interviews, M. C. records, voices, special events, news, philosophy, variety. Adult and children's programs. Write and produce all own material. P. D. and management experience. Available for really challenging and rewarding opportunity.

Box N-276, BROADCASTING

WANTED TO BUY

Equipment

TV Equipment Wanted

UHF Broadcaster needs 12 kw transmitter or amplifiers, cameras, projectors, tape machine, 200 foot guyed tower, video equipment, etc. Send details to: Communication Consulting Engineers, 3312 M St. Nw., Wash. 7, D. C. Phone 202/337-5400.

FOR SALE—Equipment

FOR SALE . . . RADAR

Collins Weather Radar System. Excellent condition and currently in use by broadcaster. $5,000 complete including spares. Write or wire.

Box N-266, BROADCASTING

WANTED

50,000 watt midwestern good music station wants experienced, personable music-man. Bright, lively sound, minimum talk. Send resume and salary expected to:

Box N-278, BROADCASTING

FOR SALE

Equipment—(Cont'd)

USED BROADCAST TRANSMITTERS IN STOCK
GATES RADIO COMPANY
QUINCY, ILLINOIS
OFFERED SUBJECT TO PRIOR SALE

AM TRANSMITTERS

Gates BC-1J, 1 KW. In good condition, now on 1310 kc. Price as is	$ 2,995.00
Tuned	3,245.00
RCA BTA-1MX, 1 KW. In good condition, now on 1490 kc. Price as is	2,995.00
Tuned	3,295.00
Gates BC-250GY, 250 watt, now on 1450 kc and in good condition Price tuned	1,350.00
Gates BC-250CI, 250 watt, now on 1130 kc and in good condition. Price tuned	995.00
We have two Gates BC-250CI, 250 watt transmitters in fair to poor condition. Good for parts or standby. Take your pick. As is each	325.00
Western Electric Model 405-B2, 5 KW. Now on 930 kc, was operating when traded in on new Gates BC-5P. As is	2,500.00

FM TRANSMITTERS

Gates FM-10A, 10 KW refurbished and in good condition. Price tuned	10,955.00
RCA Model BTF-5B, 5 KW. Now on 107.5 Mc and in good condition Price tuned	7,850.00
Collins Model 37M 6 bay FM antenna for 102 to 104 Mc Refurbished and in good condition. Price tuned	1,995.00

TV TRANSMITTERS

Gates BT-1AH 500 watt TV transmitter. This one is new and never been on the air. For any single Channel 7-13. (Discontinued model. new price was $16,000.00.) Price tuned	9,950.00
Gates BT-100AH, 100 watt TV transmitter. New but discontinued model. Will tune to any single Channel 7-13. Last list price was $7,900.00. Will sell for	3,950.00

NOTE: On above TV transmitters will consider any reasonable offer.

All transmitters supplied with used set operating tubes and one crystal.

To place an order, or for more information, contact Gene Edwards, Gates Radio Company, Quincy, Illinois, phone Area Code 217 222-8202.

USED AM TRANSMITTERS

1 Collins 21A—5 kw—FOB East Coast. Price $4,950.00.
1 Collins 20V2—1 kw—FOB Michigan used only 18 months. Price $2,-995.00.
1 Collins 20V2—1 kw—had excellent care. FOB San Carlos, Price $2,-495.00.
1 Gates BC1J—1 kw—Needs work. FOB San Carlos. Price $1,495.00.
1 Gates BC1F—1 kw—FOB Florida Price $1,650.00.
1 RCA BTA—1 MX—1 kw—used as standby. FOB East Coast. Price $2,-750.00.
2 Raytheon RA-1000—one on each coast—choice $1,295.00 each.
1 Gates BC-250T—convertible to 1 kw. FOB San Carlos. Price $1,495.00.
1 RCA BTA 250M—250 watt—used only one year. FOB San Carlos. Price $1,295.00.
1 RCA BTA 250L—Clean—FOB Oregon. Price $550.00.
Terms—cash. As is—where is.

Contact Paul Gregg,
Bauer Electronics Corp.
San Carlos, California
Phone 591-9466

To reach everyone in BROADCASTING and its allied fields,

You Can't Top A
CLASSIFIED AD

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

MISCELLANEOUS

MAJOR MARKET FM

Present owner, Major market FM station, wishes to extend into another major market. Station wanted in one of the following cities, or in the subrubs thereof: New York, Philadelphia, Washington D. C., San Francisco, Los Angeles, Excellent references, immediate cash.

Box M-25, BROADCASTING

FOR SALE

Stations

RADIO

Station in Oklahoma for sale; Wonderful property for manager with foresight & ingenuity. Presently in black after only 12 weeks. Excellent opportunity for either resident or absentee owner. Sale will include; station equipment, grounds, building, license. General introduction to accounts, plus 30 days personal assistance by owner to acquaint you with area, people, accounts. Consultation 6 Mo. No charge. Sales Contigent Acceptance FCC. Box N-281, BROADCASTING.

ARKANSAS DAYTIMER

Never again at this price—$55,000. Don't inquire if you aren't qualified.

Box N-270, BROADCASTING

FOR SALE: RADIO STATION

1000 watt daytimer. Medium-sized isolated market, beautiful northwest. Full Price $50,000. $15,000 handles.

Box N-264, BROADCASTING

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

STATIONS FOR SALE

SOUTHWEST. Exclusive. Daytime. Gross $90,000. Priced at $150,000 including building. Terms.

CALIFORNIA. Medium market. Daytime. Priced at $145,000. Terms.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, California

S. E.	single	daytime	$ 45M	cash
N. E.	single	fulltime	85M	25M
La.	small	fulltime	79M	terms
Fla.	metro	fulltime	240M	29%
M. W.	major	daytime	600M	29%

buying and selling, check with

√ CHAPMAN COMPANY INC

2045 PEACHTREE RD., ATLANTA, GA. 30309

Continued from page 107

Actions of Nov. 15

WCPS-FM Tarboro, N. C.—Granted SCA on subcarrier frequency of 67 kc.

■ Granted renewal of licenses for following: KBUC Corona, Calif.; KHOK Hoquiam, Wash.; KIHR Hood River, Ore.; KMSL Ukiah, Calif.; WAYZ Waynesboro; WAZL-FM Hazelton; WBFD Bedford; WBLF Bellefonte, all Pennsylvania; WBRV Boonville, N. Y.; WBUD Trenton, N. J.; WCOJ Coatesville, Pa.; WEDA-FM Grove City, Pa.; WELM Elmira, N. Y.; WGAN Portland, Me.; WICU Erie, Pa.; WKAL Rome, N. Y.; WKDN Camden, N. J.; WMSA Massena, N. Y.; WNBZ Saranac Lake, N. Y.; SCA only for WNYC-FM New York; WQDY Calais, Me.; WSAY Rochester, N.Y.; *WSPE(FM) Springville, N. Y.; WTEL Philadelphia; WXYJ Jamestown; WOSC-AM-FM Fulton; *WVHC (FM) Hempstead; WGNY Newburgh; WAPC-FM Riverhead, all New York; WTTC-FM Towanda, Pa.; KSDR Watertown, S. D.; KUPI Idaho Falls, Idaho; WBCR Christiansburg; WEVA Emporia; WILA Danville, all Virginia; WPTX Lexington Park, Md.; WAMD Aberdeen, Md.; WAYE Dundalk, Md.; WBBI Abingdon, Va.; WEEL Fairfax, Va.; WFTR Front Royal, Va.; *WGTB-FM Washington; *WGTS-FM Takoma Park, Md.; WKWK Wheeling, W. Va.; WRBS(FM) Baltimore; WSPZ Spencer, W. Va.; WTTR-AM-FM Westminster, Md.

WTTH Port Huron, Mich.—Granted license covering increase in power, installation of new trans., changes in DA system and DA pattern, and change ant.-trans. location; redescribe trans. and main studio locations; condition.

***KOAP-FM Portland, Ore.**—Granted license covering change in frequency.

WFMK(FM) Mount Horeb, Wis.—Granted license covering change in ERP and ant. height, changes in ant. system and installation of new ant. and trans.

***WHA-FM Madison, Wis.**—Granted license covering change in ant. height, alternate-main trans. location, transmitting equipment and type ant., and changes in ant. system; specify type trans. (alternate-main trans.).

WBAL-FM Baltimore—Granted CP to make changes in ant. system (increase height), increase ant. height to 950 feet and decrease ERP to 3.9 kw; redescribe ant.-trans. location.

WFMI-FM Montgomery, Ala.—Granted mod. of CP to move ant.-trans. and main studio location and remote control point.

K70CW, K72BV, K81AM, K83AW, Borie and Lagrange, both Wyoming—Granted mod. of CP's to make changes in transmission line for UHF TV translator stations.

Actions of Nov. 14

WSAI-FM, WAEF-FM, Edward D. Scotch, all Cincinnati—Designated for consolidated hearing FM applications of WSAI-FM to change facilities from 102.7 mc, 14.7 kw, 550 feet to 98.5 mc, 33.1 kw, 593 feet; WAEF-FM to change frequency from 104.3 mc to 98.5 mc, and ERP from 4.8 kw to 20 kw; and Edward D. Scotch for new station on 98.5 mc; ERP 30.9 kw; antenna height 285 feet.

KARA-FM Albuquerque, N. M.—Granted SCA on subcarrier frequency of 67 kc.

K07CH, K09BN, P & P TV Inc., Plains, Mont.—Granted assignment of licenses of VHF TV translator stations to Plains-Paradise TV District (under supervision of county commissioners); no monetary consideration.

■ Granted renewal of licenses for following: WIDU Fayetteville; WTNC-AM-FM Thomasville; WJRM Troy; WNOS-AM-FM High Point; WTOE Spruce Pine, all North Carolina.

■ Granted renewal of licenses for following: WAKN Aiken; WATP Marion; WBAW Barnwell, all South Carolina; WBBB-AM-FM Burlington-Graham; WDBM-AM-FM Statesville; WDNC Durham; WENC Whiteville; WFTC Kinston; WGIV Charlotte, all North Carolina; WJMX Florence, S. C.; WKIX Raleigh; WLOS-FM Asheville; WMFD Wilmington; WNNC Newton; WSDC Mocksville, all North Carolina.

Actions of Nov. 13

Television Improvement Inc., Cherokee, Okla.—Granted CP's for new UHF TV translator stations, on channels 77, 79, 81 and 83, to translate programs of WKY-TV (ch. 4), KWTV(TV) (ch. 9), KOCO(TV) (ch. 5) and *KETA(TV) (ch. 13), all Oklahoma City, respectively.

■ Granted CP's for following new VHF TV translator stations: Spartan Radiocasting Co., Mountain City and Clayton, both Georgia, to translate programs of WSPA-TV (ch. 7) Spartanburg, S. C.; Greer Community TV on Channel 7, Greer, Ariz., KVCA-TV (ch. 4) Tucson, Ariz.

KMUR Murray, Utah—Granted license covering increase in daytime power and installation of new trans.

WRAL-FM Raleigh, N. C.—Granted license covering increase in ERP, ant. height, change ant.-trans. location, installation of new trans. and ant. and ant. changes.

WABI Bangor, Me.—Granted license for new aux. trans.

***WETA-TV Washington**—Granted CP to change ERP to 550 kw vis., 209 kw aur., type trans. and make changes in ant. system; condition.

WIMA-TV Lima, Ohio—Granted CP to change ERP to 202 kw vis., 102 kw aur., install new ant. tower, make changes in ant. structure and equipment; ant. height 540 feet (main trans. & ant.).

WPTA(TV) Roanoke, Ind.—Granted CP to change aur. ERP to 18.2 kw.

WFAM-TV Lafayette, Ind.—Granted CP to change aur. ERP to 26.3 kw.

KXEW Tucson, Ariz.—Granted license and specify main studio location same as trans.; conditions.

KBEW Blue Earth, Minn.—Granted license and specify type trans.

Actions of Nov. 12

Shoshone River Power Inc., Upper South Fork of Shoshone River and Valley, Wyo.—Granted CP's for new VHF TV translator stations, on channels 11 and 13, to translate programs of KOOK-TV (ch. 2) and KULR-TV (ch. 8), both Billings, Mont., respectively.

Actions of Nov. 8

Nor-Sis TV Corp., Yreka and vicinity, Calif.—Granted CP's for new VHF TV translator stations, on channels 9 and 4, to translate programs of KHSL-TV (ch. 12) Chico and KVIP-TV (ch. 7) Redding, both California.

Actions of Nov. 6

Gunnison County Chamber of Commerce TV Division, Monarch Pass Area, Powderhorn Valley and Sargents, all Colorado—Granted CP's for new VHF TV translator stations on channels 8 and 9, to translate programs of KBTV(TV) (ch. 9) Denver and KREY-TV (ch. 10) Montrose, Colo.; condition on translator operating on channel 9.

Actions of Nov. 4

Packwood Community T.V. Broadcasters, Packwood, Wash.—Granted CP's for new VHF TV translator stations on channels 10 and 12 to translate programs of KOMO-TV (ch. 4) and KING-TV (ch. 5), both Seattle.

Carbon County, Spring Glen, Price and Rural Emery County, all Utah—Granted CP for new VHF TV translator on channel 6 to translate programs of *KUED(TV) (ch. *7) Salt Lake City.

Fine

■ By memorandum opinion and order, commission ordered Royal Broadcasting Co. to forfeit $3,500 to government for willful or repeated violations of Sect. 3.93(c) of rules by failing to have radiotelephone first-class operator, in regular full-time employment, at WVAR Richwood, W. Va. It is payable to treasurer of U. S. Commissioner Cox not participating. Action Nov. 20.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ Advisory Council on Educational Television of Commonwealth of Virginia—Requests amendment of rules to change Danville proposal so channel 24 would remain commercial and channel 68 be reserved for education. Received Nov. 4.

■ WJSB Crestview, Fla.—Requests amendment of rules to allocate FM assignment to Crestview as follows: channels 257A (99.3 mc), 285A (104.9 mc) and 240A (95.9 mc). Received Oct. 30.

■ KGVO Missoula, Mont. — Requests amendment of rules looking toward assigning FM channel 261A as additional assignment for Missoula. Received Nov. 12.

TIME OUT
FOR A MATTER OF LIFE AND BREATH!

TB Kills Every 60 Minutes!

Respiratory Diseases Rank Fourth Among All Causes Of Death!



BURT LANCASTER

RADIO:

These stars have contributed their talent to make this public service material available:

15-minute transcribed programs starring:
PAT BOONE, COUNT BASIE, NAT "KING" COLE, KINGSTON TRIO, JULIE LONDON, LESTER LANIN, FRANKIE LAINE, JOHNNY MATHIS, PAUL ANKA, GLEN GRAY.

5-minute transcribed programs starring:
COUNT BASIE, KINGSTON TRIO, PAUL ANKA, NAT "KING" COLE.

Transcription of All Time Greatest Hits, featuring outstanding artists

Transcription of 24 Celebrity Spot Announcements.

Transcription of 20 Recording Artists' Announcements for Disc Jockey Shows.

TELEVISION:

BURT LANCASTER,
COMMANDER SCOTT CARPENTER,
ANN LANDERS,
FRANK SINATRA (movie- trailer)
and a special documentary series (1 min.–20 sec.)

8-second ID

Plus SLIDES, TELOPS, FLIP CARDS and POSTERS, GREYED AND COLOR.

Produced by
JOEL FILMS, PARAMOUNT STUDIOS, Hollywood, Cal.,
VISION ASSOCIATES, N. Y., SINATRA ENTERPRISES.

57th ANNUAL CHRISTMAS SEAL CAMPAIGN NOVEMBER 15th through DECEMBER



For network use: Contact Milton Robertson, Director,
Radio-Films-Television
National Tuberculosis Association
1790 Broadway, New York, N. Y., 10019
CIrcle 5-8000.

For local use: Contact Your Local Tuberculosis Association
in your own community.

OUR RESPECTS to Joseph Samuels (Dody) Sinclair

An uninhibited manner and a drive for community service

A "western approach" in his contacts with the public has guided Joseph Samuels Sinclair in broadcasting and retailing as president of the Outlet Co. (WJAR-AM-TV Providence, R. I., and the Outlet Co. department store).

There is no question that his methods have been highly successful, though at times somewhat shocking to the proper New Englander, Mr. Sinclair admits. For example, the Outlet Co. president grew a beard three years ago for the 325th anniversary of the founding of Providence. Mr. Sinclair decided to keep the beard as a tool in selling both radio-TV and clothing. "I felt something different was needed and I didn't mind providing a jolt," he said.

He was chairman of the Providence Retail Trade Board then and official eyebrows were raised each time Mr. Sinclair and his beard presided at a meeting or made one of his numerous speeches extolling Providence or broadcasting. Mr. Sinclair shaved his beard last summer but "he still acts like a westerner in a New England town," according to a close associate.

Mr. Sinclair in 1937 first went to work for the Outlet Co., founded by his grandfather Joseph Samuels. He has been with the firm ever since with time out for school, the U. S. Naval Academy and two hitches in the Navy. He now is the largest single stockholder (32%) and gained control only after a long court fight with trustees and other stockholders who wanted to sell the company to a William Zeckendorf syndicate.

Actions Speak ▪ Known throughout the industry as "Dody," Mr. Sinclair says—and shows through his actions—that "broadcasting is my primary interest." The Outlet Co. also owns a minority interest in WNYS(TV) Syracuse, N. Y., and last summer purchased WDBO-AM-FM-TV Orlando, Fla. The company plans further expansion into broadcasting.

Dody Sinclair was born June 14, 1922, in Narragansett, R. I. His prep schooling was taken at Moses Brown there and Choate School in Connecticut. He attended Williams College in 1940-41 and graduated from the Naval Academy in 1945 with a degree in electrical engineering.

The new ensign was sent to the Pacific theater and, while attending gunnery school in Hawaii, met his future wife on a blind date. Betty Hintz was secretary to the naval commandant of Pearl Harbor and Mr. Sinclair married her in 1946. He did his courting on a motorcycle until it caught fire one day while the future Mrs. Sinclair was along. "I haven't been on one since," he said.

Released from active duty in 1947, Mr. Sinclair was recalled to service during the Korean War. He presently is commander of the Rhode Island Naval Militia and honorary naval aide to the governor. As a member of the Coast Guard Auxiliary, Lieutenant Sinclair helped guard President Kennedy during the 1962 President's Cup races off Newport, R. I.

Broadcast Beginning ▪ Following his first tour of naval duty, Mr. Sinclair returned to the Outlet Co. as assistant to the buyer of radio and TV sets. WBZ-TV Boston went on the air shortly afterward and he was responsible for getting an acceptable signal through elaborate means into the salesroom.

After an intensified three-month course on TV production in New York, he helped put WJAR-TV on the air in July 1949. The station's early programming consisted of news wire reports (which the reader read from a news scope) and weather.

"One time out of curiosity I ran the fish-loading reports from Boston to see if anybody really watched and another time, inadvertently, I ran the news tape upside down for about an hour," he said. WJAR-TV did not receive a single phone call either time, he remembers.

After his second naval tour, Mr. Sinclair was named director of public relations for WJAR-AM-TV, assistant to the vice president in 1955, and manager of the TV station in 1957. In 1958, Mr. Sinclair began his successful fight to block the sale of the Outlet Co. (including the broadcast stations) to the Zeckendorf group. He was the beneficiary of a large block of stock but the trustees of over 50% contracted to sell the company for approximately $12.5 million. Mr. Sinclair got an injunction, upheld by the Rhode Island Supreme Court, blocking the sale.



Mr. Sinclair

Having gained control of the Outlet Co. and its broadcast properties, Mr. Sinclair was elected vice president in January 1960 and president three months later.

Community Ties ▪ Mr. Sinclair maintains a close community identification for WJAR-AM-TV and the department store through active involvement in local affairs by himself and the company's top executives. He has been a leader in downtown Providence renewal projects and last July the Outlet Co. opened a 435-car, self-parking garage. During the same month, the company opened its first branch store and on Aug. 1 took control of the Orlando stations.

Fulfilling his own civic responsibilities, Mr. Sinclair has taken such extra duties as president of a local PTA and the chairmanship of the Retail Trade Board. He served two years as a member of the TV board of the National Association of Broadcasters (1960-62) and currently is a member of the NAB's TV Information Committee.

An operating committee of Outlet Co. executives meets once a week for an exchange of ideas relative to both broadcasting and retailing. Every other week, different religious, civic and educational leaders of the community are invited to lunch with the WJAR executives to discuss broadcasting in general and the Outlet stations in particular.

This practice, started last spring, has resulted in the scheduling of special programs on WJAR-TV dealing with important local affairs. WJAR-AM-TV editorializes "whenever the occasion warrants" but not on a regular basis.

Mr. Sinclair's naval background shows in his present forms of relaxation —boating on a 35-foot cruiser, sailing races with his daughter Sherry, 16, deep-sea fishing and "sleeping on weekends." While fishing with CBS-TV personality Garry Moore, Mr. Sinclair caught a 9-foot, 11-inch sailfish. He raced sports cars from 1953-56 strictly as a hobby, driving a Siata V-8, at that time one of only 10 such cars in this country.

"I finally won a cup and quit racing," he said.

The Sinclairs live in suburban Warwick and have two other daughters in addition to Sherry: Lani, 14, and Jodie, 9.

Everybody gains

THE billing figures that BROADCASTING compiles in producing its annual rankings of the top 50 radio-TV agencies, the 1963 edition of which appeared in these pages a week ago, tell a story much more significant than simply that of who outranks whom.

It is an amazing story of growth, both in total agency billing and in the use of the broadcast media, and the parallel between the two is so striking as to leave no doubt that the former derived largely from the latter.

Back in 1952, when BROADCASTING started these annual studies, the biggest broadcast agency, which happened to be BBDO, billed $40 million in radio and television combined. In this year, 1963, that expenditure would rank 17th on the list; it is exactly one-fourth of this year's estimate for J. Walter Thompson Co., which tops the list for the sixth straight time. In 1952, incidentally, JWT placed sixth by billing $27 million in radio-TV—exactly the amount by which, this year, it has increased its broadcast commitments over last year's. And BBDO, No. 1 in 1952, is now in fourth place although its broadcast investments have risen from $40 million then to $104.5 million now.

No agency on the 1952 list committed more than 60% of its total billing to radio-TV; the median commitment was less than 40%. In 1963 radio-TV will account for more than 60% of the total billings of 18 agencies, and the median is about 55%.

Broadcasters, of course, are beneficiaries of the agencies' increasing commitments to broadcasting. But equally the beneficiaries are the clients whose money it is—and, no less so, the agencies who have found in television and radio the means to hasten their clients' growth and their own.

Sound radio

THE FCC has unquestioned jurisdiction in devising station allocations and establishing engineering criteria to control interference within tolerable limits.

It is when the commission attempts to inject programing and business factors in its consideration of broadcast allocations that trouble develops. Those are the factors that provoke the current lamentable status of aural broadcasting.

The FCC last May announced a proposed rulemaking in aural broadcasting by proposing "birth control" in AM broadcasting through a quota system based on population and by lumping in limitations on duplication of AM and FM programing. A year before it had imposed a tight AM freeze that still is in effect.

There would be no overpopulation problem in AM if the FCC, over the years, had stuck to engineering standards.

The FCC is playing with fire in attempting again to control the destiny of FM by proposing to restrict FM duplication of AM programing.

The National Association of FM Broadcasters understandably wants duplication terminated so there will be head-to-head competition between AM and FM. Most dual operators want to continue duplication and oppose the FCC's announced goal of invoking the duopoly rule to AM and FM stations which ultimately would mean that a licensee would have to choose between his AM and FM station. The patterns of AM and FM coverage are not identical. They are different classes of service.

One of the pioneer FM licensees is the *New York Times* WQXR-FM, operated in conjunction with its good music WQXR-AM. We are impressed with the logic of its argument. Separate programing, it commented, would divide the audience, necessitate a reduction in rates "just at the time when our costs for additional programing, additional announcers and engineers would be greatly increased." To survive, the stations would be faced with lowering of programing and advertising standards.

The FCC should separate AM from FM in its rulemaking. The plausible answer in AM is to re-establish engineering standards and stick to them, without getting into forbidden areas of programing and economics. The AM freeze should be lifted forthwith.

In FM it is premature to raise the duopoly issue. Licensees should continue to determine for themselves how they will program their stations.

Thank you, Mr. Henry

BROADCASTERS, and the public too, owe a debt to FCC Chairman E. William Henry and his like-minded powerbent majority, although the commissioners didn't intend things to work out that way.

The debt is owed because the FCC majority has overplayed its hand. It has gone too far too fast in finding nothing good in American broadcasting, in moving in on program control, in attempting to limit earning power, in ignoring the obvious intent of the law, and in all but spitting in the eye of the Congress that created it.

It was this piling on of excesses that aroused broadcasters and Congress too.

The House Communications Subcommittee, after bombing Mr. Henry a fortnight ago, has reported out a bill to block the FCC's commercial rulemaking plan. The Senate Independent Offices Appropriations Subcommittee clipped the FCC in unusually strong language in its report. The FCC's fairness doctrine is under congressional attack.

It is to be hoped that broadcaster, public, congressional and even newspaper ardor will not be allowed to cool. Yet care should be exercised in consideration of hastily drawn legislation. There should be no loopholes or loose ends This has happened before with unfortunate results.

The goal must be a completely new law that will assure the broadcaster of his right to provide the public with the information and entertainment it wants, free from bureaucratic dictatorship.



Drawn for BROADCASTING by Sid Hix

"How come they don't make more miles per day now that they're on 90 minutes?"



Please. It's the Television with the 2 on it. Under the Dufy. Why do they call it Channel 2? That's where you find it. KPRC-TV is over 12 years old, smooth and mellow. It really takes that long to smooth out a station. Water? A little. Thank you, darling.

The light and legendary blended Texas Television. Proved for sales results. Imported to the United States from Houston, Texas by Edward Petry & Co., National Representatives.



courtesy of Grant's



This is an advertiser's smile. He just discovered a way to reach national audiences within his economy budget. NBC RADIO showed him how. NBC RADIO has shown many advertisers how. That's why since 1960, more advertising dollars have been invested on NBC RADIO than on any other radio network. In 1963, NBC RADIO has been 90% sold out. Don't feel left out. Smile. Plan your next campaign with NBC RADIO.

50 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

DECEMBER 2, 1963

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Keep close to your customers with Spot Radio

RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS
DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

Selling cold remedies? Be there via Radio when colds strike, when she runs out of your remedy . . . even in the car on the way to the drug store. Put Spot Radio to work for you on these outstanding stations.

KOB	Albuquerque	WTAR	Norfolk-Newport News
WSB	Atlanta	KFAB	Omaha
WGR	Buffalo	KPOJ	Portland
WGN	Chicago	WRNL	Richmond
WLW	Cincinnati	WROC	Rochester
WDOK	Cleveland	KCRA	Sacramento
WFAA	Dallas-Ft. Worth	KALL	Salt Lake City
KBTR	Denver	WOAI	San Antonio
KDAL	Duluth-Superior	KFMB	San Diego
KPRC	Houston	KYA	San Francisco
WDAF	Kansas City	KMA	Shenandoah
KARK	Little Rock	WGTO	Tampa-Lakeland-Orlando
WINZ	Miami	KVOO	Tulsa
KSTP	Minneapolis-St. Paul		

Intermountain Network

Radio New York Worldwide

New AT WDSM TV & RADIO DULUTH-SUPERIOR









PLUS THESE PRODUCTION FACILITIES

1. Two studios 25x60 & 24x60
2. Rear screen projection
3. Panorama & pedestal dollies
4. Special TV audio studio and cartridge tape facilities
5. 3-V color projection camera, synchronized 35 mm slide projectors, 2 16 mm film projectors
6. Monochrome & color studio cameras

WDSM-TV is the first and only complete color TV channel in Northern Minnesota, Northern Wisconsin and Upper Michigan. The market area of 281,000 TV homes is fully covered by our high tower and 100,000 watt signal in the SECOND LARGEST market in Minnesota and Wis.

WDSM TV & RADIO DULUTH-SUPERIOR

PETERS, GRIFFIN AND WOODWARD NATIONAL REPRESENTATIVES; BILL HURLEY MINNEAPOLIS, REGIONAL REPRESENTATIVES; TV REPRESENTATIVES LTD., CANADIAN REPRESENTATIVES

NBC



SPECIALIST IN *ADULT* MUSIC

Good music . . . the kind preferred by most *adults* . . . is a specialty at WCBM Radio. Carefully selected music . . . popular, show tunes, semi-classical and classical . . . plays a vital part in WCBM's adult-level programming policy . . . attracting the adult listeners you want to reach.

Adult music . . . likeable personalities . . . CBS features . . . and 32 hours of news each week—local and regional reported in depth by WCBM's top news staff—plus reports from national and international news services . . . all combine to reach the adult audience—the *buying* audience in Baltimore!

Reach the adults with the station they prefer! To sell your products or services schedule Baltimore's best radio "buy"—WCBM!

WCBM

National Sales Representative

Metro Radio Sales

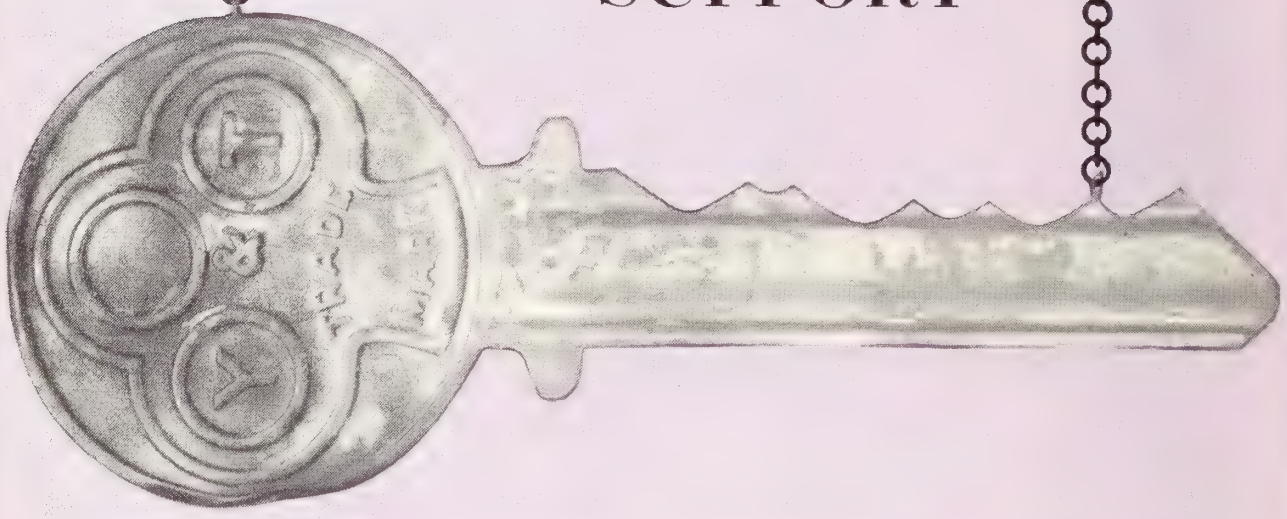
A SERVICE OF METROPOLITAN BROADCASTING

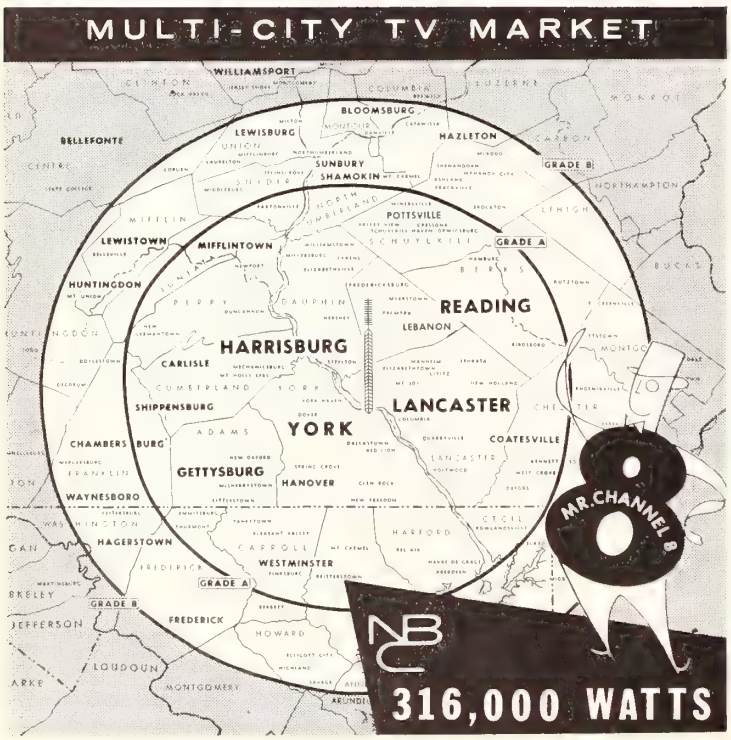
A CBS RADIO AFFILIATE • 10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland

retail dealer sign/locksmith/circa 1870

The Bettmann Archive

SUPERIOR DEALER SUPPORT





Channel 8 delivers it! Your advertising message telecast on WGAL-TV does an outstanding job at winning dealer enthusiasm for you, because of its potential capacity to stimulate consumers to buy. *Whatever your product,* WGAL-TV increases dealer-support, sales, and profits.

WGAL-TV

Channel 8
Lancaster, Pa.

STEINMAN STATION · Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

FCC takes pause

Elevation of Lyndon B. Johnson to Presidency already has had sobering effect on FCC. Disposition to ignore congressional attitudes on assumption there would be administration backing evaporated to some degree at last week's FCC sessions. For example, staff proposal to assume absolute jurisdiction over community antenna operations was side-tracked when wiser heads recalled that last Congress voted down such legislation.

What will FCC do on commercial time limitations, filing fees, and fairness issues on which it has defied House members? These matters haven't come up again, but more conciliatory attitude is expected, although oral arguments on commercial rulemaking are still set for Dec. 9 (with TV coverage) and filing fees are still scheduled to take effect next Jan. 1. Similarly slow-down is forecast on network regulations to limit program ownerships and business relations with affiliates.

Griffin expands

In unusual transaction, John Griffin interests, which own 50% of ch. 9 KWTV Oklahoma City, will acquire other half for $3.2 million from former Governor Roy Turner and Luther T. Dulaney, each with 25% of voting stock. Acquisition, subject to FCC approval, is by KATV Inc., Griffin corporation which operates KATV Little Rock-Pine Bluff, and Tulsa Broadcasting Co., which owns Griffin's KTUL-TV, with all three stations to be merged in KATV Inc. No change in management is contemplated, with Edgar T. Bell, who owns 10% interest, non-voting, in KWTV, to continue as executive vice president-general manager. John T. Griffin, board chairman of Griffin Stores, holds in excess of 50% of KATV Inc., with balance held by his brother-in-law and sister, Mr. and Mrs. James C. Leake.

Second phase of transaction involves sale of title to equipment of all three stations for $3 million to two executives of First National Bank of Oklahoma City. This return, coupled with $200,000 advanced by Griffin, will constitute $3.2 million to be paid Messrs. Turner and Dulaney for redemption of their stock. Bankers, in turn, will lease back equipment to surviving KATV Inc. for 10 years at $450,000 per year. Bankers are C. A. Voss and James B. Kite.

Two Johnson men

Chairmen of House and Senate Commerce Committees, which handle most communications legislation, are about as "in" with President Johnson as anybody could be and still have worked smoothly with Kennedy administration, as they did. Senator Warren G. Magnuson (D-Wash.) was Mr. Johnson's campaign manager on West Coast in 1960. Representative Oren Harris (D-Ark.) was firm supporter who helped put Arkansas in Johnson column on first ballot at Democratic convention in 1960, feels Mr. Johnson will work effectively with Congress and has great respect of many there who know him from more than 30 years service in both houses.

Tithe from SESAC

Something tangible is being added to praises given broadcasters for their monumental coverage of events surrounding death of President Kennedy. No announcement has been made, but SESAC, music licensing organization, is reported to have notified all its broadcast licensees, that in recognition of their "epochal service" and "selfless efforts" they are to deduct 10% from their SESAC license fee payments for December.

Know how, not know who?

Democratic party source doubts seriously that President Johnson will accept resignation of J. Leonard Reinsch as executive director for party's 1964 national convention (CLOSED CIRCUIT, Nov. 25). Mr. Reinsch probably knows more about running conventions—especially radio-TV aspects—than anybody in either party, it was said. Executive director of Cox stations and figure in Democratic politics since Roosevelt days, Mr. Reinsch directed 1960 Los Angeles convention at which John Kennedy won nomination in contest with Mr. Johnson.

Now it can be told

Plans for second luncheon with station executives were in final stages few days before President John F. Kennedy's death. Pierre Salinger, news secretary, had asked J. Leonard Reinsch, executive director of Cox stations and communications consultant to White House, to assist in drafting list of 20-30 broadcasters who would have been invited to luncheon shortly after holidays. First luncheon held Aug. 22 was attended by 19 broadcasters (BROADCASTING, Aug. 26).

Whether President Lyndon B. Johnson will follow tradition established by his predecessor in inviting media executives to informal off-record discussion is one of myriad secondary policies to be decided. Similarly, it isn't yet known whether he will throw his news conferences open to live TV-radio coverage following precedent established by President Kennedy, although Pierre Salinger thinks he will. Mr. Johnson is at home with press and is adept in parrying questions.

Tie-in

Format of annual Advertising Federation of America government conference in Washington (Feb. 4-5) will be changed in effort to get more active participation by federal officials and members of Congress. To be dropped is annual congressional reception in evening. Conference highlight is to be breakfast session during which top industry official will present advertising's side to congressmen. U. S. Chamber of Commerce will be host at conference on public affairs Feb. 5-6, and AFA will unofficially embrace chamber's congressional reception.

Florida outlook

Notion that LeRoy Collins, president of National Association of Broadcasters, might run for Senate seat held by Spessard Holland (D-Fla.) has been all but dispelled. Although Senator Holland has not formally announced his candidacy (to do so would end free time he receives for his reports to constituents on radio and TV) it can be said authoritatively that he does intend to run for fourth term.

Governor Collins repeatedly has said he has no immediate aspirations to return to public life but he's not been unequivocal. If 71-year-old Senator Holland had decided not to run for health reasons, it was generally expected he would endorse Governor Collins as his successor, but senator is in good health and expects to announce candidacy early next year.

Johnson aides

Although formal appointments to President Lyndon B. Johnson's White House staff haven't yet been made, it's regarded as good bet that Walter Jenkins, Mr. Johnson's administrative assistant for nearly quarter-century, and William D. Moyers, 30-year-old deputy director of Peace Corps, will be in important positions. Grapevine has Mr. Jenkins as appointments secretary, counterpart of Kenneth O'Donnell in President Kennedy's retinue, and Mr. Moyers, former Texas newscaster (KTBC-AM-TV Austin) and executive assistant in 1960 Johnson presidential campaign, as news secretary.

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BUCKLEY-JAEGER BROADCASTING
CORPORATION OF CONNECTICUT
ANNOUNCES THE APPOINTMENT OF

Metro Radio Sales

AS NATIONAL REPRESENTATIVE FOR

WDRC, Hartford

EFFECTIVE DATE: DECEMBER 1, 1963

WEEK IN BRIEF

Key to Schwerin equation for success of TV commercials is "superior" announcements, not amount spent on them. System based on probability of motivating consumer. See . . .

WAY TO FORECAST PAYOFF . . . 29

Four days of shock and grief are watched and heard by world. Coverage brings high commendations from friends, and even from critics. Nation participated in last rites through radio and TV. See . . .

WORLD LISTENED AND WATCHED . . . 36

FCC attitude not expected to change for some time to come. Henry places himself at President's "disposal." General estimate is that policies will be same in line with decision to continue Kennedy aims. See . . .

STATUS QUO AT FCC . . . 72

Hope is bright that commercial deletions for Kennedy coverage can be recovered through make-goods. Indications are, however, that credits will be asked in good many cases. Radio may fare better than TV. See . . .

COST IN SPOT REVENUE . . . 61

Praise for broadcast coverage of tragic events pours in from all over. Salinger, Harris, Henry among number commending broadcasters for superb performance in news coverage and delicacy at funeral rites. See . . .

COVERAGE BRINGS 'WELL DONE' . . . 50

Rogers feels FCC will continue along same line and that Congress must put up stop sign. House communications unit will meet again this week to consider regulatory proposals to restrain commission. See . . .

THE HOUSE AND LBJ . . . 78

Suit against California station is threatened by supporters of mayoralty candidate endorsed by station (and who won) because of statements made by opposition candidate in equal time appearance. See . . .

ROCKY ROAD TO FAIRNESS . . . 84

Fetzer plan for baseball in prime time shelved for '64 because many commitments are already firmed. Hope expressed that three-hour package idea can be worked out in time for '65 season. See . . .

BASEBALL PLAN FACES DELAY . . . 80

It's the integrity of the borrower that counts in banking broadcasting, Brizzard says. Other considerations play part too—possibilities of success, capital available to producer and range of intangibles. See . . .

CRITERIA FOR LENDING . . . 86

Is there any reason for tying Midwest to East's network time schedules? Not the slightest, says Alcoa's Randolph who urges that broadcasters change pattern to accommodate four time zones. See . . .

CLOCKS DIFFERENT, PEOPLE SAME . . . 26

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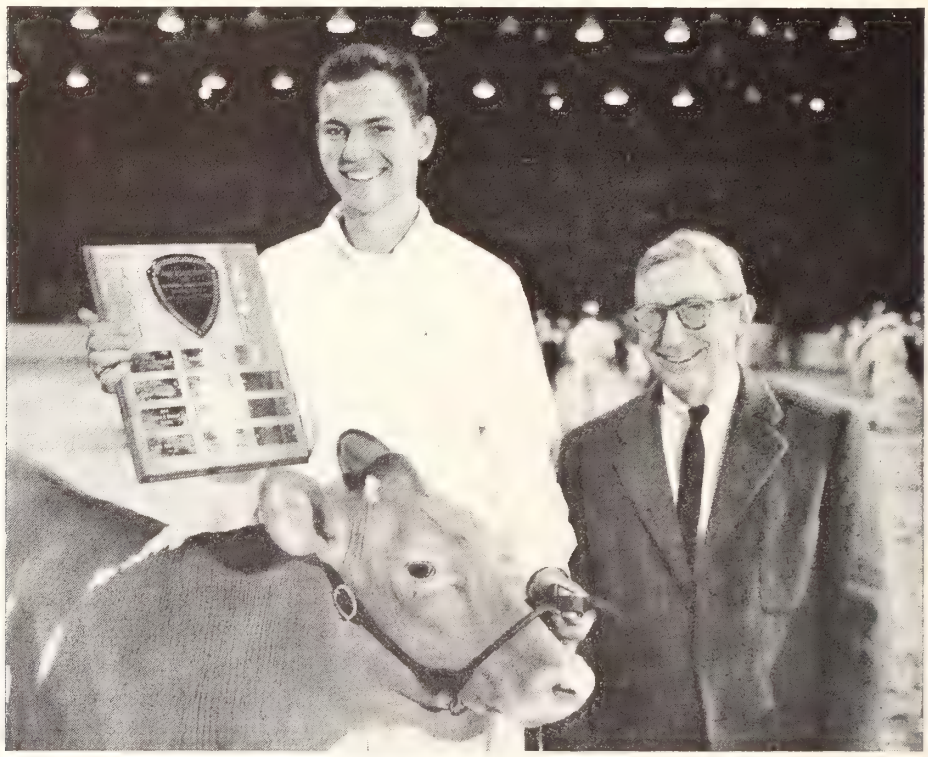
BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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What is the Measure of a Broadcasting Station?



One measure is service to youth.

- Service to young people . . . like Richard Weingart . . . shown here with the coveted Frank Atwood Trophy . . . awarded him at the Eastern States Exposition.

- The trophy was named by New England 4-H leaders . . . to honor WTIC'S Farm Program Director . . . also seen in the photograph.

- Richard won the trophy for his prize heifer*. . . grand-daughter of a calf he purchased . . . with an interest-free WTIC Farm Youth Program loan.

- Since 1948 . . . WTIC has made 833 such interest-free loans . . . totaling $130,980.18 . . . to 650 young people . . . in Connecticut and western Massachusetts . . . resulting in many fine herds . . . which otherwise would not exist today. Incidentally, our losses dealing with this fine group of young Americans, have been almost non-existent.

We believe this to be another measure of a broadcasting station . . . undreamed of in a rating service's philosophy.

WTIC AM/FM

Broadcast House, 3 Constitution Plaza, Hartford, Connecticut 06115

WTIC AM-FM is represented by the Henry I. Christal Company.

*Greenridge King's Anita

MRS. JOHNSON GIVES UP CONTROL

Trustees to take over majority holdings of LBJ Co.

LBJ Co., licensee of KTBC-AM-FM-TV Austin, Tex., filed application with FCC Friday (Nov. 29) to transfer all holdings of its major stockholder, Mrs. Claudia T. (Lady Bird) Johnson, to trustees in Johnson City, Tex.

Mrs. Johnson will, according to application, transfer her 52.8% interest to A. W. Moursand and J. W. Bullion, who are presently holding 30.9% in trust for Mrs. Johnson's daughters, Lynda Bird and Lucy Baines. There is no financial consideration involved.

Messrs. Moursand and Bullion have no other broadcast interests.

Agreement states that Messrs. Moursand and Bullion will have complete control to vote Mrs. Johnson's stock, to sell "or otherwise dispose of it." Trustees are not obliged to consult with First Lady regarding any of the affairs of LBJ Co. Earnings of company will be reported to her only for income tax purposes. Mrs. Johnson has resigned as chairman of board of directors of LBJ Co.

Agreement states that it will terminate only when President Lyndon B. Johnson no longer holds elective office or when all shares now held by Mrs. Johnson have been disposed of—whichever occurs first.

Other stockholders of LBJ Co. are J. C. Kellum (5.95%); Paul Bolton (2.9%); Warren Woodard (.34%). There are numerous other stockholders having small interests.

LBJ Co. also owns 29.5% of KWTX Broadcasting Co., licensee of KWTX-AM-TV Waco. KWTX Broadcasting owns 50% of KBTX(TV) Bryan; 80% of KNAL Victoria, both Texas, and 80% of KVII (TV) Ardmore, Okla.

LBJ Co. holds option to acquire 50% of TV Cable of Austin Inc. which holds franchise to construct community antenna system in Austin. Firm is principally owned by local residents of Austin.

Kudo from B&B

Lauding radio-TV for its contribution in days following President Kennedy's assassination, Benton & Bowles placed page ads in *New York Times* and *Herald-Tribune* today (Dec. 2). Ad, also page 93 this issue, said broadcasting "proved its maturity not only as a handmaiden to history but also as a servant of people" and that B&B was "reflecting the thanks of the American people."

Church group's stand attacked by Collins

National Council of Churches should not deal with broadcasters "by appealing for more secular police-power regulation," National Association of Broadcasters' President LeRoy Collins told council meeting Saturday (Nov. 30).

In prepared speech to be delivered before Assembly of United Churchmen of NCC in Philadelphia, Governor Collins said broadcasters resent greatly council's June pronouncement calling for more government regulation of radio-TV. "We reject the philosophy which prompted it," he said.

Take your complaints to broadcasters, NAB president told churchmen. "Do not demand that the FCC tell the station how it must meet its program responsibilities. If the broadcaster cannot maintain his freedom to do this based on his own judgment of responsibility, he will quickly become the ward of the government, and you along with him will be well down the road toward totalitarianism," he said.

If church pronouncement becomes operative, it will deprive broadcasters of rights guaranteed by First Amendment—"the same amendment that guarantees the freedom of religious worship in the U. S.," Governor Collins said. Advocacy of greater federal control over radio-TV is a rejection by council that either it or industry have ability to improve, he said.

(NAB committee is meeting with National Council representatives next week in New York to discuss church pronouncements [see page 82].)

Broadcasters, as well as all Americans, must overcome "tyranny of materialism," Governor Collins said. He referred to his recommendation year ago that industry restrain cigarette commercials directed toward minors. While NAB has postponed action pending report of special government committee on smoking and health, he pointed out tobacco firms have taken "meaningful and realistic" measures themselves.

However, he said, Lucky Strike cigarettes commercials based on theme that " 'Lucky Strike separates the men from the boys, but not from the girls' [is] a brazen, cynical flouting of the concern of millions of American parents about their children starting the smoking habit. . . . I resent this advertisement deeply and I feel that I should say so," Governor Collins said.

Nielsen, ARB ignoring weekend viewing records

Complete abandonment by TV networks and stations of normal programming from Friday, Nov. 22, to Tuesday, Nov. 26—for all-out coverage of events related to President Kennedy's death—has ruled that time out as period of account in audience surveys of at least two major research firms.

A. C. Nielsen's fall synchronous measurement will not reflect viewing during that period, although Nielsen hadn't decided late last week how it would handle this abnormal viewing span in its regular rating report.

Recently completed fall nationwide TV rating reports of American Research Bureau will not include measurements over same period. Advertising Research Foundation President Alcuin Lehman, in letter to ARB, commended decision noting "report which would include those days would not be meaningful at the commercial level."

Davies warns of danger of being specialized

Farm broadcaster must remain flexible and be willing to tackle all station duties, Bruce Davies, KFAB Omaha, retiring president of National Association of Television and Radio Farm Directors, told group's 20th annual meeting Friday (Nov. 29) in Chicago.

Citing fact farming itself is changing, Mr. Davies said farm director must beware of becoming too specialized. NATRFD membership voted down proposal to confine voting membership to commercial farm broadcasters. New officers were to be elected Sunday.

Shackles on WCBM sale may foretell new policy

First move in what may be policy decision by FCC involving mutual funds, investment houses, small business investment companies and brokerage houses holding broadcast interests was seen in Friday's announcement approving purchase of WCBM-AM-FM Baltimore by Metromedia Inc. for $2 million—with conditions.

Conditions relate to multiple own-

more AT DEADLINE page 10

WEEK'S HEADLINERS

Edwin K. Wheeler, formerly general manager of WWJ-AM-FM-TV Detroit (licensed to Evening News Association, publisher of *The Detroit News*) and for past two years general manager of *The News,* elected second ranking officer as executive VP and a director of association. **Peter B. Clark,** VP of association and assistant publisher of *The News* since November 1961, named publisher of *The News* and elected president and chief executive officer of Evening News Association, succeeding **Warren S. Booth,** who becomes board chairman. Mr. Wheeler joined WWJ sales staff in 1937 after 12 years with U. S. Rubber Co., was appointed assistant general manager of all WWJ operations in 1942. In 1949 Mr. Wheeler was named business manager of *The News* and returned to WWJ stations as general manager in 1952, position he held until he became general manager of *The News* in November 1961. Mr. Clark joined association in 1961 as secretary and assistant to publisher. He has been member of board of directors since 1960. Mr. Booth has been president of Evening News Association and publisher of *The News* since 1952, and member of board of directors for 38 years.

For other personnel changes of the week see FATES & FORTUNES

ership rules, according to official announcement. Unofficially, it was learned, unidentified mutual fund has significant but minority interest in Metromedia and in Taft Broadcasting Co. This must be resolved so that mutual fund firm has interest in one or other—but not both—of broadcast companies before Metromedia can take over Baltimore stations.

Acquisition of WCBM outlets gives MM sixth radio property; it now owns seven TV's, but sale of KOVR(TV) Stockton-Sacramento, Calif., to McClatchy Newspapers for $8 million is pending FCC approval.

KTUL-TV application hits stumbling block

FCC has delayed action on application by Griffin-Leake Stations until resolution of separate proceeding in which hearing examiner has questioned owners' qualifications to be licensee.

Application involved request by KTUL-TV Tulsa, Okla., to change transmitter location, increase transmitter height and make other technical changes.

Commission noted that James C. Leake, Marjory Griffin Leake and John T. Griffin own voting stock in KTUL-TV as well as KATV Inc., licensee of KATV (TV) Little Rock, Ark.

Hearing Examiner Thomas H. Donahue last June questioned KATV Inc.'s character qualifications following hearing on that licensee's application to move transmitter location of KATV(TV) from Pine Bluff area to one closer to Little Rock and to increase antenna height.

Examiner held that KATV Inc. had broken promises to Pine Bluff civic officials not to move transmitter out of county and to give Pine Bluff recognition in station identification signal (BROADCASTING, June 10).

Since no final decision has been reached in this matter, commission said, and since facilities requested by KTUL-TV involve substantial expenditures, "commission believes that action on your application would be premature . . . at this time."

Besides Tulsa and Little Rock stations, Griffin-Leake owns 50% of KWTV (TV) Oklahoma City and has controlling interest in WSTE(TV) Fajardo, P.R.

STAGE SET FOR REVIEW

Refusal to pay $500 fines will bring case before court

Four Minneapolis-St. Paul television stations have refused to pay $500 forfeitures imposed on each by FCC for failure to identify sponsor of video tape program. Their action sets stage for first judicial review of commission forfeiture order.

National Association of Broadcasters announced Friday (Nov. 29) its pledge of "every possible assistance" to stations —KSTP-TV, WCCO-TV, KMSP-TV and WTCN-TV.

Case will reach federal court when FCC refers forfeitures to U. S. district attorney in Minneapolis for collection.

In refusing to pay forfeitures, ordered by commission last month (BROADCASTING, Nov. 4), four stations said agency erred in holding that their failure to identify sponsor constituted "willful" or "repeated" violation of Communications Act or commission rules and regulations.

Stations maintained that case is of sufficient importance to broadcasting industry to warrant judicial review.

Stations on Feb. 22, 1962 had carried one-minute video tape broadcast opposing Sunday closing ordinance without announcing spot was sponsored by merchants association. Spot was broadcast several times.

Douglas A. Anello, NAB general counsel, has disputed FCC's contention that everything not accidental is "willful" and that "repeated" simply means more than once.

He said under "willful" test adopted by Congress, there must be intent, with showing that licensee recognized his act violated law. He also said broadcaster is not guilty of "repeated" violation unless it can be proven he repeated his action in knowledge that it was illegal.

In Minneapolis cases, he said, absence of sponsor identification "was not deliberate but an unintentional mistake." In statement Friday, Mr. Anello noted that cost to be borne by stations in court fight far exceeds the relatively small amount of the forfeiture.

"The stations are to be applauded for their courageous action which will be of great service to the industry. NAB will endeavor to render every possible assistance to the stations involved."

ABC uses satellite for sports special

Use of Relay satellite on three continents to telecast sports program to Japan on Thanksgiving Day was reported Friday (Nov. 29) by ABC International which produced show in association with Sports Programs Inc., AB-PT subsidiary.

Program of 13 minutes, 40 seconds duration contained sports excerpts from Germany, France, Italy, Belgium and Britain which were fed by satellite to ABC International, New York. There segments from Mexico, Canada and U. S. were added and ultimately transmitted by satellite to Japan where it was picked up by Relay. It was carried initially at 6:40 a.m. Tokyo time and rebroadcast later in day.

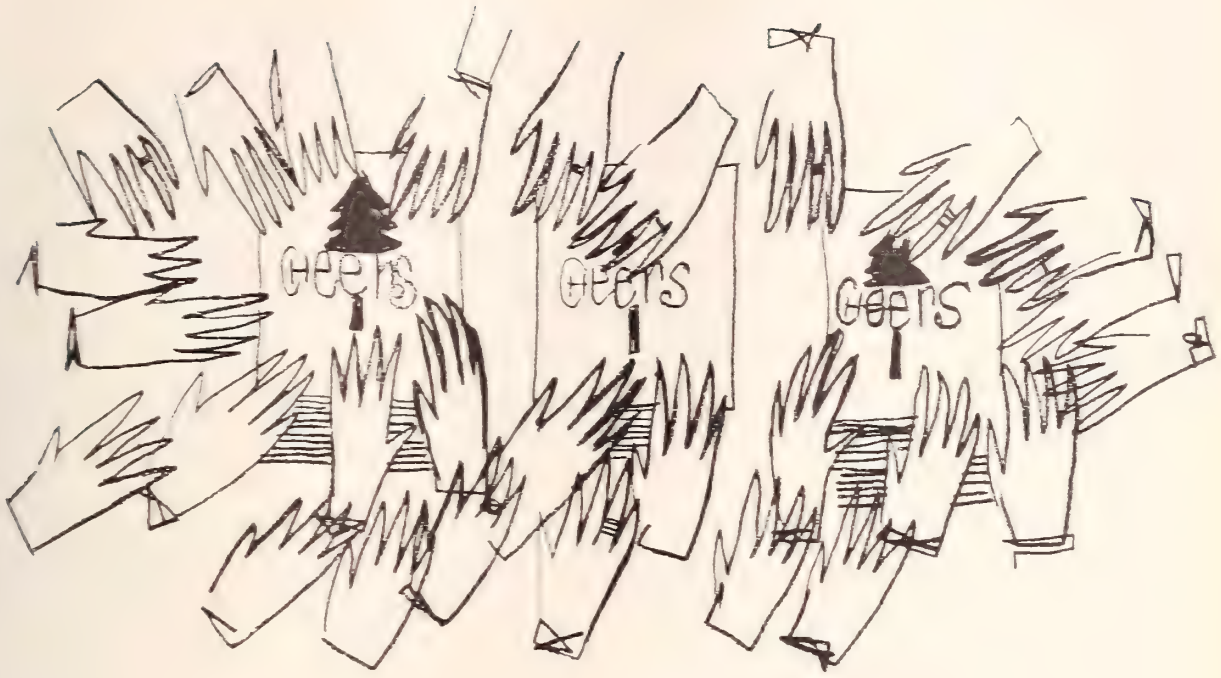
Critics of advertising hit by Mithun on WGN-TV

Advertising is falsely accused of selling people things they don't want, Raymond O. Mithun, board chairman, Campbell-Mithun Inc., said Saturday (Nov. 30) on Northwestern University panel show on WGN-TV Chicago. He said advertising encourages "mass sampling" but noted "even good advertising cannot sell a poor product and may indeed hurry its demise."

As for TV commercial repetition and irritation, Mr. Mithun observed, "you need repetition to learn anything . . . there is no such thing as repeating a good ad too many times." Show repeats tomorrow (Dec. 3) at 7 p.m. on WNYC-TV (ch. 31) New York.

Home from hospital

Worth Kramer, president of Goodwill Stations (WJR Detroit; WJRT[TV] Flint, Mich.; and WSAZ-AM-TV Huntington-Charleston, W. Va.), returned to his home last Thursday (Nov. 28) following successful gall bladder surgery.



puzzle:

who wins this card game?



In a friendly TV station we know of, where availability squabbles are customarily settled by pulling straws, much importance attaches to the acquisition of material things—rulers, paste pots, Scotch tape dispensers. Even secretaries play the game.

The annual arrival of the supply of office Christmas cards signals a round of joyous jousting. The cards, allocated to the Sales Staff on the basis of number of clients, prospects and friends, if any, lie in three neat piles on the Office Manager's desk. The first pile is Station Manager Neal Edwards': the second, Local Sales Mgr. Bob Livingston's; the third, Nat'l Sales Rep. Bob Whiteley's.

Enter Livingston's secretary, who stealthily filches 200 cards from the first pile and adds them to her boss's supply, giving him four times as many as now remain in pile 1. Not to be outdone, Whiteley's secretary removes 600 cards from the second pile and adds them to the third, making it contain twice as many as are now in the first and second piles together. In the final act of the drama, Edwards' secretary arrives on the scene, takes 400 cards from the third pile and adds them to the first, which then contains half as many as the third.

How many cards were allocated to each man to begin with? Some seasonally suitable souvenir will come your way for correct answer.

Souvenirs suitable to any season—fame, enhanced status, money—have already come to those who bought WMAL-TV for their clients this year. Join them. A nice balance of entertainment, women's features, information, mystery and adventure (including "Surfside," "Paradise," "Checkmate," and "Maverick"—daily at 5:30) guarantees a powerful cross-section of Washington's well-endowed market will be with us from sign-on to sign-off. Why not send your clients' products along for the ride? Check with Harrington, Righter & Parsons, Inc.

Address answers to: Puzzle #93, WMAL-TV, Washington, D. C. 20008

wmal-tv abc

Evening Star Broadcasting Company
WASHINGTON, D. C.

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.



2,006 people attended the grand opening



but the best seat in the house was here

The occasion was the formal opening of Clowes Memorial Hall, Indianapolis' $3,500,000 home for the performing arts.

Spacious as it is, the hall couldn't have begun to hold all the people who wanted to be there for opening night.

So WFBM-TV took them there . . . and gave them the best seat in the house.

Our cameras captured the glamour and excitement of opening night. Interviews with famous guests as they arrived . . . Maurice Evans delivering the dedicatory address and reading a congratulatory telegram from President John F. Kennedy . . . and an uninterrupted telecast of a concert performed by the Indianapolis Symphony Orchestra.

We even took our viewers on a pre-filmed tour of the hall's stately lobbies and magnificent auditorium, in full color.

Our telecast was sponsored by RCA—which has thirteen thousand employees here in Indiana—and it was enthusiastically received. Said critic Julia Inman in *The Indianapolis Star:* "The station's 90 minutes was smooth, showed a great deal of advance planning . . . From its long practice with televising the symphony, the station's camera work was superb, moving dexterously from closeup to long shot."

Broadcast service like this makes WFBM your best TV buy in Indianapolis and its rich satellite markets . . . for the station that *serves* best *sells* best. Ask your KATZ man!

WFBM-TV
INDIANAPOLIS
TIME LIFE BROADCAST

AMERICA'S 13TH TV MARKET • REPRESENTED BY THE KATZ AGENCY



BIG MARKET — BIG EATERS!

Much as it may surprise you, dear reader, food sales per person in the 39 counties of Upstate Michigan do indeed run higher than in rich Wayne County. We'll gladly send you the breakdown, if you wish.

Matter of fact, we believe Upstate Michigan is the greatest "new opportunity" you television advertisers can find in the entire U. S. Nearly a million PEOPLE. Annual retail sales, nearly a BILLION dollars.

Consult your jobbers and distributors in this area as to the influence WWTV/WWUP-TV has in our 39 counties — or ask Avery-Knodel for the whole story.

The Folzer Stations

RADIO
WKZO -KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJFM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC

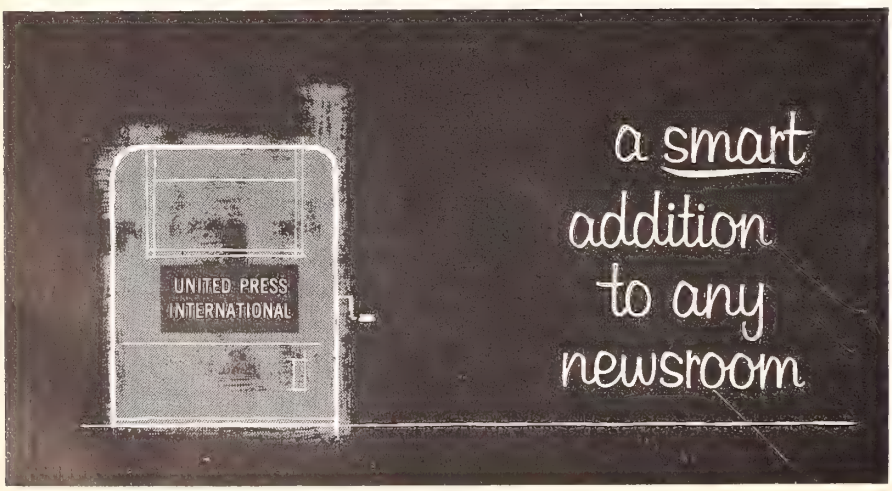
TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV/ CADILLAC-TRAVERSE CITY
/WWUP-TV SAULT STE. MARIE
KOLN-TV/ LINCOLN, NEBRASKA
/KGIN-TV GRAND ISLAND, NEB.

WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY
CHANNEL 9
ANTENNA 1640' A. A. T.
CBS • ABC

SAULT STE. MARIE
CHANNEL 10
ANTENNA 1214' A. A. T.
CBS • ABC

Avery-Knodel, Inc., Exclusive National Representatives



DATEBOOK

A calendar of important meetings and events in the field of communications.

■ Indicates first or revised listing.

DECEMBER

Dec. 2—**Hollywood Advertising Club** luncheon meeting, Hollywood-Roosevelt, 12 noon. George B. Storer Jr., president of Storer Broadcasting Co., speaks on "Break Through in Television Portability."

■ Dec. 2-3—**Group of Texas broadcasters** meets with their state's congressional delegation in Washington. Plans for Washington trip were initially announced Nov. 18 at the National Association of Broadcasters' fall conference in Fort Worth.

Dec. 2-5—Winter conference of **Electronic Industries Association,** Statler-Hilton hotel, Los Angeles.

■ Dec. 3—NAB President LeRoy Collins will speak to **Greater Columbia Chamber of Commerce,** Columbia, S. C.

■ Dec. 3—Luncheon meeting of **Advertising Club of Metropolitan Washington,** Presidential Arms, Washington, D. C. Principal speaker will be Arthur Godfrey, CBS Radio.

Dec. 4—Chicago chapter of **American Women in Radio and Television** dinner meeting 6 p.m. Fourth Estate, 535 Michigan Avenue. Speaker is John Madigan, news director of WBBM-TV Chicago.

Dec. 5—**Association of National Advertisers** will hold a workshop on "New and Practical Ways to Evaluate the Effectiveness of Your Advertising," Plaza hotel, New York. Alfred Whittaker, vice president for marketing, Bristol-Myers Products Co., is program committee chairman. Speakers include: Gail Smith, General Motors Corp.; William Weilbacher, C. J. LaRoche; Wallace Drew, Coty Inc.; and William Gillilan, Ketchum, MacLeod & Grove.

Dec. 5-6—Fourteenth conference of the Professional Technical Group on Vehicular Communications, Adolphus hotel, Dallas.

Dec. 6—**Arizona Broadcasters Association** annual fall meeting, Paradise Valley, Phoenix. FCC Commissioner **Frederick W. Ford** will be principal speaker.

■ Dec. 7-8—**Center for the Study of Democratic Institutions Symposium,** Los Angeles. NAB President LeRoy Collins will speak.

Dec. 9—**FCC oral argument** on proposed rulemaking to adopt commercial time standards of National Association of Broadcasters as rules.

Dec. 9—NAB President LeRoy Collins will head a delegation of 11 broadcasters to

CANCELLED MEETINGS

■ Dec. 2-3—**NBC Affiliates** annual convention at the Beverly Hilton hotel in Los Angeles has been postponed indefinitely because of the death of President Kennedy.

■ Dec. 4—Luncheon meeting of the **Southern California chapter of Broadcast Pioneers** that was to be held 12 noon at the Hollywood Roosevelt hotel in Los Angeles has been postponed indefinitely because of the death of President Kennedy.

■ Dec. 5—Board of directors meeting of the **Association of Maximum Service Telecasters (AMST)** that was to be held at the Riviera hotel in Palm Springs, Calif., has been postponed indefinitely because of the death of President Kennedy.



"P-Please, Mister, how do I get out of these woods?"

The green telephone truck ground to a sudden stop on the woods trail.

Installer Jim Phillips looked down from his cab at a seven-year-old boy with a feathered headdress and a quivering lip.

"P-Please, Mister," said the small Indian. "I guess I must be lost. How do I get out of these woods?"

Jim smiled, choked back a laugh, and invited the boy to hop in. But he refused. Wise parents had taught him never to accept rides from strangers.

So Jim did the next best thing. He put his truck into low gear and with Chief Lost-in-the-Woods trudging along behind, led him six blocks back to civilization.

This little story is true—and typical of the spirit that telephone men and women bring to their work. They try to be good neighbors and give good service.

Because they're human, they don't always succeed, of course. But thanks to their earnest effort, you enjoy the finest, fastest, friendliest telephone service in the world.

BELL TELEPHONE SYSTEM

SERVING YOU


UNITED



IN CHICAGO

Chicago's O'Hare International Airport serves 84,000 passengers every day —the world's busiest air terminal.
Chicago's WGN Radio serves 910,000 homes every day—reaching the largest audience of any broadcast property west of the Hudson.*
Chicago's O'Hare and WGN are both dedicated to Service.

WGN IS CHICAGO

the most respected call letters in broadcasting

*
NCS-1961

C.P.M.

We sell homes reached per dollar ...not just ratings. Research is our key to more business for the stations we rep.

Our salesmen visit our stations.

Station Reps

BOB DORE

ASSOCIATES

11 WEST 42nd STREET, NEW YORK 36, N. Y.
CHICAGO LOS ANGELES SAN FRANCISCO

buy wsls TV 10 IN ROANOKE, VA. & sell

VIRGINIA'S NO.1 TV MARKET *

THE KATZ AGENCY, INC
National Representatives

* Television Magazine

meet with representatives of the **National Council of Churches** in New York to discuss council's controversial policy statement on TV programing.

■ Dec. 11—Special projects luncheon of **International Radio and Television Society,** Starlight room, Waldorf-Astoria, New York. Panel including Vincent Wasilewski of the National Association of Broadcasters, Earl Kintner, former chairman of the Federal Trade Commission and Thomas H. Wall, Washington attorney, discuss "Government and Broadcasting."

Dec. 14—**FCC Christmas dance,** at Willard hotel, Washington, D. C. Commission's newest member, Lee Loevinger, will be guest of honor. Dance is open to commissioners, staff, and employes, as well as communications engineers and attorneys. Ticket information may be obtained from George Enuton, at commission headquarters building.

Dec. 16—Deadline for the return of FCC questionnaires by the **Pacifica Foundation** attesting to the political loyalty of the foundation's directors and other officials.

■ Dec. 17—**International Radio and Television Society** Christmas party, Grand Ballroom, Waldorf-Astoria, New York.

JANUARY 1964

Jan. 1—New **FCC engineering rules** requiring that third-class radio-telephone operator be present for routine transmitter operation if first-class operator is employed parttime.

Jan. 3—Comments due on proposal to authorize on regular basis operation of **Midwest Program for Airborne Television Instruction Inc.** (MPATI) and to allocate six UHF channels for the purpose.

Jan. 3—Comments due on proposed expansion of **UHF table of assignments.**

Jan. 8—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. News analysis and forecast by a panel of Chet Huntley, Walter Cronkite and Ron Cochran.

Jan. 10-11—**Arizona Community Television Association** meeting, Ramada Inn, Scottsdale, Ariz. Anyone interested in CATV and allied fields is welcome to attend. For additional information contact Arlo Woolery, manager of KSUN Bisbee, Ariz., ACTA president.

Jan. 17-18—Midwinter meeting of **Oklahoma Broadcasters Association,** Enid. Paul Comstock, National Association of Broadcasters vice president for government affairs, will be featured speaker.

Jan. 21-23—National Religious Broadcasters convention, Mayflower hotel, Washington.

Jan. 21-23—Nineteenth annual Georgia Radio-TV Institute, co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens.

Jan. 24-26—Mid-winter convention of the Advertising Association of the West, Bakersfield, Calif.

Jan. 24-26—American Women in Radio and Television board of directors meeting, Hilton hotel, New York.

Jan. 27-31—Annual winter meetings of **National Association of Broadcasters'** radio, television and combined boards, Far Horizons hotel, Sarasota, Fla.

FEBRUARY

Feb. 3-5—Second annual **Electronic Marketing Conference of the Electronic Sales-Marketing Association (ESMA),** Barbizon Plaza hotel, New York.

Feb. 5—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. National Association of Broadcasters President LeRoy Collins is speaker.

Feb. 5-6—Annual legislative dinner and mid-winter convention of the **Michigan Association of Broadcasters,** Jack Tar hotel, Lansing.

Feb. 5-7—National Winter Convention on Military Electronics, Ambassador hotel, Los Angeles. C. D. Perrine, executive vice president of General Dynamics/Pomona, is convention chairman.

Feb. 8-16—International TV and Equipment Market, Lyons, France.

■ Feb. 20-21—Annual conference of the state broadcaster association presidents, sponsored by the National Association of Broadcasters, Shoreham hotel, Washington.

Feb. 25—International Broadcasting Awards banquet, 8 p.m., Hollywood Palladium. Presentation of trophies for best commercials on radio and television in any part of the world for 1963.

Feb. 26-28—Ninth Scintillation and Semiconductor Counter Symposium, under the sponsorship of the Institute of Electrical and Electronics Engineers, the Atomic Energy Commission, and the National Bureau of Standards, Hotel Shoreham, Washington. Program committee chairman is W. A. Higinbotham, Brookhaven National Laboratory, Upton, L. I., N. Y. The deadline for abstracts is Dec. 1.

MARCH

March 4—**International Radio and Television Society** 24th anniversary banquet, Grand Ballroom, Waldorf-Astoria, New York. Gold Medal award for 1964 will be presented to Leonard H. Goldenson, American Broadcasting-Paramount Theatres president.

March 9—Symposium on electronics marketing, sponsored by the **Electronic Industries Association,** Statler Hilton hotel, Washington.

March 11-12—Annual meeting of Southeast Council of **American Association of Advertising Agencies** at Riviera motel, Atlanta.

March 23-26—International convention of the Institute of Electrical and Electronics Engineers, New York Hilton hotel and New York Coliseum, New York.

APRIL

April 1—**British Broadcasting Corporation's** second television network, BBC 2, is scheduled to begin operating.

April 2—Twenty-fifth annual **White House News Photographers Association** photo contest dinner, Washington. All photos, black and white, must have been made by WHNPA members between Jan. 1, 1963 and Dec. 31, 1963. All color must have been made or appeared for the first time between the same dates. Each member may submit up to, and including, 15 prints for judging. The contest deadline is Friday, Jan. 31, 1964. All prints and mounted transparencies shall be delivered to the receptionist desk of the *National Geographic Magazine,* 1146 Sixteenth Street, N.W., Washington, no later than 5 p.m. of the above date. Tom Shields is co-chairman of the photo committee. Telephone: DI 7-1124.

April 5-8—Annual convention of the National Association of Broadcasters, Conrad Hilton hotel, Chicago.

April 6-9—Thirty-first annual **National Premium Buyers Exposition,** under auspices of National Premium Sales Executives, the Premium Advertising Association of America and the Trading Stamp Institute of America. More than 600 manufacturers expected to participate in exhibits. McCormick Place, Chicago.

April 7—Premium Advertising Conference of the **Premium Advertising Association of America,** McCormick Place, Chicago.

■ Indicates first or revised listing.

Remember when radio was the fastest thing going?

When it put you within earshot of street fighting in Saigon?

...and Hazelton coal miners trapped in a cave-in?

And remember when radio was the quickest way to get evacuation orders to Americans in Haiti?

Remember the good old days... in 1963?

ABC OWNED RADIO STATIONS

WABC NEW YORK • KQV PITTSBURGH • WXYZ DETROIT • WLS CHICAGO • KGO SAN FRANCISCO • KABC LOS ANGELES

Radio...one of the good things about America

ABC OWNED RADIO STATIONS

WABC NEW YORK • WXYZ DETROIT • KQV PITTSBURGH • WLS CHICAGO • KGO SAN FRANCISCO • KABC LOS ANGELES

BROADCASTING PUBLICATIONS INC.
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OPEN MIKE ®

Letter to Mr. Henry

EDITOR: Enclosed is the text of a letter sent to FCC Chairman E. William Henry:

"If there is still any question about the caliber of people who hold FCC licenses to broadcast '. . . in the public interest, convenience and necessity,' the tragic events of this past weekend should most certainly have erased those doubts in your mind.

"Broadcasters throughout the nation dipped into reserves for extra lines, extra equipment, extra manpower and hundreds of other expenses while sustaining revenue losses in the millions of dollars. Newspapers, on the other hand, covered the tragic story along with the regular diet of retail sales ads. . . .

"I respectfully submit that much of your recent criticisms and your announced plans to further control our business are unfounded and unnecessary."—*Norman Wain, local sales executive,* WHK *Cleveland.*

Letter to newspaper editors

EDITOR: Now that the nation's most somber weekend is history, a moment of reflection is in order. The radio and television industry can well be proud of the tremendous job it did in covering the fantastic chain of events.

Radio and TV voluntarily suspended all commercial programs during the period of mourning for the President.

No one asked us to do it.

This seemed the natural thing to do under the circumstances. At the same time, the newspapers proved their real mettle by continuing to run as many advertisements as they could get their hands on.

What they did is their business. However, it is pertinent to note that they, the newspapers, seem to think that what *we* do is *their* business. They have strongly advocated government regulation of the number of commercials we can carry. They have sniped at broadcasters for what they call "crime and violence" programs. And, they have bemoaned the sad state of affairs in broadcasting generally.

The time has come for the newspapers of the U. S. to look at their own house. Broadcasters spent millions of dollars for their unbelievably complete coverage of the weekend. Untold millions more were sacrificed in advertising revenues. All the while, the newspapers continued their commercial way, in some cases even capitalizing on the fact that they had the *only* advertising medium operating. Come on editors and publishers . . . let's see a few strong words about the "good taste" of news-



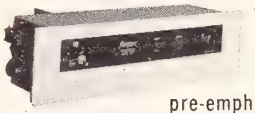
Are you losing advertisers because you don't have the loudest signal in your area? Are they going to other stations because you don't have the *"BIG VOICE?"* Only DYNAMIC DIMENSION Control Equipment by FAIRCHILD, individually or integrated, can provide you with an easy-to-listen-to *"BIG VOICE"*—the loudest and cleanest signal in your area!

FAIRCHILD DYNALIZER
Model 673



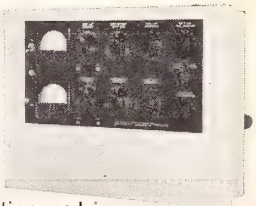
The newest approach for the creation of "apparent loudness"—the Dynalizer is an automatic dynamic audio spectrum equalizer which redistributes frequency response of the channel to compensate for listening response curves as developed by Fletcher-Munson. Adds fullness and body to program material. Completely automatic with flexible controls. Easily integrated into existing equipment.

FAIRCHILD CONAX
Model 602



The world-acknowledged device that eliminates distortion problems caused by pre-emphasis curves. Allows higher average program levels through inaudible control of high frequencies. Invaluable in FM broadcast and disc recording. Eliminates stereo splatter problems in multiplex channels.

FAIRCHILD LIMITER
Model 670

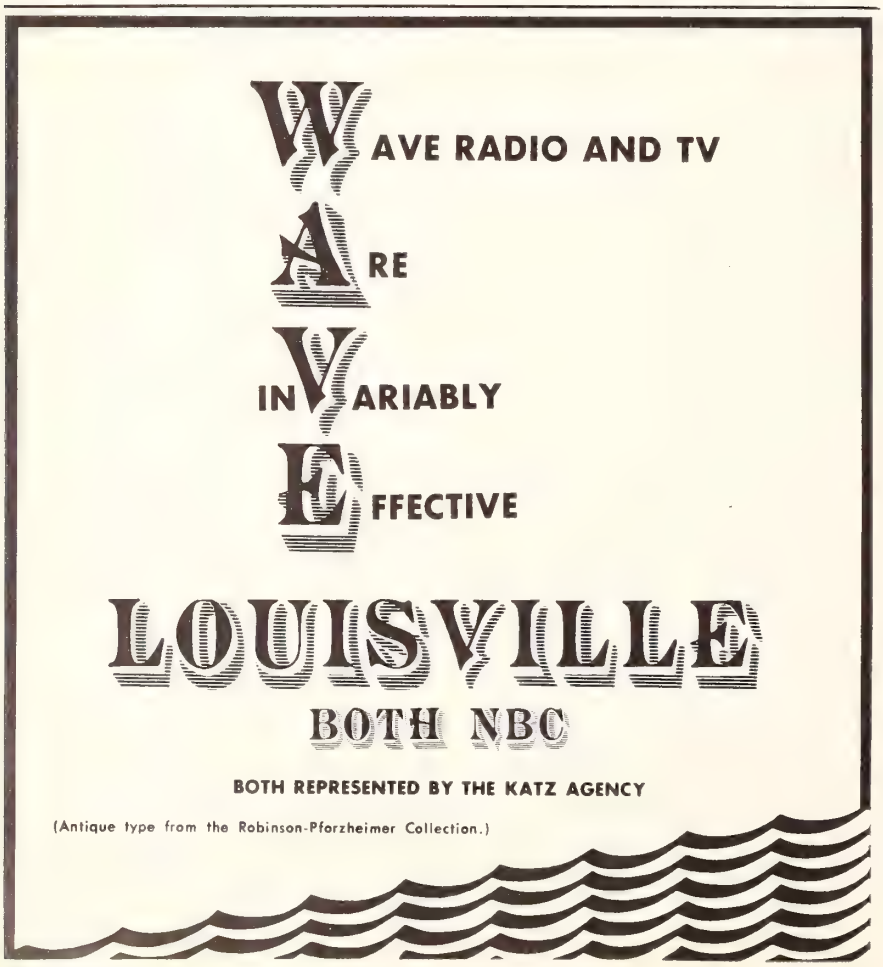


Fast attack stereo limiter (50 microseconds) with low distortion and absence of thumps. Sum and difference limiting position eliminates floating stereo image, despite amount of limiting used in one of the two channels. Also includes regular channel A and B limiting. Dual controls and dual meters provided. Now used throughout the world in recording studios. (Mono model available).

Write to Fairchild—the pacemaker in professional audio products—for complete details.

FAIRCHILD
RECORDING EQUIPMENT CORPORATION
10-40 45th Ave., Long Island City 1, N.Y.





papers during this tragic weekend.—*Bill Stewart, general manager,* WJIM *Lansing, Mich.*

Earlier breakthrough

EDITOR: "Radio breakthrough" (BROADCASTING, Nov. 18), said that WIND Chicago aired actual recordings of Skid Row court cases for the first time on radio.

This is not the case.

On March 16, 1963, *Weekend with Phil Lind* on WAAF Chicago broadcast a one-hour special on Judge Feldman and his court. Cases were recorded and brought to the audience. Phil Lind actually went into the "lockup" to talk with other prisoners. — *Philip John Neimark, producer,* Weekend with Phil Lind, WAAF *Chicago.*

Jose, not Diego

EDITOR: In the Nov. 18 BROADCASTING in the story on the Sigma Delta Chi convention, your article states that San Diego College placed second in the undergraduate competition for radio and TV news. This award was won by San Jose State College.

We do appreciate the convention [coverage]. The kids were delighted.—*John Dunne, adviser, Sigma Delta Chi, San Jose State College chapter, San Jose, Calif.*

(As Professor Gordon B. Greb, also of San Jose State, reminded us: "Your linotype slip is showing.")

Endorses radio suggestions

EDITOR: Radio's true potential would be recognized more rapidly if the philosophies of Ralph Beaudin of WLS Chicago (BROADCASTING, Nov. 11) were more universal. Because no matter what the size of the market is, the way to make "local radio" is to make radio local. — *Joe Reilly,* WERA *Plainfield, N. J.*

Searching for Ed Content

EDITOR: During my years at WOR New York and later as director of the Voice of America, one of my associates, Edward J. Content, designed the acoustic values for our studio at WOR and the Voice.

Tele-Measurements Inc. is currently consulting with an eastern college in the equipment design for TV and radio and the acoustic plans for their auditorium-studio.

Ed Content is the one person whose knowledge of acoustics is needed at this time.

I have been unable to locate him. Perhaps BROADCASTING, with its worldwide distribution, could catch the eye of Ed Content and have him contact me.—*J. R. Poppele, president, Tele-Measurements Inc., 45 West 45th Street, New York.*

NEW FIRST RUN

Half-hour TV series about the exciting new world of jet airline security

ZERO ONE

Stories that could never have been told before are brought to television with all the impact of the jet age. Stories of intrigue, excitement, danger and adventure...

STARS

Nigel Patrick
Bill Smith

with Guests

Margaret Rutherford
George Coulouris
Jeannie Carson

TESTED AND PROVEN AUDIENCE APPEAL

Call now for details and screening dates. Sold to CTV Network in Canada, sponsored by General Motors.

METRO-GOLDWYN-MAYER TELEVISION

New York · Chicago · Culver City



Color It Wonderful

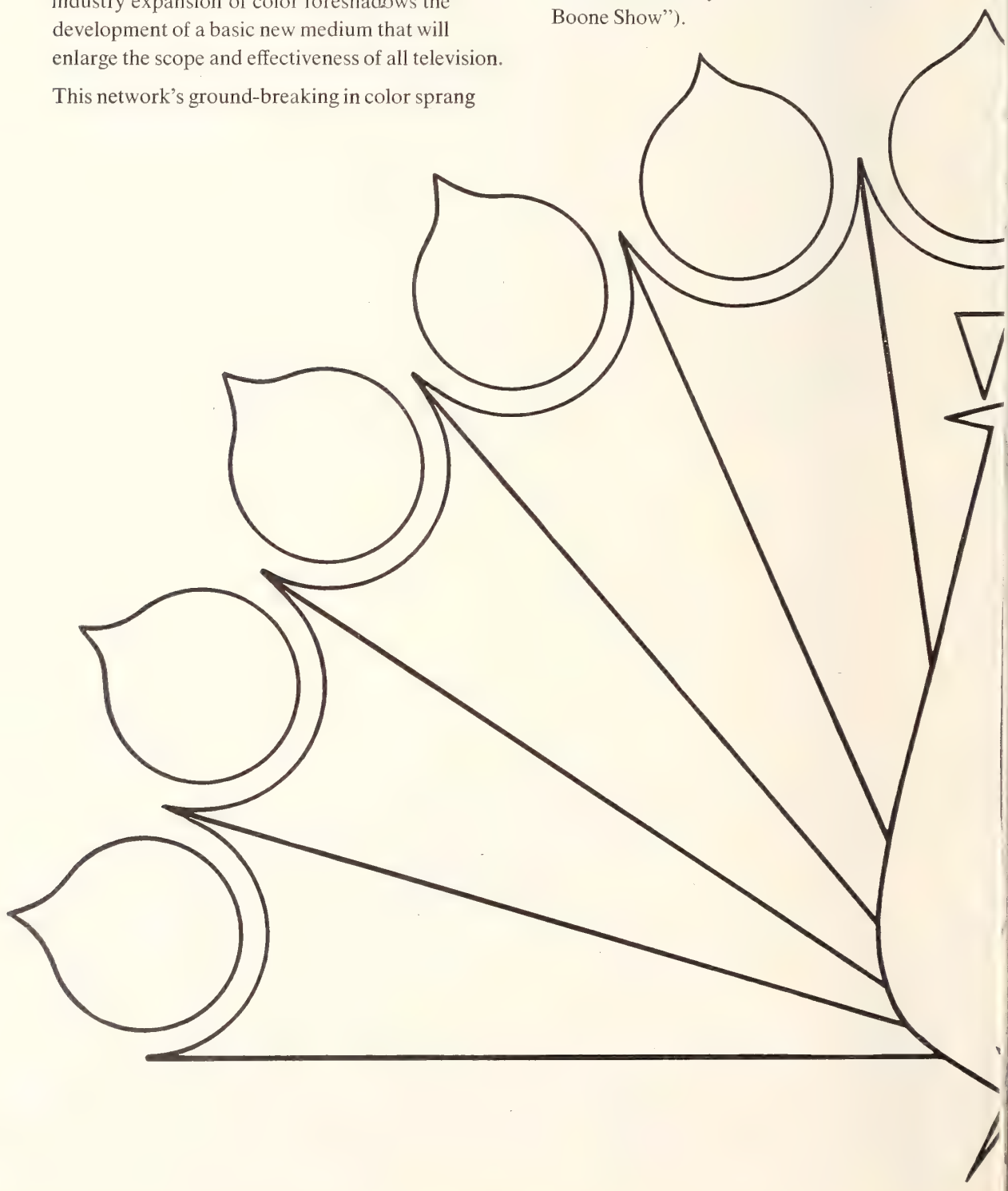
NBC's peacock is soaring higher than ever. This season the television network will broadcast some 2,200 hours in color, a long way indeed from the 43-hour total we carried a decade ago.

The advance was inevitable. The added dimension of color has a magnetic appeal for audiences, stations and advertisers. Pioneered by NBC, the industry expansion of color foreshadows the development of a basic new medium that will enlarge the scope and effectiveness of all television.

This network's ground-breaking in color sprang from the same bold spirit that NBC demonstrates in other areas:

In news, where NBC's acknowledged leadership is characterized by such unique undertakings as a three-hour special on civil rights.

In entertainment, where — for example — NBC has given fresh emphasis to original drama and has been the first network to introduce a repertory theatre in a weekly series ("The Richard Boone Show").



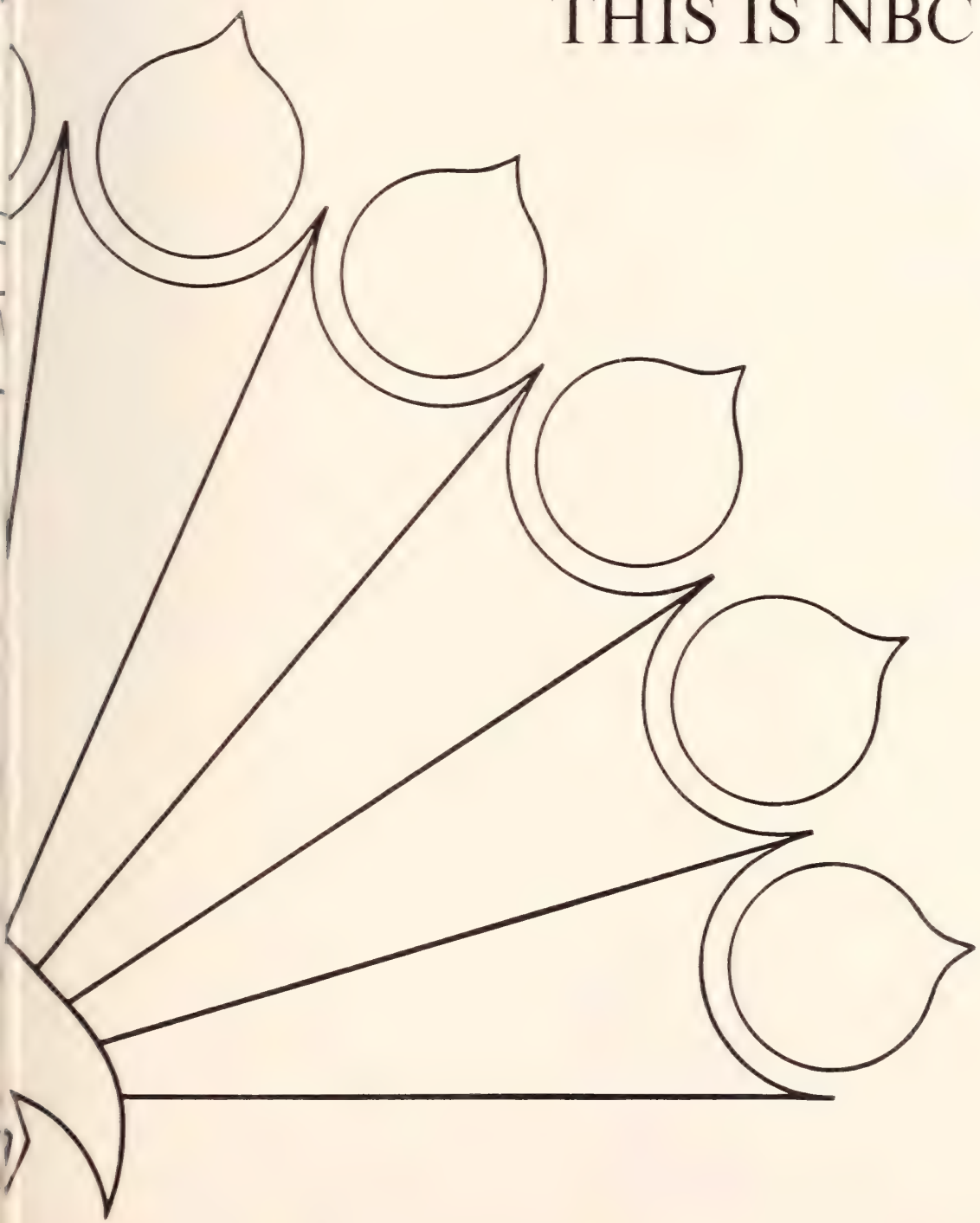
In experimentation with new program ideas, a lively policy that sparked such unorthodox offerings as the widely-acclaimed "That Was The Week That Was;" originated the concept of the "special," and launched such successful innovations as "Today," "Tonight" and "Sunday."

In cultural programs such as the annual series of operas in English, covering the whole range of classical opera and specially-commissioned works like "Labyrinth" and "Amahl and the Night Visitors."

In children's programming, where the weekly magic of "Exploring" and the excitement of such specials as "Quillow and the Giant" have given television new meaning for young viewers.

These demonstrations of industry-wide leadership explain why one TV editor, P. M. Clepper of the *St. Paul Dispatch,* recently described NBC as the network that constantly strives for "something that is not just as good as, or a little better than, but the very best that can be had."

THIS IS NBC



MONDAY MEMO

from BRYSON R. RANDOLPH, Aluminum Co. of America, Pittsburgh

Clocks may be different, but people are the same

Who says Chicago or Kansas City or Dallas or Milwaukee or Denver or Phoenix have really different social habits than their counterparts in the East or Far West?

Is the businessman in Pittsburgh any different than one in the same situation in Houston?

Our country is separated by imaginary lines into four time zones for good and logical reasons. These reasons do not admit of any perceptible difference in social habits in centers of similar populations.

However, in spite of all of the technical advances made in broadcasting in the last 10 years, our three major television networks evidently do not yet recognize this logic and continue to offer programs in the East and Midwest simultaneously. Generally the stations in the Mountain Time Zone take their network programs only one hour later than the Midwest, while the Pacific Coast goes back to the logical pattern of clock-time.

The only real reason for this illogical division between the East and Midwest is a hang-over from the early days of live network radio and subsequently live network television. Then it was necessary for programs to be delivered simultaneously—it certainly isn't necessary today.

The character of network programing changes as the hour grows later. An hour makes a big difference, especially in early evening time. Scheduling is determined by the program "minds" on the basis of the East and possibly the far West. By this standard, the population of the vast mid-continent is treated as a group apart. Programs that are not designed for the youngsters in the East are available to them if they cross a line. Of course, a few stations close by the lines of demarcation between Eastern and Central time have seen the fallacy in this and do carry some programs on a clock-time basis.

There is a good case of this in, for example, Chicago. CBS and NBC program their major network news shows at 5:30 p.m. ABC maintains this is "kid time" and is presently making a great point in bringing their news at 6:15 p.m., when, theoretically at least, Mommy and Daddy have access to the set. The tremendous area of the Pacific Time Zone has had no trouble in handling programs on a clock-time basis simply because by so doing it makes inherent sense.

Pre-recorded Programs ▪ Today all programs on nighttime are pre-recorded on film or tape with a few exceptions such as *The Ed Sullivan Show, What's My Line, To Tell The Truth, I've Got A Secret* and *The Jerry Lewis Show*. In each of these cases, it would be a relatively simple and inexpensive matter to take these programs as they are received in Chicago and feed them back to the Central Time Zone one hour later, and to the Mountain Time Zone one hour later than that. For all of the pre-recorded programs, all it necessitates is extra prints and the use of additional feeds.

The values accruing to all concerned would be considerable if this clock-time scheduling of network programs were accomplished.

It would simplify all promotion, publicity and merchandising problems for both advertisers and networks. It would give an advertiser who pays prime money for the choice 9-10 hour Eastern time, for example, the same relative value and the same type of audience in the Central and Mountain Time Zones.

Clock-time would provide all individual stations with a completely free period at 6-7 p.m. for local live programing to all-family audiences as recommended by the FCC.

However, there must be some cons as well as pros to this situation or else it would seem that the networks would have done it long ago.

The situation really is that while stations would have an excellent hour of 6-7 p.m. local time available for local program sale, the Midwest stations would lose the 10-11 p.m. local time which most of them now have. However, all stations in Eastern and Pacific Time Zones have flourished successfully without the local 10-11 p.m. period being available to them.

There are some who say that the living habits in the Central Time Zone might be slightly different so that families prefer to have all prime evening programs ended by 10 p.m. so that they can retire early. However, there is no real evidence of this. The lower sets-in-use in the Midwest from 10-11 p.m. actually results from the fact that there are no network programs scheduled to entice higher sets-in-use for that period. On the Pacific Coast, the network programs in the 10-11 p.m. period fare just as well as they do in the Eastern Time Zone.

Two-station markets do not present a serious problem, simply because the station manager can still take his pick of the network shows he desires. Any disadvantage in this area is mostly imaginary because the two-station markets do not follow any formula at present, and would not have to drastically change their pattern if the networks originated clock-time.

To be sure, there would be some definite costs which would have to be passed along to the advertisers due to the necessity of taping or having additional film prints of programs in order to maintain clock-time, but evaluated in the light of present program and time costs, these would certainly be minimal and would not be important to advertisers for the value that they would receive.

In general, one cannot find real or substantial reasons for shying from clock-time programing. The first network to do it would have a distinct audience advantage until the others also shifted their programs, but isn't this simply taking fullest advantage of technical advance and a public service in a very real sense?

Those of us who believe in the importance of television want it to be used in the best possible ways. Proper timing is clearly one of those ways.



Bryson R. Randolph, manager of radio and television at Aluminum Co. of America (Alcoa), Pittsburgh, has been an Alcoan for 27 years with various assignments in sales and production. In addition, Mr. Randolph has produced and directed extensively for the stage, in radio and in the early days of television. Mr. Randolph has been manager of radio and TV since 1955, and has been responsible for such TV series as "The Alcoa Hour," "Alcoa Theater" and "Alcoa Presents."

It takes RPM to move the goods!



RATINGS ....
PROGRAMMING ..
MERCHANDISING

RATINGS · PROGRAMMING · MERCHANDISING · RpM!

Sound rule in Southern Connecticut: Buy Big WELI.

You get more Resolutions Per Minute.

That's RPM Radio. Sales Action!

National: H-R Representatives, Inc.
Boston: Eckels & Co.

WELI

5000 WATTS
THE SOUND OF NEW HAVEN
960 KC



CG brings home the groceries in Indiana. If you want it to bag more customers for <u>your</u> food products, send your grocery list to ATS.

John F. Dille, Jr., *President*



IN TV: WSJV-TV (28), South Bend-Elkhart; WKJG-TV (33), Ft. Wayne
RADIO: WTRC-AM and FM, Elkhart; WKJG-AM, Ft. Wayne
NEWSPAPERS: *The Elkhart Truth* (Eve.); *The Mishawaka Times* (Morn.)

CALL ATS TODAY!

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
December 2, 1963, Vol. 65, No. 23

A WAY TO FORECAST THE TV PAYOFF

- New system fixes odds for advertising failure or success
- The claim: Sales reaction from TV campaign is predictable
- Case studies are presented to show the formula at work

A system for devising a table of probability to predict the success or failure of a television advertising campaign was made public last week by the Schwerin Research Corp., New York, which developed and is refining this long-sought crystal ball for advertising.

The experiments by president Horace S. Schwerin and his associates, applied over the past four years to 53 multi-million-dollar TV campaigns, have isolated the persuasiveness of the commercials, rather than size of the TV budget alone, as the basic determinant of success or failure.

The odds they have established for success in a campaign that combines both "superior" commercials and stepped-up television investments appear to be unbeatable.

The tests have gone much farther than that, to the point of identifying and measuring a new element, which Schwerin calls a product's "momentum," that appears to operate independently of concurrent advertising forces and, it is said, in some cases may exert a greater immediate effect on sales than do even the advertising messages themselves.

The degree of "momentum" varies from one product to another and, presumably, could have a basic influence on advertising planning. A product with low or negative momentum would need more intensive and effective support to overcome this inertia, while one with high momentum could take advantage of this intangible plus-force by developing "superior" commercials and dramatically increasing its outlays to promote them.

But Schwerin's work on the role of "momentum"—and on other, usually subsidiary influences on sales—is still in progress. Although some of these findings and their implications are known outside the Schwerin organization, Schwerin officials currently decline to discuss them.

How It Works ▪ They talked freely last week, however, about the basic system, how it was devised and tested, what it shows and what, in their opinion, it will mean.

The essence of its meaning, they said, is that no amount of money, by itself, will assure a TV campaign's success, but that, if the commercials are "superior" to those for competing products, the odds not only favor success but also suggest that there may be no limit—in theory, at least—to the amount of

Sales relationship of effectiveness . . . and of spending

	Inferior Campaigns −	Equal Campaigns =	Superior Campaigns +	Campaign Totals
Sales Up	2	7	10	19
Limited Change	7	6	3	16
Sales Down	10	7	1	18
Campaign Totals	19	20	14	53

Spent Less TV$	Spent Approx Same TV$	Spent More TV$	Campaign Totals
7	6	6	19
5	8	3	16
7	4	7	18
19	18	16	53

The nub of Schwerin Research Corp.'s findings on the relationship between television advertising and sales is summarized in these two charts. The one at left (Chart A) reflects what Schwerin calls a meaningful relationship between commercial effectiveness and sales. It also suggests the odds for predicting whether a campaign of a given quality will result in increased, unchanged or decreased sales. For example, it shows that 10 out of 14 "superior" campaigns produced sales increases, while 10 out of 19 "inferior" ones resulted in sales declines. Other Schwerin findings indicate that with "superior" campaigns especially, the chances of success are even better if TV expenditures are increased. But budget alone, says Schwerin, is no guarantee of success, as indicated in the chart at right (Chart B). This, also based on actual results, suggests that when commercial effectiveness is not considered, the chances of increasing sales are about as good with reduced TV spending as with a larger one.

money that can profitably be spent in promoting them.

In other words, Schwerin's emerging law of probability for "superior" commercials would supersede the law of diminishing returns where those commercials are concerned. For the odds seem to indicate that the budget for a superior campaign might be increased far beyond normal practice without reaching the point where another dollar of TV expenditure would fail to produce another dollar of sales.

Although "superior" commercials tend to produce superior sales results, the study found, "equal" and "inferior" commercials more often than not produce correspondingly lower results.

These ratings of commercials are obtained by applying the Schwerin firm's standard commercial-evaluation tests to determine whether a given commercial motivates more, the same number or fewer people than do commercials for competitive products. In this context, "motivates" means to cause people to want the product.

What It Proves ▪ Mr. Schwerin summarized his conclusions this way:

"Used effectively, television advertising produces profitable additional sales at very low cost. Used ineffectively, it is both wasteful of the TV expenditure and weakens the brand's position in the market."

His suggestions to advertisers and their agencies were that agencies recommend several commercial ideas for each product, that commercials be pretested in inexpensive rough form, that testing be done well in advance of air date and that advertisers reject all commercials that test out as "inferior."

Recognizing that all products cannot be promoted by commercials that are "superior" to those for all competing products, Mr. Schwerin recommended that advertisers and agencies try for "superior" commercials and settle for nothing less than "equal."

The table of probability that emerged from the firm's initial study of the 53 campaigns will undoubtedly be refined when the effects of "momentum"—and perhaps other influences—are taken into account.

The Odds ▪ But company officials are confident that the "odds" that emerged from the original study, based only on the effectiveness of the commercials and changes in the size of the budgets behind them, will still be basically correct in the more sophisticated predictability formulas they expect to offer later.

Here are those current odds, as suggested by this phase of the study—and without regard to whether the campaigns involved increases or cutbacks in TV spending (for details, also see chart at left on page 29).

▪ If the commercials are "superior" to the competition's—the chances are slightly better than seven out of ten that sales will go up, only about one out of ten that they'll go down, and about two out of ten that they'll at least hold steady.

▪ If the commercials are "equal" to



Horace Schwerin

the competition's—the chances are about equal for gains, losses or holding steady in sales.

▪ If the commercials are "inferior" to the competition's—then the chances are a little stronger than 50-50 that sales will go down, and only about one in ten that they'll go up. They're about four in ten that sales will hold steady.

On the basis of this correlation—which represents what actually happened in the 53 campaigns under study—Schwerin researchers computed what the statisticians call the "chi square analysis" of probability. It showed, they said, that the chances are 99 out of 100 that there is a significant relationship between the degree of commercial effectiveness and changes in sales.

For the purposes of this study, campaign sales results that came within 5% of those for the same period of the preceding year were said to reflect "limited change" or, for simplicity, were called "unchanged" or "holding steady." Thus sales changes described as gains or losses reflect sales increases or decreases of more than 5%. If TV campaign expenditures came within 10% of those for the comparable period of the year before, they were similarly described as showing "limited change" or as "unchanged" or "the same."

The findings were even more overwhelming when "superior" commercials were backed by increased TV spending. This analysis showed: Of the 14 campaigns with "superior" commercials, five were supported by TV budget increases—and all five registered sales gains. Four others did not significantly change their TV budgets—and three of these held steady in their sales while the fourth reported a sales increase. Five others cut their TV budgets and one took a loss in sales while four, unaccountably, reported sales gains.

Strange Momentum ▪ It was in pursuit of such unaccountable results as these—and even more unpredictable ones, as when an "inferior" campaign turned in impressive sales increases—that Mr. Schwerin and his associates isolated the "momentum" influence.

Although Schwerin officials do not discuss "momentum" yet, this factor was described and its importance underlined by Henry Schachte, former executive vice president of Lever Brothers and now a key executive of J. Walter Thompson Co., in an unpublicized speech last June.

Mr. Schachte was then a consultant and Schwerin was one of his clients, but his stature in advertising and marketing—including past chairmanships of the Association of National Advertisers and The Advertising Research Foundation—over-rode the question of client bias that sometimes is raised when an employe is enthusiastic about his employer's projects.

Mr. Schachte's speech, made before the Grocery Manufacturers of America and recently reprinted and distributed by the Schwerin organization, dealt entirely with Schwerin's findings about the correlation of commercial effectiveness and sales results. It regarded these as a discovery of the first importance to advertisers and said that, although refinements remained to be done, the discoveries already made were "important and immediately usable."

"A link between advertising and sales has been found," he said, "and to me the link looks like gold. The gold is not yet completely pure, but it *is* gold, not lead. And most importantly, the way to remove the impurities is known and the work is under way."

In reviewing the 53 campaigns covered in the study, Mr. Schachte said that "I find it a discouraging, almost a damning fact, that of the total of $82 million spent on [these] television campaigns, $33 million, or 40%, was spent on campaigns which qualitatively were inferior to competition—a fact that could have been known before a single cent was spent."

Schachte Convinced ▪ The Schwerin findings, he said, compelled him to eat crow in public for having said in 1959 that it would never be possible to predict the sales results to be produced by advertising.

Mr. Schachte's speech described "momentum" as the factor found to be



LOOK WHO INVADED DETROIT

Mort Crowley, that's who. And Gary Stevens and Bob Green, too. They join Robin Seymour, Jim Sanders and Bill Phillips. Now six of the country's leading air personalities are in Detroit and on WKNR. Six key reasons why WKNR is the station that knows Detroit.

P. S. When you are in Detroit, please listen to Mort Crowley, mornings 5 AM to 9 AM. He's very funny.

WKNR

THE STATION THAT *KNOWS* DETROIT

KNORR BROADCASTING CORPORATION

Mrs. Fred Knorr,
President

Walter Patterson,
Executive Vice President
& General Manager

REPRESENTED NATIONALLY BY THE PAUL H. RAYMER COMPANY

responsible for "maverick" situations in which sales results were different from what the commercial-effectiveness principles would have predicted.

"Momentum," he suggested, may be made up of many different elements, such as the appeal of an old and respected brand name or of an exciting new product. Other definitions have added such components as the general image of the product, sometimes the existence of a negative "momentum" among its competitors, and in general the accumulated effects of all previous advertising for the product.

Mr. Schachte noted that a consumer's buying habits change more slowly than her preferences. Thus consumer preference surveys often show one thing while actual sales, at that moment, show another. He defined the "momentum," then, as "this difference between the market share of any product and its share of consumer preference as measured at the same time."

The Gap To Fill ▪ He implied that Schwerin had devised a way to evaluate the influence of "momentum" in statistical terms and factor it into the equation with commercial effectiveness so as to produce a system that, "for all practical purposes," is "capable of accurate brand-sales-change prediction."

"This discovery of the factor of a product's momentum has made a very basic and important contribution in the correlation of specific sales results to specific brand advertising," he asserted. "For when we add statistically the factor of momentum to advertising effectiveness and advertising dollars, we get an extremely high and accurate explanation of total sales-change results. These factors in total, then, are the link between advertising and sales results."

He noted that the momentum factor may vary widely but said that "in the six product fields that have been completely examined to date, momentum has proved to be the one most important factor in giving sales direction, with advertising [commercial] effectiveness a very close second, and both of them tremendously more influential than changes in levels of advertising expenditure."

If in the long run momentum does prove to outweigh commercial effectiveness, a big difference would seem to be that the elements of momentum are largely beyond the immediate control of the advertiser, whereas the quality and intensity of the advertising campaign are not.

Inferior campaigns are a costly luxury

A dollar-and-cents difference between using and refusing to use "inferior" TV commercials (see story page 29) was pointed up by Schwerin Research Corp. officials last week in figures that they said were taken from actual case histories of two real-life TV advertisers.

The two companies, identified as A and B, had TV budgets totaling within $100,000 of one another.

Company A rejected only five commercials that were recommended by its agencies, used 57 altogether—of which 17 tested out as inferior to the competition's in Schwerin's commercial-effectiveness evaluations. Company B rejected 19, used 46 altogether—of which only three tested out as "inferior."

Company A spent $13.5 million in campaigns using the 17 "inferior" commercials, while company B spent $3.2 million promoting its three "inferior" messages, according to Schwerin authorities.

Money And Quality ▪ In assessing the sales effects of TV budget changes in combination with commercial effectiveness, the Schwerin researchers found that changes in the TV outlay had less dependable effect when the commercials were less than "superior." The budget-change effects were even less predictable when the commercials were "inferior" than when they were "equal."

When the quality of the commercial was ignored altogether, the chances of achieving sales gains—or losses—appeared to be about as good with a reduced TV budget as with an enlarged one. The "chi square analysis" put the likelihood of a significant relationship existing between TV expenditures and sales results at 50-50, or the equivalent of a flip of a coin (see chart at right on page 29).

Looking at the effect of commercial quality in another way, Schwerin found that the 14 campaigns using "superior" commercials gained 14.7% in sales on a total TV expenditure of $23.9 million. The 19 "inferior" campaigns cost $32.9 million and were followed by sales losses of 4.2%. The 20 "equal" campaigns did a little better than maintain sales, gaining 1.1% on TV outlays totaling $25.5 million.

For the entire group of 53 campaigns, TV expenditures were $82.3 million and they showed overall a 2.8% gain in sales.

These comparisons, with a further breakdown to show the average cost of each campaign in each group, are summarized in the following table (dollar figures are in millions; total TV expenditure figures do not add exactly because of rounding):

	TV Expenditure	Average Cost Per Campaign	Average Sales Change
"Superior" (14)	$23.940	$1.710	+14.7%
"Equal" (20)	25.499	1.275	+ 1.1%
"Inferior" (19)	32.913	1.732	— 4.2%
Total	$82.349	$1.544	+ 2.8%

Examining the campaigns in terms of shares of market—which may replace sales as the base for determining a campaign's success or failure in future applications of the Schwerin system—the study compared each product's standing after the campaign with what it had been during the same length of time immediately before the campaign (rather than during the comparable period of the preceding year).

In this analysis Schwerin found that 75% of the "superior" campaigns had increased their products' market shares, as against increases by 55% of the "equal" campaigns and 15.5% of those classified "inferior."

Remembrance ▪ As another part of their study the researchers examined the "recall" values of commercials—the extent to which a message communicates its main sales points so that a viewer will remember them. This analysis, they said, indicated that recall is no more than a negligible factor, if that, in determining changes in sales.

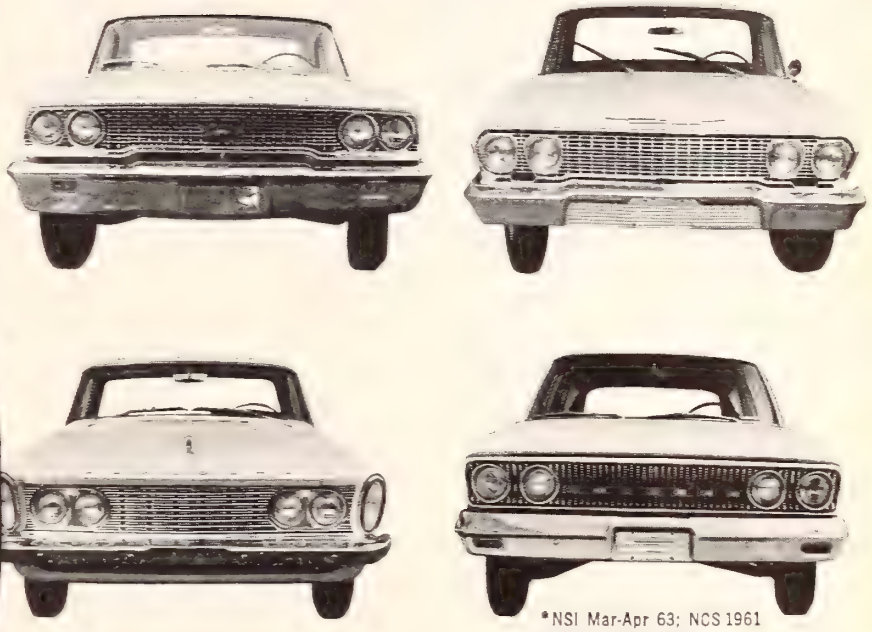
"High or low recall [of a commercial] provides no assurance of a campaign's success or failure," the report asserts. Schwerin officials emphasized that this conclusion does not challenge the usefulness of the recall research technique in general, but applies only to the question of commercial recall as a gauge of sales effectiveness.

The concept and most of the original work on the correlation technique are credited by Mr. Schwerin to the late Benjamin C. Potter, senior vice president of the firm from 1960 until his death last May. Mr. Potter, formerly an executive with the A. C. Nielsen Co. and The Borden Co., not only originated the idea but pushed its development in the face of predictions by outside researchers that it would not work, Schwerin officials reported.

The study was based on data collected over a period of 18 months in 1960-61.

It was limited to advertising cam-

WSB DELIVERS TWO AUTO MARKETS



*NSI Mar-Apr 63; NCS 1961
**SRDS 1/62 – 1/63

ONE: Each year, Metro Atlanta rolls up $277,805,000** in retail automotive sales. And WSB dominates with a 35.3% average tune-in share*.

TWO: The 132 counties* covered by WSB roll up $620,480,000** annually in retail automotive sales.

Buy the one that gives you two . . .



WSB RADIO

Georgia's 50,000 watt clear channel station

Represented by Edward Petry & Co., Inc.

NBC affiliate. Associated with WSOC-AM-FM-TV, Charlotte; WHIO-AM-FM-TV, Dayton; WIOD-AM-FM, Miami.

paigns for established packaged goods with annual advertising budgets above $1 million, with television as the dominant medium (70% or more of the budget) and with Schwerin commercial-effectiveness evaluations available for examination. The cooperation of advertisers in supplying TV and sales-results figures, as well as commercials, also was necessary.

Blue-Chip List ▪ Such leading TV users as Lever, Miles Laboratories and Warner-Lambert and their major competitors were among those whose campaigns were studied.

The 21 products involved consisted of three light-duty liquid detergents, two other liquid detergents, three granular detergents, three hair tonics, three toilet soaps, four toothpastes, two headache remedies and one personal-care product.

Most campaigns were built around a single commercial. Where more than one had been employed, the advertiser submitted to the Schwerin researchers the one he considered most "typical." He also arranged to get, for comparative purposes, the commercials that had been presented by his competitors during his campaign. If a competitor had used more than one commercial, the advertiser designated, as in his own case, the one he regarded as most typical.

In each case the advertiser also indicated the sales lag, usually 30 or 60 days, that normally occurs with his product between the time a campaign starts and the time it begins to produce results. Then he supplied A. C. Nielsen Co. dollar or tonnage sales figures for his product and its competitors for a period corresponding to the length of his campaign — usually four to six months—but commencing at the end of the "lag" period.

Campaigns heavily oriented to TV were chosen in order to minimize the sales influences that might be attributable to radio, print and other paid advertising. These influences were ignored, along with others that are shown or assumed to have some bearing on sales, including special promotions, product quality, price, in-store salesmanship, etc.

Actually, although a 70% commitment to TV was the minimum for inclusion of a campaign in the study group, 43 of the 53 campaigns were 85% or more in TV. Six gave television 80 to 84% of their budgets, and four, 70 to 79%.

The standard commercial-effectiveness evaluation test used by the Schwerin firm involves asking panels of consumers, before and after they're shown a commercial, which brand in that particular product group they would take if offered, say, $5 or $10 worth. The extent to which their answers change after they have seen the commercial represents what Schwerin calls the "motivation" or sales effectiveness of the commercial.

Advertising costs, sales for 53 campaigns

Campaign	TV Advertising Expenditure Change	Sales Change
#1	+67	+24
2	+66	+34
3	+60	−4
4	+54	+26
5	+48	−6
6	+43	+8
7	+37	−6
8	+35	+34
9	+27	−8
10	+26	−7
11	+24	−8
12	+26	−3
13	+17	+20
14	+17	0
15	+16	−13
16	+13	−6
17	+5	+17
18	+7	+18
19	+7	+11
20	+7	+1
21	+7	−3
22	+6	+3
23	+5	+1
24	+4	−14
25	+3	+2
26	−2	−2
27	+3	−5
28	−2	+4
29	−5	+30
30	−8	+7
31	−8	+6
32	−8	−11
33	−9	+1
34	−9	−12
35	−11	+11
36	−11	+4
37	−12	−11
38	−13	+16
39	−15	+5
40	−15	+2
41	−16	−1
42	−18	+15
43	−20	+19
44	−20	−14
45	−26	−4
46	−24	+6
47	−25	−18
48	−21	0
49	−29	+20
50	−29	−8
51	−35	−13
52	−40	−7
53	−41	−21

These figures from the 53 campaigns analyzed in the Schwerin study are cited as additional evidence that changes in the size of the advertising budget do not, by themselves, have a dependable bearing on changes in sales of the advertised product. Increased budgets sometimes are followed by sales declines, and sometimes it's the other way round. These figures formed the basis for the right-hand chart (Chart B) on page 29. But, Schwerin emphasizes, it's another and much more predictable story when the effectiveness of the commercials is taken into account along with the spending, as indicated in the left-hand chart (Chart A) on page 29.

Survey on public's reaction to commercials

Public opinion, while still favoring governmental regulation of television commercials, is more evenly divided than it was last spring, according to a survey conducted by Jack Boyle, writer of the nationally syndicated column, "What America Thinks."

Mr. Boyle reported that 58% of the people surveyed favored some government restrictions on the total time and frequency of television commercials, compared to 64% who favored restrictions several months ago when government hearings in Washington were being conducted on the subject. The latest survey shows that 39% now do not favor government controls, compared to only 30% last spring, and that 3% of those questioned in both surveys had no opinion.

Recurring most often among the complaints listed by those surveyed was the objection to program interruptions for commercials, particularly during dramatic programs. Mr. Boyle's compilations indicate that the public believes television commercials are becoming longer and more frequent.

One critic of overcommercialization asserted he did not like the idea of government regulation but thought it might be necessary because the "number of commercials on TV is getting to the ridiculous stage."

Many of those opposed to government intervention in commercial television feared that regulation might turn the advertisers away from TV to other media that isn't controlled, thus possibly paving the way for pay-TV.

More Gillette to Maxon

The Gillette Safety Razor Co. has assigned a new hair product to Maxon Inc., Detroit. Assignment of the product, slated for distribution early next year, gives Maxon representation of all products in the Gillette toiletries sales department: Foamy shaving cream, Sun Up after shave lotion and Right Guard Deodorant. Maxon also has been agency for Gillette blades and razors for the past 30 years.

Check 1 rate card...
sign 1 contract...
get 1 invoice...
and 1 affidavit...

NOW RELAX

You've got 3 stations
and 995,690* unduplicated
ABC TV homes covered.

3
1
1
1
1

It's as simple and efficient to deal with the Ga.-Tenn. Network as it is to buy a single station. And you reach America's tenth largest television market, spending over 6½ billion** a year. Check your Blair salesman on it now.

*1963 ARB Coverage Study; 1962-63 TV Fact Book; September 1962 Nielsen TV Set Ownership Estimates **Sales Management 1963 Survey of Buying Power
Audience measurement data are estimates only... subject to defects and limitations of source material and methods. Neither Blair Television nor its represented stations attest to the absolute accuracy of data provided.

Ga.-Tenn. Network
REPRESENTED BY BLAIR TELEVISION, BTA DIVISION

WTVM Columbus WAII Atlanta WTVC Chattanooga

995,690
unduplicated ABC homes covered

A WORLD LISTENED AND WATCHED

Radio-TV meets greatest challenge in wake of JFK tragedy; Dropping of regular programs to cost about $32 million

The story of broadcasting's all-encompassing coverage of the death of President John F. Kennedy and the tense ensuing events, unwavering for four days, was one of superlatives—the most people, the most hours, the biggest losses and the most raw emotion that broadcasting had ever known.

When it was over it drew unqualified praise from the general public, public officials and even the TV-radio critics.

The coverage was galvanized into action at approximately 1:40 p.m. (EST) on Nov. 22 when the news was flashed from Dallas that there was a report that the President had been shot.

Commercial programing on networks and stations was halted almost at once as the most massive and most concentrated broadcasting coverage in history got underway. It touched off what news directors called the "touchiest" single assignment in their experience.

Bare statistics indicate dimensions of the story. In almost four days, the radio and television networks used the services of more than 2,100 employes, at one time or another, here and abroad.

This figure, of course, does not include the undetermined number on the job at stations throughout the country.

Perhaps an even more compelling statistic is the number of hours the networks were on the air with this story alone. The reported breakdown: NBC-TV, 71 hours, 36 minutes; NBC Radio, 68 hours, 11 minutes; CBS-TV, 55 hours; CBS Radio, 58 hours, 12 minutes; ABC-TV, 60 hours; ABC Radio, 80 hours; Mutual, 64 hours.

The best available estimates last week placed the total cost of the four days to broadcasters, advertising agencies and station representatives at more than $32 million.

An undeterminable amount of this was expected to be recouped through the use of "make-goods" for many of the national spot commercials that had to be cancelled (see page 61) and it was thought that to some extent some of the network pre-emption losses might be made up.

The $32 million breakdown:

- Pre-emption of TV network programing and TV spot and local commercials—$18.8 million.
- Pre-emption of radio network programing and radio spot and local commercials—$6.8 million.
- Expenditures by the television and radio networks, alone, in providing coverage—$3.1 million.
- Commissions to advertising agencies and representatives—$3.3 million.

Among the costs and losses that must be added to these figures are the unascertainable expenses of the many stations and station groups that set up special coverage facilities, particularly in Washington; augmented their existing news operations in Washington and elsewhere, and expanded their local news department outlays to meet the demands of the occasion.

If independent program producers find themselves with one less program to produce, per series, than they had expected to turn out, this too will impose additional "losses" that somebody will have to absorb.

It was emphasized that official estimates of both probable pre-emption losses and out-of-pocket costs for coverage simply could not be computed so soon after the event—and probably would not be available for several weeks. In some cases the exact losses—as in national spot pre-emptions—may never be known.

Pick A Number ▪ Offhand estimates varied widely. Some network sources thought, for example, that their own organization's pre-emption losses alone might run to $8.5 million.

The $32 million overall estimate anticipated that, in the final analysis, the network pre-emption losses probably would total around $7 million, predominantly in TV.

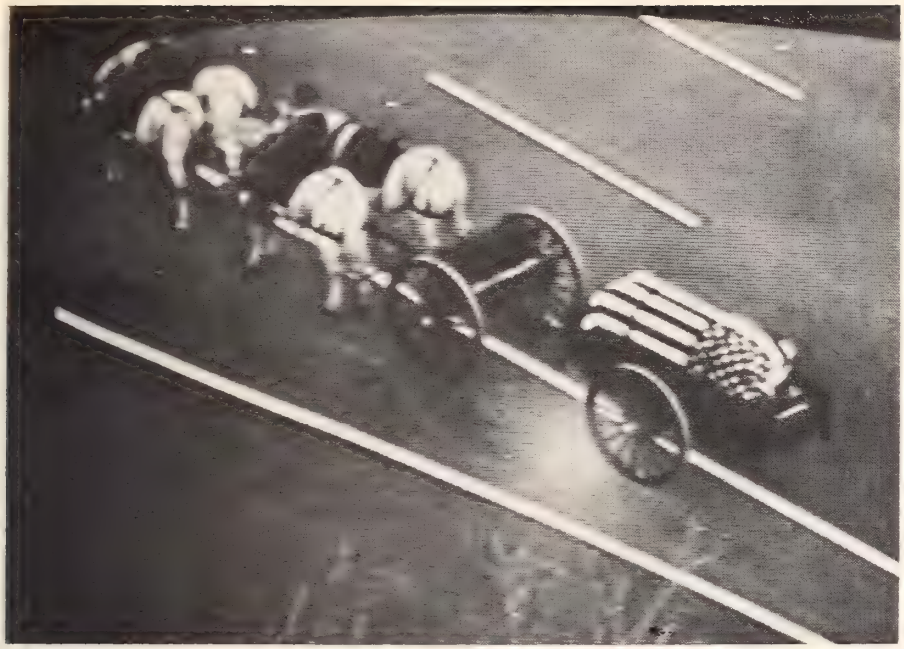
Estimates of TV and radio network coverage costs were generally lumped together at NBC, CBS and ABC. All told, they were expected to average more than $1 million per network, not counting Mutual's out-of-pocket expenses for which no ready estimate was available.

Lawrence Webb, managing director of the Station Representatives Association, had this to say about efforts to reach agreements on the handling of pre-empted spot announcements—and about efforts to put a dollar-and-cents figure on the service broadcasting had rendered during the dark four days:

"As nearly as can be determined,



NBC News correspondents David Brinkley and Chet Huntley watch with absorbed interest the monitor carrying the pool coverage of President Kennedy's funeral.



The horse-drawn caisson bearing the casket of President John F. Kennedy moves toward the Arlington National Cemetery as the world, through television, watches each step of its progress along the way.

everyone concerned—agencies, advertisers, broadcasters, station representatives—are cooperating in the effort to work out the problem as best they can on an individual basis.

"Much of the loss of spot broadcasting commercial time will be made up. There will be, without any doubt, some losses in revenue, but in the face of what has happened, who cares to try to figure it out in dollars and cents?"

Worldwide broadcast coverage of the events around President Kennedy's assassination was implemented by Radio Press International, which broadcast to its more than 130 global subscribers live reports and interviews with many of the principals involved.

RPI was able to broadcast statements by the alleged assassin, Lee Harvey Oswald, as well as the sound of the shot that killed Oswald as he was being transferred from the Dallas police station.

Featured were reaction statements from key European and Asian cities, including statements by Pope Paul VI and Cuban Premiere Fidel Castro.

United Press International Newsfilm claimed it provided the first film for TV of President Kennedy's assassination when it sold sequences shot by Dallas amateur photographer Marie Muchmore to WNEW-TV New York, which showed it last Tuesday (Nov. 26).

The 8mm film, which has been enlarged to 16mm, shows the President being hit by the bullets as Mrs. Kennedy and a Secret Service agent try to help him. UPI Newsfilm rushed additional copies to its subscribers around the world.

Back To SOP ▪ In resuming commercial programing on Nov. 26, the networks and most stations across the country had adjusted program schedules to reflect both the national news developments over the long weekend as well as to avoid programs or program approaches which could be considered to be in poor taste.

While networks worked quickly to supply maximum coverage of events on the day of President Kennedy's funeral the nation was evidently paying close attention to their work.

An A. C. Nielsen Co. report on percent of households viewing TV Monday, Nov. 25, in New York City, which is expected to reflect national viewing figures for that day, indicates an estimated 93% of TV-equipped households saw the requiem mass and the following funeral procession to Arlington National Cemetery.

According to the Nielsen report, the average New York family watched TV coverage of the events during the three and-a-half day period for 34 hours.

With first news of the President's death, viewing jumped abruptly to 40% of the city's homes, twice its normal level.

Further Nielsen data shows average tune-in between 9 a.m. and midnight to be 50% to 55% and 67% on Saturday, Sunday and Monday, respectively.

ABC News

"Perhaps the biggest problem we faced in covering the Kennedy tragedy and its aftermath, ironically enough, was to communicate rapidly enough to our newsmen in the field."

This commentary was offered last week by Elmer Lower, president of ABC News, special events and public affairs, while summing up what he called "the toughest job I have ever had in 30 years in journalism." He stressed that his observation in no way detracted from the "superhuman efforts" of the entire ABC News team, but was



In a poignant moment during the ceremonies inside St. Matthews Cathedral, Richard Cardinal Cushing stoops to kiss little Caroline Kennedy.

a reflection of the complexities inherent in covering a volatile story of awesome dimensions.

"With no opportunity to plan, and with news breaking so fast, we could not always get in touch with people who had to make decisions," Mr. Lower explained. "We couldn't always get news out to them in time that some dignitary was about to arrive, or notify them in time to get one of our newsmen to certain locations."

500 Activated ▪ An urgent message relayed to Mr. Lower while he was relaxing in the pool of the New York Athletic Club that fateful Friday set in motion an undertaking that ultimately involved approximately 500 ABC employes, largely from the news and engineering departments.

In a matter of hours, arrangements were made to house key personnel from the news and engineering departments in New York in three floors of a motel near the network's headquarters and in Washington in a hotel across the street from ABC News' building there. On Friday, Saturday and Sunday evenings, Mr. Lower related, many staffers averaged only three to four hours sleep because of late-night planning conferences.

Washington became the scene of a "prodigious lash-up" of broadcast equipment. All told, ABC-TV utilized 40 live camera units in various locations, most of which were concentrated in the capital. Six mobile units were used by ABC-TV, three of which were from New York headquarters. One was obtained from WJZ-TV Baltimore, a second from WTTG(TV) Washington and the third was rented. Some affiliated stations which provided remotes, particularly WFAA-TV Dallas, also used mobile units.

Staff Deployment ▪ Mr. Lower recalled that his first decisions involved redeployment of staff and equipment and five ABC newsmen were flown to Dallas and seven to Washington. One newsman got a job in a hurry: former CBS staffer Bill Downs, who has been writing novels the past few years, was scheduled to join ABC News next month, but Mr. Lower hired him on the eventful day. Mr. Downs met the plane bringing Secretary of State Dean Rusk at Andrews Air Force Base outside of Washington—and made his ABC debut.



President Johnson as he made his first important speech before a joint session of the House and Senate on Wednesday. The televised address brought enthusiastic applause from both sides of the aisle.

In all, almost 60 hours of news, special events public affairs and special memorial programing was placed on the TV network. ABC-TV remained on the air until 2 a.m. on Saturday (Nov. 23) and on subsequent days from 7 a.m. to 11 p.m. EST.

ABC-TV Hollywood remained on the air three additional hours (because of the time differential) and carried video tape programs which had not been telecast earlier in the day in that part of the country.

Correspondents who participated in ABC-TV's coverage included: In Washington—Howard K. Smith (he heard the tragic news on a Cairo-to-New York plane), Edward P. Morgan, Robert Clark, William H. Lawrence, John Scali, Richard Bate, John Rolfson, and Robert Fleming.

Texas Crew ▪ In Dallas: Paul Good, Bill Lord, Roger Sharp and the staff of WFAA-TV, including news director Bob Walker and reporter Jay Watson. (Mr. Lower's comment: "WFAA-AM-TV did a magnificent job.")

In New York: Ron Cochran, Bob Young, Don Goddard, Murphy Martin (who also covered the last day in Dallas), Ed Silverman, Lisa Howard, Jules Bergman, Bill Beutel and Jim Burns.

Others who reported included Dave Jayne in Hyannis, Mass.; Alex Dreier and Frank Reynolds in Chicago; Al Mann in Los Angeles; Hugh Hill at Johnson City, Tex.; John MacVane and Mal Goode at the United Nations; John Casserly, Rome; Lou Cioffi, Paris; Sam Jaffe, Moscow; Ray Falk, Tokyo; Bill Sheehan, London. James C. Hagerty, vice president in charge of corporate relations for American Broadcasting-Paramount Theatres, parent company of the network, appeared on various programs, correlating the events with his experience as news secretary to President Eisenhower.

Working with Mr. Lower on supervision of the ABC News coverage were Jesse Zousmer, director of television news; Robert J. Quinn, executive producer and John Madigan, director of basic news coverage.

Radio Side ▪ ABC Radio's coverage extended through 80 hours, encompassing on-the-spot news reports, special programs, memorial music, interviews and summaries. News coverage was under the direction of Tom O'Brien, national news director, who broke away from a meeting of regional affiliates to fly to Dallas when he was alerted to the crisis.

Don Gardiner served as ABC Radio anchorman throughout the coverage and was assisted by Quincy Howe, Les Griffith, Charles Woods and Jim Harriott.

Its coverage included reports from nearly 100 correspondents and affiliated newsmen here and abroad. Specials included memorial services in each of the Catholic, Protestant and Jewish faiths; special services from Harvard University; the voices of the Sistine Chapel Choir in Rome and "A Tribute to John F. Kennedy from the Arts," with Frederic March, Florence Eldredge, Charlton Heston, Marian Anderson and Isaac Stern. Coverage was made available to the Armed Forces Radio Service and to WRUL New York, international shortwave station.

By last Tuesday, Mr. Lower still looked tired but he confessed he had managed to complete his swim that



VOLUME 8–
"FILMS OF THE 50's"
NOW FOR TV

FORTY-TWO OF THE FINEST
FEATURE MOTION PICTURES
FROM SEVEN ARTS



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TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193
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For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)
Individual feature prices upon request.



It was four days of top-echelon conferences at ABC-TV by such as (l-r) Elmer Lower, president, ABC News; Leonard Goldenson, president, AB-PT, and Stephen Riddleberger, ABC News vice president and general manager.

afternoon in the NYAC pool. In retrospect, he felt there was at least one lesson to be learned from the strenuous undertaking.

"We should develop a system of spotters, much as we have at football games," he ventured. "With so many dignitaries from the emerging nations likely to figure in momentous events, we should have people on call who can assist us with names of these people and with pertinent background."

CBS News

The news coverage was performed with "instant editorial judgment," the news heads of CBS recalled of the startling events that were set in motion with the first bulletin announcing that the President had been shot.

Blair Clark, general manager and vice president, CBS News, was lunching with correspondent Charles Collingwood some blocks away from the Graybar building where CBS's "news control" area is located. A phone call from his office summoned Mr. Clark who "collected Collingwood and we left without paying the check and 'loping' most of the way." Blair Clark listened to a transistor radio during the sprint.

Ernest Leiser, assistant general manager for TV news at CBS, also was at lunch. He quickly made tracks for the Graybar building (420 Lexington Avenue) where he stationed himself at an office cubicle that is used for operational purposes.

"Never did we do so much programing for so intensive a period of time without enough people," Mr. Leiser said in an interview last week.

Force Of 660 ▪ The CBS force totaled 660 people—310 "above-the-line" people made up of newsmen, producers, associate producers, editors, writers, film cameramen, etc. and 350 technicians and others in operations.

The network estimated it was on the air more than 55 hours in covering the news events, starting on Nov. 22. Other CBS statistics: A total of 35 live camera units, 28 of them alone set up in Washington where CBS had pulled the monthly three-network pool assignment for November. Pickups were made in a total of 10 cities including such news-making centers as Dallas, Washington, New York, and Boston.

Before The Shots ▪ How was CBS News set up just before the assassination report? Mr. Leiser explained KRLD-TV, the CBS affiliate in Dallas-Fort Worth, had a remote unit at the trade mart in Dallas where the Kennedy motorcade was headed. KRLD-TV planned to carry the President's speech there live. CBS-TV normally would have decided later whether or not it would use a section of the tape.

Ironically, in the regular news briefing that day, CBS News executives had discussed the possibility of a hostile demonstration at Dallas at the airport. A CBS correspondent and a cameraman were traveling with the Kennedy party.

Once the news of the assassination broke, however, it was a matter of "covering instantly and with instant editorial judgment while considering the matter of instant taste," Mr. Clark observed. KRLD-TV newsman Eddie Barker, after having talked to a doctor at the hospital, made the initial report that the President was dead. Walter Cronkite in New York continually referred to this report but emphasized it was not official. Thus, CBS had a beat of several minutes that Mr. Kennedy had died of his wounds.

Oswald Shooting ▪ As an example of instant demands, Mr. Clark noted that the shooting of Lee Oswald occurred only minutes before the network coverage of the removal of President Kennedy's body to the U.S. Capitol Rotunda.

Typical of the instantaneous switching is this brief excerpt from the CBS News log: "12:10—special report from New York with reports also from Washington; 12:20—switch from Roger Mudd in Washington to Harry Reasoner to New York for six seconds to call in Dallas (shooting of Oswald); 12:27—switch to Reasoner in New York for recapitulation; 12:30—back to Dallas for a description by Robert Huffaker, KRLD-TV newsman; 12:31—switch to Reasoner for replay of video tape; 12:33—switch back to Dallas for report of arrest of man who allegedly shot Oswald; 12:42—back to Reasoner who reported on the man who shot Oswald and a replay of video tape. 12:45—recapitulation of shooting from Dallas; 12:51—to Washington for the scene as the caisson arrived to remove the President's body to the Rotunda."

Cronkite Anchor Man ▪ For CBS-TV, Walter Cronkite was anchor man in New York, assisted by several news correspondents, Robert Trout, Charles Collingwood, Eric Sevareid and Harry Reasoner among them; Dan Rather was stationed in Dallas as was White House correspondent Robert Pierpoint (who later reported from Washington). Washington on-the-air coverage also featured Roger Mudd, Marvin Kalb, George Herman, and Neil Strawser.

CBS Radio logged 58 hours, 12 minutes in its near four-day coverage. An estimated 80 newsmen were engaged—many of these people of course overlapped in TV.

Among contributing affiliates (aside from the key role of KRLD-TV): KNX Los Angeles, which supplied an interview by Ray Powell of a shipmate of the late President; WCAU-TV Philadelphia, which produced a special program, and WEEI Boston for a statement of Richard Cardinal Cushing.

Thomas Back ▪ Lowell Thomas, veteran CBS newscaster in his first broadcast since a recent illness, delivered a commentary on CBS Radio on Nov. 25. Among the special programs: "The Torch Has Been Passed," featuring a scholarly discussion on problems of government continuity, and on both radio and TV networks at CBS.

Said Mr. Clark: "We had to start to look ahead as soon as possible, even on Friday (Nov. 22) to get in the import-



Photo by Bob Gel

Only the sunshine covers South Florida better than WTVJ

South Florida's Largest Daily Circulation

WTVJ

CBS

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WTVJ
WLOS-TV
WOMETCO ENTERPRISES INC.
KVOS-TV
WFGA-TV (Affiliate)

ance of the continuity in the American system of government." He emphasized the need for the networks to reassure the viewing populace, and by Saturday, the "Torch" program was emphasizing just that point.

CBS's special reports and programs during the period totaled 14 and all of varying lengths. Decisions, it was noted, were made by Frank Stanton, CBS Inc. president; Richard S. Salant, president of CBS News (who was in Puerto Rico attending a network-affiliates board joint meeting on Nov. 22, and was delayed by bad weather, arriving in New York on Nov. 23); Mr. Clark and Mr. Leiser.

Mr. Leiser was at the operations helm. Mr. Clark served as executive liaison with Mr. Stanton, James T. Aubrey Jr., CBS-TV president, and was joined by Mr. Salant on the latter's arrival in New York.

Mutual

Mutual reported it logged 64 hours and 15 minutes of broadcast time in reporting the assassination story and granted permission to 100 nonaffiliated stations who requested the use of its programs. MBS stuck to the strict noncommercial pattern followed by the other networks during the four-day period.

From 1:41 p.m. EST Friday when Mutual first flashed the news through conclusion of funeral ceremonies on Monday, Mutual had 48 newsmen and correspondents on the air from international points stretching as far from Dallas as Saigon and Moscow.

Anchor men for the network's coverage were Charles Warren in Washington and Jack Allen in New York, while supervision of overall reports was managed by Stephen McCormick.

Charles Ray, Mutual's engineering director in Washington coordinated technical facilities for the operation.

NBC News

Said Julian Goodman, vice president, NBC News, "after the first report that President Kennedy was shot, 'broadcast operations control' took the air and kept it."

By Tuesday morning when commercial programing resumed, NBC-TV had totaled 71 hours 36 minutes in coverage. In the near four-day period, NBC-TV was on the air continuously at one stretch for 41 hours and 18 minutes (Nov. 24, 8 a.m. EST until Nov. 26, 1:18 a.m. EST). NBC Radio carried 68 hours and 11 minutes.

NBC News said it mobilized more than 400 newsmen and technicians, sending correspondents, camera crews and other personnel to Dallas, Washington, Boston and Hyannis Port as the story developed.



CBS News's Blair Clark

In covering President Kennedy's funeral Nov. 25, NBC-TV used 44 cameras in more than 65 locations. Of these, 23 were used for pool coverage and 21 by NBC itself. Scores of newsmen, cameramen and engineers were sent to Washington from New York and other points.

At Lunch ▪ At the time of the assassination, Mr. Goodman was at lunch at the executive dining room on the sixth floor of the RCA building that houses NBC. He rushed to the floor directly below where the NBC "instant news central" studio is located. The news staff at that point was busily assembling incoming reports and putting them on the air.

NBC immediately chartered a 707 Pan American jetliner in New York for a flight to Dallas. On it were correspondent Edwin Newman and about 35 people—technicians and cameramen—and also equipment, Mr. Goodman related.

Upon news that the President's body was being flown from Dallas to Washington, the jetliner and its cargo were diverted while in flight and sent directly to Washington.

By Friday night, Mr. Goodman recalled, remotes already were set up at Andrews Field, the White House, at the U. S. Capitol, all in Washington; two locations in Dallas; a remote in New York, another in Hyannis Port and later a remote unit was established at the Dulles airport (Washington).

Thorough Job ▪ "NBC management urged that a thorough news job be accomplished as we have had in the past," Mr. Goodman said. "From then on, it was by reflex and extra effort by the entire news operation.

"The news handling was bigger than anything necessary in the past," Mr. Goodman declared.

In handling the news coordination, Mr. Goodman worked under the supervision of William R. McAndrew, executive vice president in charge of NBC News. Mr. McAndrew, also lunching when news of the shooting was reported, joined the control center almost immediately.

Frank McGee, Bill Ryan, Chet Huntley, David Brinkley and Merrill Mueller were the hard core around whom the NBC News team operated.

The most vivid TV experiences in Mr. Goodman's memory: the shooting of Lee Oswald in Dallas (caught live by NBC-TV) and the watching of the faces in the crowd filing by the President's casket lying in state in the rotunda of the United States Capitol—NBC-TV cameras, as a measure of respect, were trained on the scene all night, Sunday, with no narration and with appropriate music.

Affiliate Helps ▪ WBAP-TV Fort Worth-Dallas, an NBC affiliate, played a key role. A mobile unit already was covering the motorcade when the assassination took place. WBAP-TV's Charles Murphy supplied first on-scene-reports. NBC's correspondent Robert MacNeil and cameraman David Weigman, who had accompanied the presidential party from Washington, provided film and voice reports. To augment the Dallas complement, NBC correspondent Tom Pettit and producer Fred Rheinstein were ordered to Dallas from regular posts in Los Angeles. It was Mr. Pettit who made TV history at the scene of the shooting of Oswald (see story, page 46).

Other NBC key correspondents: Sander Vanocur, Ray Scherer, Elie Abel, Robert Goralski, Martin Agronsky, Nancy Dickerson, Herbert Kaplow, Peter Hackes, Bryson Rash, Richard Harkness, Robert Abernathy and Russ Ward.

Chet Hagen, Reuven Frank and Craig Fisher served as producers, alternating three production teams each day. William H. Trevarthen, NBC's vice president, operations and engineering, said a total of 33 mobile units, containing from one to six cameras each, was brought into operation to cover the story.

These included four built in Washington by transforming station wagons and

Text continued on page 46

WWDC radio salutes Washington's finest

On July 4, 1848, in an elaborate ceremony, the cornerstone of the Washington Monument was laid. Four days later, the Washington Gas Light Company was granted its charter by Congress. Today, company president Donald S. Bittinger directs activities that would have seemed incredible in the days when gas lights were a familiar sight on Washington's streets. About a half million area families and business establishments rely on gas for a multiplicity of such services as cooking, clothes drying, water heating, house heating—even central air conditioning. WWDC thanks Washington Gas Light Company and its agency, Kal, Ehrlich & Merrick, for having placed an important part of its radio schedule with us. A public utility must put service for people first—and WWDC is "the station that keeps *people* in mind."

BLAIR GROUP PLAN MEMBER

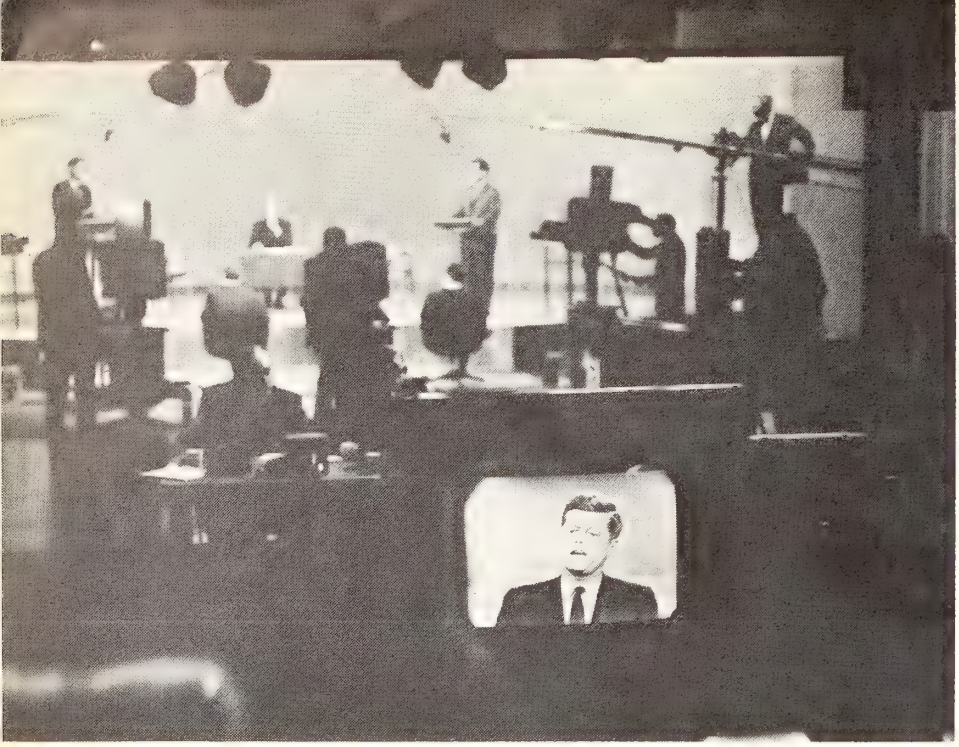
Represented nationally by Blair Radio

WWDC RADIO WASHINGTON, D.C.

Photograph by Schonbrunn



THE DIMENSION JFK ADDED TO TELEVISION



On Sept. 26, 1961, political and TV history were made at WBBM-TV Chicago. There, in the first of four Great Debates, Senator John F. Kennedy (D-Mass.) and Vice President Richard M. Nixon (R) met in face-to-face public debate separated only by moderator-newsman Howard K. Smith.

If medium and man were ever meant for each other, television and John F. Kennedy provided the classic case.

President Kennedy's political birth came along when commercial television was moving out of the romper stage into long pants. And like Franklin Delano Roosevelt's all-encompassing use of then-new radio more than two decades before, John Kennedy utilized television to project his image and views before the American public.

From the Great Debates where America first saw this young man to the TV close-up of a U. S. President telling the American people we were about to blockade Cuba and might go even further, he took radio and television off the second team and made them peers of the older print media.

Electronic journalism and its newsmen grew in stature by leaps and bounds: There was the exclusive TV show *A Conversation with the President*—the type of interview that had previously been accorded only to print reporters.

The medium needed no further assurance of its place in society than the President's exclusive interviews with CBS's Walter Cronkite and NBC's Chet Huntley and David Brinkley for the expanded news shows of the respective networks.

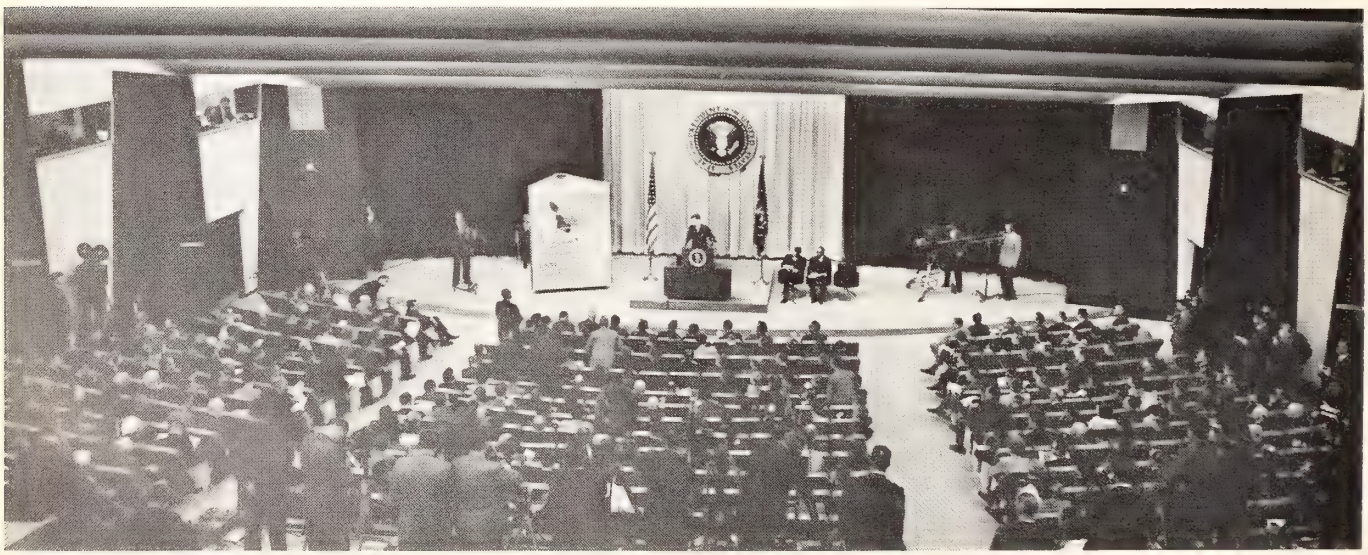
Like an expert mechanic who learns what makes things work, President Kennedy knew what made the media tick.



A narrow victory in election



The inauguration



The live presidential news conference, which some newspaper people had considered 'goofy' and 'hazardous,' became a reality on Jan. 25, 1961. President Kennedy moved from the crowded cubbyhole President Eisenhower had used for delayed broadcast conferences into the spacious State Department Auditorium, and took the world along.





To the National Association of Broadcasters 1961 convention Mr. Kennedy brought the first U. S. space traveler, Commander Alan B. Shepard (far left shaking hands with NAB President Leroy Collins); also present were then-Vice President Lyndon B. Johnson and Mrs. Shepard. At right, the President in December 1962 was interviewed by (l-r) George Herman, CBS; Sander Vanocur, NBC, and William L. Lawrence, ABC, in one hour program.



Mrs. Jacqueline Kennedy began a renovation and refurbishing of the White House shortly after moving in. In February 1962, she and CBS newsman Charles Collingwood walked through the President's mansion in 'A Tour of the White House.'



On the steps of St. Matthew's Cathedral, the late President received a final salute from his three-year-old son John Jr., standing by Mrs. Kennedy and daughter Caroline.



As it was in all radio and TV newsrooms, it was four days of quick decision by members of the CBS-TV News staff. (l-r) Robert Wussler, producer; Ralph Paskman, assignment manager, who is passing out assignments to Jeff Gralnick, reporter (with back to camera), and Don Webster, reporter.

passenger cars into emergency TV studios. Mobile units were moved to Washington from Philadelphia, Norfolk and Pittsburgh and units also were ordered to Boston and Hyannis Port. Twenty-two tape recorders were used in the four-day coverage.

NBC scheduled more than a half-dozen special reports and programs during its coverage period. Among the highlights was a 19-minute tribute prepared by the British cast of the BBC-TV's *That Was the Week That Was.* It was shown on Sunday night and NBC received more than 1,000 telephone calls from viewers praising the program. Later it was repeated. As did CBS and ABC, NBC telecast especially performed music concerts.

Robert Northshield, general manager, NBC News, was in the supervising team as were Rex Goad, director of NBC News; Malcolm R. Johnson, NBC News manager; Donald Meaney, director of NBC News programs, among others.

When the shooting of Oswald occurred Sunday, Mr. Goodman recalled, NBC was about to shift to a religious tribute. At that point Mr. Rheinstein's dramatic call came to NBC in New York: "give me the air quick!"

Oswald shooting a first in television history

For the first time in the history of television, a real-life homicide was carried nationally on live TV when millions of NBC-TV viewers saw the Nov. 24 fatal shooting in Dallas of the man accused of assassinating President John F. Kennedy two days earlier.

Less than a minute after the shooting occurred, CBS-TV telecast the episode on tape, which was made as the homicide took place. Network executives in New York viewed the tape and officially directed that it be placed on network immediately.

The setting for the live NBC-TV coverage of the shooting of Lee Harvey Oswald, the accused assassin who died a short time later, was this: Oswald, flanked by detectives, stepped onto a garage ramp in the basement of the Dallas city jail and was taken toward an armored truck that was to take him to the county jail. Suddenly, out of the lower right corner of the TV screen, came the back of a man. A shot rang out and Oswald gasped as he started to fall, clutching his side.

Unbelievable ▪ NBC News correspondent Tom Pettit, at the scene, exclaimed in disbelief: "He's been shot! He's been shot! Lee Oswald has been shot!"

The TV screen showed shock on the faces of police officers as they swarmed over the back of the assailant, Jack Ruby, a Dallas night club operator. The coverage showed Ruby hustled away by policemen and Oswald being sped to the Parkland Hospital in Dallas, the same hospital to which President Kennedy had been taken.



Jack Ruby, the man in the gray hat (foreground) has just shot Lee Harvey Oswald (r) as much of the world watched through live TV.



A moment later Oswald sinks, dying, to the floor. Dallas detectives struggle with Ruby as newsmen and others watch.

CBS-TV's coverage of the sudden shooting, relayed a minute after the episode, was reported by Robert Huffaker, staff newsman of KRLD-TV Dallas, the network affiliate. Mr. Huffaker cried: "He's been shot! Oswald's been shot!"

ABC-TV did not have live cameras at the scene, having moved them to the Dallas county jail in preparation for Oswald's planned arrival there. But ABC newsman Jack Lord reported the news flash of the Oswald shooting. The episode also was recorded by film cameras and was telecast subsequently on the network.

Japan's Killing ▪ Broadcasters were certain the episode marked the first time in 15 years of global television that a homicide was telecast as it happened. It was recalled that in October 1960 Inejiro Asanuma, a Japanese political leader, was knifed on a public stage in Tokyo. Tape recordings of this incident were played back on Japanese TV stations 10 minutes later.

The capturing by TV of the Oswald homicide was one indication of the extensive, though quick, preparations by the networks for coverage of the disaster. Networks had made arrangements for quick switching to Dallas, as well as other focal points of the developing story, and were able to pick up the homicide episode once they had been alerted that Oswald was being ushered out to the garage ramp.

What Station Men are saying about

THE RCA *"TRAVELING WAVE"* ANTENNA



At WMTW-TV, Poland Springs, Me.
Parker Vincent, Chief Engineer, says:

"We decided on our Travelling Wave TV Antenna for the specific purpose of operation under the severe icing conditions we encounter on Mt. Washington (N.H.). We could not operate without it. Aside from the special properties of strength and ability to operate within a radome, the field of the antenna is very uniform."

At KROC-TV, Rochester, Minn.
Robert W. Cross, Chief Engineer, says:

"During installation and erection of our Travelling Wave Antenna, I was most favorably impressed with the mechanical simplicity and ease of assembly. Subsequent electrical check-out of the antenna and its 1300-ft. transmission line proved it to have the lowest VSWR of any system encountered."

At KTSM-TV, El Paso, Texas
Karl O. Wyler, President, says:

"I believe that KTSM-TV was one of the first stations to order the RCA Travelling Wave Antenna. It has been in service on Range Peak since December 1959, and we are completely pleased with its performance. We like it because there is practically no maintenance, no bolts to tighten, and fewer inspections. Overall efficiency is very good."

At WLOS-TV, Asheville, Greenville, Spartansburg
Mitchell Wolfson, President, says:

"WLOS-TV is extremely well satisfied with the Travelling Wave Antenna installation. Physical and electrical advantages met every promise and the increased signal strength throughout the station's 82-county, 6 state area exceeded all expectations."

At KGIN-TV, Grand Island, Nebraska
D. Raymond Taylor, Chief Engineer, says:

"Field strength measurements show that the signal far exceeds the predictions of the FCC 50 50 Field Strength Curve. Reports from viewers on the fringe area substantiate these measurements. The standing wave ratio is very good and no ghosting is present."

At KOAM-TV, Pittsburg, Kansas
Leo S. Stafford, Chief Engineer, says:

"I have viewed KOAM-TV from some 85 miles away and was amazed at the picture quality. The antenna has increased our area coverage by 63 percent, while at the same time it gives us 316 ERP on less transmitter power. This reduces primary power requirements and increases tube life."

Favorite Antenna of High-Band Stations!

CH 7	CH 8	CH 9	CH 10	CH 11	CH 12	CH 13
CJAY	KGHL	KLRN	KROC	CHCH	KCND	CKCO
KCMT	KSWS	KTSM	KXTV	KCBD	KEYC	KMSO
KOAM	WKBT	WAFB	WCBB	KGIN	KFVS	KOVR
WNAC	WMTW	WWTV	WIS	WBAL	KNMT	KSOO
WPBN	WOOD		WLBN	WLWA	KTVH	WGAN
WTRF	WQAD		WPTT		KVAR	WIBW
WXYZ	WXGA				WEAT	WJZ
					WMEB	WLOS
					WPRO	WOKR

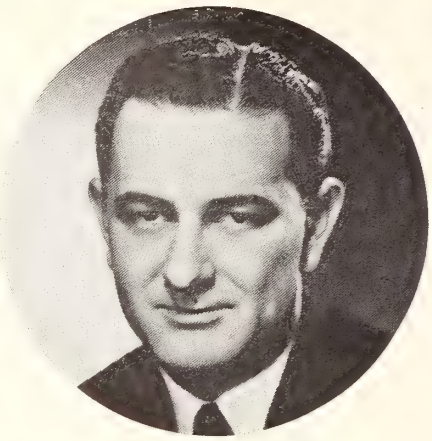
If you want more facts about this VHF High-Band Antenna, your RCA Broadcast Representative can help you. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, New Jersey.

RCA®

The Most Trusted Name in Television

OUR RESPECTS to Lyndon Baines Johnson

On July 9, 1948 BROADCASTING *published a Respects sketch on a candidate for the United States Senate—Lyndon Baines Johnson. After having served as congressman for Texas' Tenth District for 11 years, the young Texan (then 39) was campaigning for the Senate via radio and helicopter at the time the sketch was written. His wife, even then, was owner of* KTBC *Austin. In the belief that many readers would be interested in reading more about the early life of the man who has just become the President of the United States the 1948 sketch is reprinted here in full.*



If charm alone could win a Senate seat, Lyndon Johnson's election is assured. But it so happens he has other and more practical attributes to offer that august body on Capitol Hill.

Elected to Congress at the age of 28, Mr. Johnson has represented Texas's Tenth District for 11 years. He was firmly entrenched among the Democratic liberals of the Roosevelt era, and has since kept his progressive ideas, modified occasionally by divergences that mark him as more of an independent thinker than as a down-the-line party man.

In addition, he is a "broadcaster-in-law," his wife, Claudia (Lady Bird), owning KTBC Austin, CBS outlet.

Mr. Johnson is campaigning with an atomic age technique—via radio and helicopter. He announced his candidacy for the Senate May 22 over a Texas-wide broadcast from Austin; he has covered Texas personally from the Panhandle to the Rio Grande in his helicopter, the "Johnson City Windmill."

Although owner of a radio station by marriage, Mr. Johnson, friends say, has been scrupulously careful never to use KTBC for a political broadcast without paying for the time and offering equal time for opposing views. He makes two radio speeches weekly over the Texas State Network, and 10 or 12 a day with the helicopter's aid.

The "Johnson City Windmill" considers no group too small or too large for a prospective audience. Many a Texas farmer and his farm hands have been wide-eyed, when suddenly a helicopter has lowered over their heads and hovered there while Lyndon Johnson personally delivers his message over the PA system.

If he wished to go no further than past accomplishments he could conceivably say to his constituents merely, "Let's take a look at the record."

After working his way through Southwest Texas State Teachers College at San Marcos as anything from janitor to secretary, he taught school for a few years and then at 23 became secretary to Congressman Kleberg in Washington. In 1935 he was appointed state administrator of the National Youth Administration in Texas. Two years later he was elected to the 75th Congress from a field of ten candidates at a special election held to fill the vacancy caused by the death of Texas Representative James P. Buchanan. He has been reelected consistently to Congress since that time. At present he is a member of the Armed Services Committee and the Joint Committee on Atomic Energy.

The day after Pearl Harber Lyndon Johnson asked for leave from Congress to volunteer for combat duty with the Navy. Personally decorated by General MacArthur, he was awarded the Silver Star for gallantry in action over Lae and Salamaua in the South Pacific. He was discharged with the rank of lieutenant-commander.

A "look at the record" shows Lyndon Johnson plugging for preparedness as far back as 1937. Today he has led the fight for the 70 group Air Force. He recommends a strong Army and Navy and quarantining aggressors before they go too far. "Always," he has repeatedly said, "we must stand up to war-makers and say, 'This far and no farther.' "

At the same time he recommends that we "combat the propaganda of Moscow with such weapons as the 'Voice of America.' Already Moscow is trying frantically to jam these broadcasts," he said in a recent radio talk. "They don't want the 'Voice of America' to be heard. That is reason enough for me to continue it—stronger and louder than ever."

Largely through Mr. Johnson's efforts, more than 20,000 homes have complete electrical service now in the cooperatives in his tenth district, bringing radios as well as lights and electrical appliances to the hitherto unserved region.

He has voted for the Marshall Plan, the extension of reciprocal trade agreements, and is responsible for numerous flood control measures, the extension and improvement of roads and slum clearance throughout his district, among other measures. He stands divided on labor to the extent that, while strongly pro-labor in many instances he was also pro-Taft-Hartley Bill—"because I believe John L. Lewis is the most dangerous man in America today. When John L. Lewis or James Petrillo, or any other man thinks he is bigger than all the people, its high time for the long arm of government to reach out for that man."

One of his most active campaign managers,* besides his wife, is John Connally, president and general manager of KVET Austin, a station in competition with KTBC. Mr. Connally is one of the ten veterans Mr. Johnson befriended when their station began operation, and is a former assistant of Mr. Johnson's in Washington.

The family "brand" seems to be LB. He, of course, is Lyndon B., his wife, whom he married in 1934, is "Lady Bird," and their two little girls are Lynda Bird, 4, and Lucy Baines, 1.

Although Mr. Johnson recently underwent an operation at the Mayo Clinic, he has worn out three assistants in his short campaign. His stamina no doubt dates back through generations of Texas forebears, his grandfather having been one of the founders of Johnson City, Tex., where Lyndon Johnson was born on Aug. 27, 1908.

Grandfather Johnson along with broadcasters throughout the country would surely agree heartily with the sentiment often expressed by the Congressman that "Government must be a strong ally and not a foe of free enterprise. Free enterprise must be unhampered by needless red-tape. . . ."

*Now Governor John Connally of Texas.

Too fast

During the coverage of the assassination of President Kennedy, CBS Radio accidentally scooped German Chancellor Ludwig Erhard on his statement to the German people.

CBS News correspondent Daniel Schorr got a tape of the chancellor's speech before it was broadcast in Germany and fed it to CBS News in New York, which immediately aired it in the U.S. The Armed Forces Radio Network picked up the transmission and fed it simultaneously back to its overseas stations—thus enabling Germans to hear Mr. Erhard's remarks over an American station before they could hear it on their own.

2 in ASHEBORO

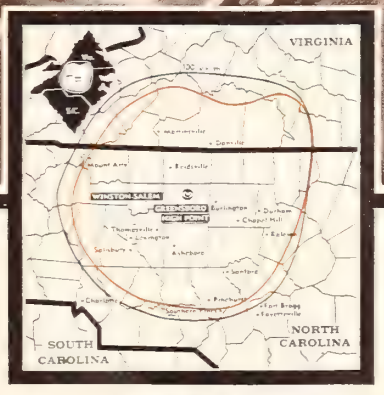












COVERAGE THAT SELLS! In Asheboro, North Carolina, WFMY-TV personality Cordelia Kelly watches two workers deftly thread electrical cords into a blanket being made at the largest automatic blanket plant in the world. Other Asheboro industries accent "coverage", too, producing well-known brands of wearing apparel that include men's underwear, women's lingerie and ties from one of the major ready-tied tie companies in the nation. Energetic Asheboro is typical of the communities in 51 Piedmont North Carolina and Virginia counties which, for 14 years, have looked to Channel 2 for CBS and local interest television programs. For 10 of these years, Cordelia Kelly's "What's Cooking Today?" program has served homemakers in this area. WFMY-TV's coverage wears well, too.

2

WFMY-TV

GREENSBORO, NORTH CAROLINA

"Now In Our 15th Year Of Service"

SEAL OF GOOD PRACTICE

Represented nationally by Harrington, Righter & Parsons, Inc.

SERVING THE LARGEST METROPOLITAN TV MARKET IN THE CAROLINAS

Comments on coverage: 'Well done'

PRAISE FROM WHITE HOUSE, CONGRESS, MAN IN THE STREET

Exceptionally well done, broadcasters!

That has been the nationwide reaction—from the White House down to the man in the street—of radio and television's intensive coverage of the Nov. 22 assassination of President Kennedy in Dallas and the subsequent developments the next three days.

The halls of Congress have never rung with such praise for the often maligned broadcasting industry. Among the adjectives used in describing the industry's massive effort to keep the people informed the minute history was made were sensitive, competent, magnificent, beautiful, superb, remarkable, excellent, unselfish, dignified and intelligent.

Joining in the commendations were broadcasting's most outspoken critics in Congress. Other critics were reminded to consider the industry's "impressive contribution to help democracy endure its most tragic experience . . ." before radio and TV are denounced again.

White House News Secretary Pierre Salinger expressed "appreciation on the part of Mrs. Kennedy, the [Kennedy] family and those who served with President Kennedy to the press, radio and television for the very dignified manner in which the death of President Kennedy and the events that followed were handled." Mr. Salinger said the Kennedy family is very grateful and that news media "in this very terrible hour in the history of our country . . . rose to great heights in handling the news of the President's death. I am sure President Johnson agrees with this feeling."

Mr. Salinger was to report these sentiments directly to stations in the nationwide emergency warning network during the regular monthly closed circuit broadcast today (Monday) to the network.

Special Dispensation ▪ Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, received special House permission "to attempt to put into words the debt of gratitude which this nation owes to the broadcasting industry . . . for the magnificent way in which the members of that industry have permitted the American people to participate in their homes in the tragic events of the last few days." Representative Harris was the only congressmen permitted to address the House last Wednesday (Nov. 27) following President Johnson's speech to a joint session of Congress.

"I certainly feel that the performance of the industry during the last few days in the minds of American people tends to offset much of the criticism which has been levied against the industry," he said. This achievement is all the more remarkable because it demonstrates the capacity for voluntary industry cooperation "in serving the American people at times when such service is most needed," Representative Harris said.

The immediate decision of broadcasters to cancel all commercial shows and advertising is a clear demonstration that the industry can live up to the highest standards of public service, he said. "Never before has there been such a documentation of history in the making for the American public. . . . We can say truthfully today that we Americans have felt fused together as one people largely because of the outstanding contribution made by the broadcasting industry."

LBJ's first week on TV

Lyndon B. Johnson, President of the United States since Nov. 22, appeared on TV and radio to talk to the people of the United States four times in the first seven days of his administration.

His appearances: Saturday, Nov. 23, pronouncement of a 30-day period of mourning for the assassinated President Kennedy; Tuesday, Nov. 26, announcing his intention of continuing the Alliance for Progress program for Latin America; Wednesday, Nov. 27, address to the joint session of Congress, and Thursday, Nov. 28, Thanksgiving Day message to the American people.

Throughout the weekend of rites for President Kennedy, the new President was seen as he participated in the ceremonies.

Senatorial Duty ▪ Senator Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, took the floor after the funeral to say "well done, networks and broadcasters." The remarkable coverage "during this period of shock, bewilderment and confusion attests to the skill and maturity of electronic journalism," he said. "I would be remiss in my responsibility if I did not take this opportunity to commend the broadcasters and specifically the major networks for their magnificent, outstanding service to the American public."

Senator Magnuson pointed out that the banning of regular programing and commercials by the networks and practically all stations cost the industry millions of dollars. "Much has been spoken and written about the public service responsibility of the broadcasters and networks but I must state for the record that the excellent performance of recent days brings to them the highest commendations that I can make."

Representative Claude Pepper (D-Fla.) proposed a formal congressional resolution expressing "the deep thanks of the Congress and the nation" to radio and television for their coverage (see page 52).

Praise also came from the FCC. "Americans are deeply indebted to the industry for its comprehensive, dignified coverage of the tragic and solemn events surrounding the death of President Kennedy," FCC Chairman E. William Henry stated on behalf of his fellow commissioners. At the first bulletin that President Kennedy had been shot, "virtually all citizens turned to their radio and television sets and the broadcasters responded by keeping the nation fully and continuously informed of the unfolding historic events," he said.

"In this hour of tragedy, broadcasting achieved greatness," the FCC chairman continued. "In meeting this tremendous challenge, the industry earned the heartfelt gratitude of people everywhere. . . ."

"Broadcasting grew up. It is the turning point for television. Broadcasters have made their finest contribution."

These were the words of Newton N. Minow, former FCC chairman, who returned to Washington last week for the funeral of slain President John F. Kennedy.

The man who coined the "vast wasteland" phrase that has survived for nearly three years, said Thursday that when events surrounding the calamitous days following the assassination in Dallas are sorted out and the history is written "television coverage will emerge as the chronicle." The American public and the world felt a sense of participation, he said.

NAB Feels Pride ▪ LeRoy Collins, president of the National Association of Broadcasters, said that "every person in broadcasting should feel a warm sense of pride in being associated with this great group of free Americans who responded with such immediacy, competence and skill, and with such consummate devotion to a high sense of

responsibility."

In a letter to all U. S. stations, Governor Collins said that every licensee, all networks and "countless thousands of persons . . . deserve the highest commendation for their overall and individual efforts in reporting to the American people and to the world the story of our nation in the agony of its trial after the assassination of President Kennedy. The torture; the sacrifice; the failures; the triumph of duty and dignity over frustration—all were reported with a completeness and realism which befitted the American people and their traditions of honor and duty."

Last Wednesday, the NAB sent a full-page newspaper advertisement to all its members containing quotations of praise from government officials. The ad pointed out the comments "reflect the feeling contained in the thousands of messages broadcasters have received by mail, by phone, by wire and in person in respectful and restrained detail the events following this tragedy," he said.

"This was television's finest performance—electronic journalism at its best and public service programing in the true meaning of the phrase." Senator Pastore also took note of the tremendous cost to the industry of its coverage and said the network's faced a "difficult task respectfully and skillfully executed despite the moments of disbelief and confusion on Nov. 22. . . . I salute the broadcasters — radio and television — and offer them the highest commendation for this public service."

House Communications Subcommittee Chairman Walter Rogers (D-Tex.) said broadcasters "performed admirably" in meeting their public service responsibilities following the horror and shock of the assassination of President Kennedy. "The challenge to inform the American people was met with dispatch, thoroughness and good taste. . . . In this time of national tragedy, the men and women of broadcast journalism can be proud of the service they rendered their fellow Americans."

Representative Rogers was in the Dallas motorcade, just a few cars behind the President's, when the assassin's bullets were fired.

Critics Won Over ▪ Senator William Proxmire (D-Wis.), often an outspoken critic of television, was one of the first to praise the industry last week. "Not only was the coverage dignified and in immaculate taste, it was remarkably competent and frequently it soared with imaginative, if tragic, beauty," he told the Senate.

"The intelligence and sensitivity of the commentary and continuously expressed dedication to this country's strength and solidity in its hour of terrible grief was superb. This marvel of the 20th century—television—displayed what an amazing contribution it can make to instilling in Americans a sense of this great country and what it stands for."

Senator Albert Gore (D-Tenn.) expressed "deep appreciation for the sensitive and magnificent coverage" of the industry. "I do this, first, out of deep gratitude, and second, because heretofore I have been a critic of the programing and commercialism of television and radio," he said. "The action of the industry in the last few days has been one which I admire and appreciate very deeply."

Stop and Study ▪ Those who have been quick to criticize and denounce broadcasting "would do well to study the magnificent manner in which this industry discharged its responsibilities over the most grim weekend in the annals of our nation," Representative Roman Pucinski (D-Ill.), told his House colleagues. "Before we again attack TV and radio as a 'wasteland,' let us ponder its impressive contribution to help democracy."

Even though it cost the industry millions of dollars, both radio and TV gave the public such a "graphic description of those incredible 75 hours that we Americans today can take pride in possessing a new dimension in understanding history," Representative Pucinski said. To a great extent, it was television which helped prevent all sorts of bizarre consequences through its



Mr. Salinger



Mr. Minow



Senator Proxmire



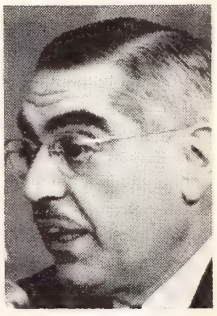
Representative Harris



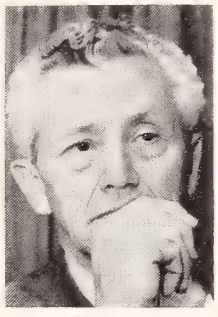
Chairman Henry
As he thanked radio-TV Wednesday



Senator Magnuson



Senator Pastore



Governor Collins



Representative Rogers

Significant Demonstration ▪ The significance of television to American life "was most meaningfully demonstrated . . . following the tragic death of our President, John F. Kennedy," Senator John Pastore (D-R. I.), chairman of the Senate Communications Subcommittee of the Commerce Committee, told his Senate colleagues. Through TV, millions of American homes "were brought together as one to see and hear sonal conversations."

John Couric, NAB director of public relations, suggested to members that they use the suggested ad in any way they chose. They were urged to insert local comments along with those from national leaders.

dignified, compassionate reporting of the President's death, he said. This helped "America retain its composure and its sense of balance."

Representative Kenneth Roberts (D-Ala.) said the industry's valuable service to the public "is of great significance at this time particularly since the FCC has recently proposed strict limitations on commercial time which I believe to be contrary to the intent of Congress. We have been very vividly shown the value of the broadcasting media during the past sorrowful days," he said.

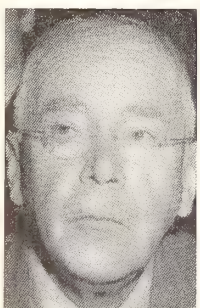
"This has been accomplished through the desire of the media to provide a public service at considerable operating expense—not to mention the loss of revenues from prohibiting commercials. . . . I urge all members of this body [House] to remember the commendable way in which this great media conducted itself during the events of the past few days. . . ." when the House votes on a bill prohibiting the FCC from limiting commercial time. (The Communications Subcommittee has favorably reported the measure, cosponsored by Representatives Roberts and Rogers, to the full committee [BROADCASTING, Nov. 25]).

Representative William Moorhead (D-Pa.) said the "people of the United States—nay the world—owe a great debt of gratitude to the communications media for their complete and sensitive handling of the events following the assassination of President Kennedy. . . . It required the deepest understanding of our form of government to display . . . for all the people of the world the wonderous majesty and stability with which the transfer of power takes place under our Constitution.' '

"I wish as my first act following this sad weekend to pay tribute to the broadcasting industry of America for its comprehensive and sensitive coverage of this most tragic event of our country," Representative B. F. Sisk (D-Calif.), told the House. "Criticism of this industry is all too frequent and commendations are rare but commendations are certainly in order for bringing the story of the tragic death and burial of our beloved President to the people of America and to the world. Their presentation of this story proved to the world that they have matured. Almost without exception, every aspect of their coverage was in the best of taste."

LBJ phones Kaltenborn

A biography and commentary on President Lyndon B. Johnson, presented last Monday (Nov. 25, 9-10:30 p.m.) by NBC News brought quick presidential response.



Mr. Kaltenborn

Immediately following the news special, *LBJ Report No. 1,* President Johnson phoned H. V. Kaltenborn, commentator on the program, to acknowledge his appreciation for remarks made by the veteran newsman.

Mr. Kaltenborn had referred to the new President as "the type of man we like to see come through in an emergency," and added the country is "most fortunate to have a strong man follow a strong man." The comments were taped earlier at WPTV (TV) West Palm Beach, Fla.

The newsman said the President "invited me to call on him when I come to Washington. . . ."

RADIO-TV RESOLUTION

Rep. Pepper proposes formal notice of media's role

Representative Claude Pepper (D-Fla.) proposed a formal congressional resolution last week to express the "deep thanks of the Congress" for broadcasting's unprecedented coverage of the events surrounding the assassination of President Kennedy.

Representative Pepper said the "devotion of these media . . . was a great patriotic service" that promoted national unity and fellowship.

The text of his resolution follows:

"Whereas, the television and radio networks and the affiliated stations and hundreds of independent stations throughout the country from the time of the first bulletin announcing the death of the late President John F. Kennedy through the day of the late President's funeral devoted their broadcasts exclusively and continuously to the death and burial of President Kennedy and the succession of President Johnson and subjects relevant and appropriate thereto; and

"Whereas this devotion of these media to keeping the people intimately informed of these momentous events was a great patriotic service in that it brought the people of the nation into a unity and fellowship in lament for the late President and unity of support for the new President; and

"Whereas this devotion on the part of these media to the subect so close to the heart of the nation deserves the commendation of the Congress and the country; now therefore

"Be it resolved by the House of Representatives (the Senate concurring) that the deep thanks of the Congress and the nation are extended to the national television and radio networks and the affiliated stations and hundreds of independent stations throughout the nation cooperating for the great and generous patriotic service they rendered to the nation and to its unity in a time of a trying ordeal by devoting their broadcasts exclusively and continuously from the time of notice of the death of the late President John F. Kennedy until the end of the day of the late President's funeral to matters pertaining to the death of the late President and the succession of President Lyndon B. Johnson."

Broadcasting stocks little affected

An analysis of the performance of major broadcasting stocks following the news of President Kennedy's assassination on Nov. 22 shows an immediate downward trend on that day arrested by closed trading.

However these stocks rebounded with the rest of the market on reopening of the exchanges Tuesday, many of them climbing to levels exceeding the highs they registered before news of the assassination was flashed. This was on a day when the Dow-Jones industrial average was making the biggest one-day gain in its history—32.03—and volume reached its highest level in 18 months.

A security analyst from a leading Wall Street brokerage firm noted last week that a comparison of the dips these stocks took was a meaningless exercise since trading on individual stocks was halted by market specialists at varying times before the official closing of the New York Exchange at 2.07 p.m. Friday, one hour and 23 minutes ahead of its normal 3:30 closing time.

Final readjustments in broadcasting stocks in the wake of the disruptive weekend were not expected for a period of about 10 days when a clearer picture of ad revenue losses would be available.

Below is a table showing opening and closing prices of major TV-radio stocks on the day of the assassination and their closing prices Tuesday Nov. 26.

	Open & close Nov. 22		Close Nov. 26
American Broadcasting-Paramount Theaters	30⅝	28	31¼
CBS	73⅝	73¼	76¼
Capital Cities Broadcasting	18⅞	17¼	19½
Metromedia	32	32	33
RCA	90½	85	93¾
Storer Broadcasting	39⅝	39¼	39½
Taft Broadcasting	25½	25¼	24⅝
Reeves Broadcasting	2⅞	2⅞	3
Rollins	15½	15	15⅜



Who put the star on the door?

Only the public can make a star. Similarly, it's the viewing audience that makes or breaks a television station. But you can't wait around for the public to tell you what to do. You have to go to them and find out what they'd like to see. But that's just half of it. You also have to apply healthy amounts of your own initiative. Somewhere in the combination of asking and telling is the key to success. For instance, nobody told us to broadcast in color. But right now over 40% of our total schedule is color, because we know it adds another dimension to television entertainment. Conversely, we found out what the public wanted in the way of news, sports, and public affairs programs, then we came up with the shows. They've won both local and national awards. And our success has been paralleled by our advertisers' success. Why not make a bid for stardom with your product on WFGA-TV?

Jacksonville's FULL COLOR Station

WFGA-TV

IN FLORIDA

WOMETCO ENTERPRISES INC.

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WTVJ
WLOS-TV
KVOS-TV
WFGA-TV (Affiliate

RADIO-TV'S DEPORTMENT

Unobtrusive coverage of final rites underscores broadcasting's dignity, maturity in covering news

The voices of the network were silent.

The voices that were heard were Richard Cardinal Cushing as he celebrated a low Pontifical Mass and the Reverend Leonard Hurley who translated the Latin ceremony for the millions in North America and Europe who listened and saw it live.

The scene was the funeral of President John F. Kennedy in Washington's cavernous St. Matthew's Cathedral.

In a four-day period of superlatives for radio and television, the coverage at St. Matthew's and Arlington National Cemetery stands out.

From technicians dressed in morning clothes to camera stands draped in black and concealed microphones, the electronic media brought the funeral to the world without detracting from the solemnity of the service.

The word "unobtrusive" became overworked, yet it was the only one that could tell the story.

The March ▪ As the funeral procession moved through Washington streets ABC-TV pool cameras showed the scene from every conceivable vantage point.

In the cathedral the four CBS-TV pool cameras had been placed to be as inconspicuous as possible. In the niche of a six-foot square pillar on the left aisle two-thirds of the way to the altar, a camera was placed. In the niche of the right aisle pillar the newsreel and film crew stand was placed.

A second camera was located in a corner next to a confessional. A third camera was located in a small balcony to the far right of the altar. Directly opposite it is the choir loft. From this camera came the few shots of the Kennedy family in the front pews, and of the 27 heads of state and other dignitaries who filled the cathedral.

The fourth camera was placed at the door and was used for the long shots of the church and altar.

At the request of the White House no tight shots of the family were taken either at the cathedral or cemetery. "Taste" was the all-encompassing term.

Subdued ▪ Only two lights were added to the cathedral's regular lighting system. The TV picture, while not of studio quality, was a good one.

The microphones were placed on the altar behind the altar rail, out of sight, but permitting a clear pick up. From an anteroom to the right of the altar, Reverend Hurley watched the mass and broadcast the description. Next to him was the communications center for the Secret Service, separated only by a curtain to muffle any possible telephone bell.

Due to security measures imposed by the Secret Service, each man in the crew had to be escorted into the cathedral by J. Leonard Reinsch, White House coordinator for the church and cemetery coverage. Mr. Reinsch, who is executive director of the Cox Stations and was executive director of the Democratic National Convention, had the necessary clearance.

In The Distance ▪ Across the Potomac River at Arlington National Cemetery the words "taste" and "unobtrusive" again took on added importance.

Seven NBC-TV cameras fed the pool from about 250 feet from the burial site. The cameras ringed the area. The only one designed to shoot a close picture had an 80-inch Japanese telephoto lens which the network had intended to use for the first time at the 1964 political conventions.

The lens was used for the critical head-on shooting of Cardinal Cushing as he delivered the graveside prayers.

Responsible for these special telecasts of the first televised burial of an American president were Norman Gorin (CBS-TV New York), producer and Paul Liebler (WTOP-TV Washington), director at the cathedral and Charles O. Jones (NBC-TV, Washington), producer-director at Arlington. Mr. Jones had handled the coverage of the funerals of Secretary of State John Foster Dulles and Speaker of the House Sam Rayburn.

For ABC, it was John Lynch, producer, and Bill Linden, director.



TV's cameras recorded the historic moment when the greatest parade of world dignitaries sorrowfully filed into Washington's St. Matthew's Cathedral.

Network feeds picked up by hundreds of indies

While the full tally is yet to be made, early reports showed that virtually all unaffiliated television stations and hundreds of independent radio stations picked up free of charge the various network feeds of the four-day coverage of President Kennedy's assassination and related developments.

NBC reported that it serviced some 60 TV stations (including Canada) and nearly 300 radio stations. CBS radio supplied its service also to 31 stations and CBS-TV to WOR-TV, WPIX(TV) and WNDT-TV New York, KPHO-TV Phoenix, Ariz., KPLR-TV St. Louis. ABC-TV fed WNEW-TV New York, WTTG(TV) Washington, KTTV(TV) Los Angeles and WGN-TV Chicago. The number of radio stations fed by ABC Radio was not reported. Mutual said more than 100 radio stations picked up its service.

RFE beamed story behind Iron Curtain

Radio Free Europe, like many broadcasting services in the West, abandoned scheduled programing to present full coverage of the event that shattered a Dallas afternoon.

RFE quickly broadcast the news in East European languages and canceled all programs to provide complete coverage to its Iron Curtain audience.

Its central newsroom reported that in the first 12 hours of coverage it had processed almost 85,000 words, the output of a normal 24-hour day.

RFE said its coverage was distinguished "by the detailed information from the Iron Curtain picked up by RFE monitors and on teletypes of Communist news services beamed abroad."



Actor's Actor

You never know what Richard Boone will do next. One week he may dominate "The Richard Boone Show" in a forceful, heroic role. The next, he may appear as a heavy. What you *do* know is that Boone and the NBC programs bearing his name will be exciting and provocative and different, every Tuesday night all season long.

This is not the only reason that "The Richard Boone Show" is among the most admired, most discussed, most thoughtfully viewed new programs of the season. It offers television's first-full-season repertory company—a closely knit group of skilled and dedicated actors playing a rich variety of parts. It hews to a firm policy of choosing scripts solely on the basis of their dramatic values. And it reflects the fiercely held integrity of Boone, himself. While networks do not always agree with their critics, NBC can't help liking what a *New York Herald Tribune* reviewer has written about this program. He praised it for "solid writing," "expert direction" and "consummate acting." We could hardly ask for more.

NBC

Look to NBC for the best combination of news, information and entertainment.

TELEVISION'S LARGEST AUDIENCE

Satellite transmissions carry funeral line to 23 nations

Television's massive national coverage of last week's events was matched by the speed and completeness of its live and filmed TV reports to countries around the world.

Portions of the live telecast of the Kennedy funeral rites on Monday were broadcast live to 23 countries (with a combined population of more than 600 million), the largest number ever to be assembled for a live program. The program by NBC was via Relay, the U. S. communications satellite.

Eurovision countries participating were Belgium, Holland, Portugal, Spain, Great Britain, Ireland, Monaco, Austria, Finland, Norway, Denmark, Italy, Sweden, France, Yugoslavia, West Germany and Switzerland. Algeria carried the rites from Spain.

Intervision countries were Russia, Hungary, Czechoslovakia, Poland, Bulgaria, Romania and East Germany.

Yugoslavia and East Germany taped the program for later broadcast; the others put it on the air immediately.

Europeans saw the funeral cortege, with its group of mourners walking behind the caisson, from the White House to St. Matthew's Cathedral.

Later in the day, viewers in Japan saw live 15 minutes of the graveside ceremonies from Arlington National Cemetery. Even later in the day, Japan also was fed a roundup of the funeral procession, which it taped for later telecast since it was then 4 a.m. in Tokyo. Both transmissions also went via Relay.

Films Flown By Jet ▪ ABC, CBS, NBC and UPI Newsfilm sent countless hours of film covering all aspects of the presidential assassination via jet transports to countries on all continents, with occassional live reports sent by Relay to Japan and Europe and by special cable hookup to Mexico and Canada.

ABC's Worldvision network supplied news summaries to stations in 21 countries, representing each continent, and including several one-hour kinescopes to the Russian television service. ABC International President Donald W. Coyle summed up international reaction to the efforts of American news services as one of "universal appreciation."

ABC joined with NBC in providing live coverage to Japan via Relay. ABC's version featured the voice of Japan's Mainichi Broadcasting Co.'s Jiro Maeda from New York over the picture that was beamed to Relay from the West Coast.

Live network feed by ABC also was sent to Mexico City and Toronto. All the networks provided end-of-day summaries, as well as documentaries on President Kennedy and President Johnson that were snapped up by foreign stations. Monday's funeral procession in general received full treatment.

13 Hours Of Film ▪ CBS Films reported that it supplied 30 TV stations in 25 countries with more than 13 hours of film coverage, a record for any four-day period. CBS Films shipped nine segments of film in the four days, from two minutes on the shooting of alleged assassin Lee Harvey Oswald to five hours on the funeral and burial of President Kennedy.

CBS Films said it had more than 150 people on both the East and West Coasts involved in round-the-clock operations to get processed films on their way as soon as possible. At one point it held a London-bound plane for an hour at New York's Idlewild airport so that films of the arrival at Washington of President Johnson and the casket containing President Kennedy's body would reach Europe in time for airing on Saturday.

NBC International supplied live, taped and film highlights to 14 coun-

So good to be home with... 1-1-3



Good company always—music lively and lovely ... bright, frequent newscasts—on radio **1-1-3**

Detroit's good music station...

W-CAR
50,000 watts
1130 KC

One of a series in Detroit newspapers and The Adcrafter

Representation: AM Radio Sales



Show us 10 TV viewers* in Washington...

and we'll show you 8 who watch WTTG.



Hold it!

Within four weeks 8 out of 10 TV homes in Washington are members of WTTG's family through its Major Coverage Plan.**

WTTG TELEVISION

It clicks!

*BABY DOESN'T WATCH YET

**NSI, JANUARY 1963 (SPECIAL ANALYSIS)

METROPOLITAN BROADCASTING TELEVISION, A DIVISION OF METROMEDIA, INC., REPRESENTED BY METRO TV SALES

tries as well as providing facilities to reporters from eight European nations who broadcast special live reports via Relay to their native countries.

Live coverage was sent to Mexico's Telesistema Mexicana network through a special hookup with NBC's affiliate WBAP Fort Worth-Dallas. Live and taped reports were sent to both the CBC and CTV networks in Canada.

On Wednesday, NBC used Relay to send President Johnson's speech before Congress on tape to 14 Western European countries. The transmission began minutes after President Johnson had finished speaking.

UPI Newsfilm supplied coverage to 44 foreign countries as well as servicing 100 independent U. S. television stations and ABC.

How Voice covered the big news story

The Voice of America, radio arm of the U. S. Information Agency, had a two-fold job in covering the events connected with the assassination of President Kennedy.

First, a spokesman said last week, the Voice sought to report the news. Secondly, it tried to assure listeners that although the President was dead, "the Presidency continued." Programs stressed the continuity of government and depicted President Johnson as a man in whom the world could have confidence.

The Voice broadcast its first bulletin in Hungarian and Estonian at 1:51 p.m. EST. But by 2 p.m. Friday it had scratched all scheduled programing in the 36 languages that it broadcasts and began feeding news, reaction and appropriate music.

By 2:10 the Voice had cancelled all its English language programing, normally prepared for specific regions of the world, and replaced it with a live broadcast beamed worldwide in English on a 22½-hour daily schedule through 1:30 p.m. Wednesday.

A Voice correspondent working from a studio in Bogota fed 138 of Colombia's 150 radio stations by monitoring the Voice's English broadcast and simultaneously translating into Spanish for seven consecutive hours.

About 4:30 p.m. Friday the Voice's African division office in Washington received a phone call from Dudley Baker, K30J2 Bethesda, Md., who said he was in contact with EL2EE in Monrovia, who had Jim Alley, a Voice engineer at its Liberia station, on the line. Mr. Alley wanted (and got) information on anticipated frequency and antenna changes. "This unofficial communications link enabled the Liberia station to prepare for special programs before commercial facilities, already choked with traffic, could reach Monrovia," the Voice said.

WRUL New York, a commercial shortwave station, offered its transmitters. The offer was appreciated, the Voice said, but there was no transmitter shortage in the U. S. WRUL proceeded to request and obtain FCC clearance to stay on the air throughout the night, which it did on its five transmitters.

Ruby trial may be live on radio-TV

The first man to commit murder on live national television may have equally immediate news coverage of his trial. Judge Joe Brown of Criminal District Court No. 3 of Texas said last week that live radio-TV coverage might be permitted for the trial of Jack Ruby, who is charged with the murder of the accused assassin of President Kennedy, Lee Harvey Oswald.

Judge Brown said he may have a hole cut in the wall of the courtroom to allow space for the TV cameras, but the number of the cameras will be limited. A pool arrangement probably will be set up.

The grand jury that indicted Ruby set Dec. 9 as a trial date, but Judge Brown noted that continuances will likely delay proceedings until January. Television coverage is allowed in Texas at the discretion of the judge. To protect Ruby from the same fate as Oswald, special safety precautions will be taken.

Ruby's defense lawyer, Tom Howard, said last Friday (Nov. 29) that he favors live broadcast coverage.

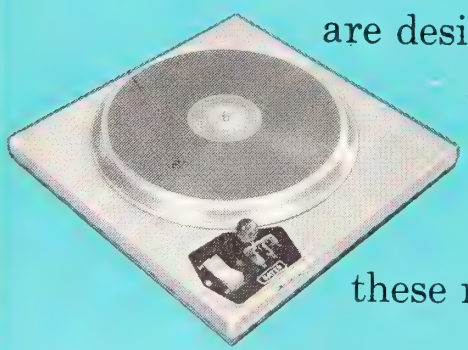
Trans-Pacific cable used for first time

Radio Press International reports that it provided free emergency news service during the Dallas tragedy period to more than 30 radio stations in Australia's Major Network via sections of the new Commonwealth Pacific cable.

The cable is scheduled for official opening today (Dec. 2) (CLOSED CIRCUIT, Nov. 25). In areas where the 13,000-mile cable could not be used, microwave and short-wave units were put into operation for the special transmissions.

The opening of the cable, called by RPI "the world's longest broadcast line" was to be highlighted by inaugural statements from world leaders including: Britain's Queen Elizabeth and Prime Minister Sir Alec Douglas Home (both speaking from London); U. S. Secretary of State Dean Rusk (speaking from Washington); Canadian Prime Minister Lester Pearson (from Ottawa); Australian Prime Minister Sir Robert

GATES 12 and 16-Inch Turntables are designed for continuous 24-hour commercial service. No programming is load too great for these rugged professionals.



Here are some good reasons why:
■ Built-in strobe disk. ■ Exclusive "hub-drive" effectively isolates motor vibration from turntable surface for lower noise, less rumble. ■ Silent, illuminated mercury switch. ■ Chrysler oilite bearings at all major friction points. Fingertip speed shift has monoball self-aligning bearings—silent, smooth, trouble-free. ■ Three speeds—78, 45, 33⅓. ■ Chassis floats on foam rubber, isolating floor and desk vibrations. ■ Low speed synchronous motor (600 RPM) reduces motor noise. ■ Heavy aluminum castings used for base plate. Platter is precision machined and balanced. ■ Request ADV 72A for the full Gates turntable story.

SHIPMENT FROM STOCK
CB-77, 12" turntable chassis with motor—$230
CB-500, 16" turntable chassis with motor—$250

GATES
GATES RADIO COMPANY
A Subsidiary of Harris-Intertype Corporation
QUINCY, ILLINOIS
Offices in: Houston, New York, Los Angeles, Washington, D.C.
In Canada: Canadian Marconi Company, Montreal • Export Sales: Rocke International Corporation, New York City
HARRIS INTERTYPE CORPORATION

If you would like to buy radio and/or television announcements in Des Moines on participating programs hosted by personalities who have been at a station long enough to strongly establish themselves*.....who have exposure on both radio and TV so they're far better known than air people at any other stations .....who serve their audiences by giving important information on community service projects***.....who are recognized by these same audiences as real friendly, pleasant people with families that they'd welcome as neighbors**** .....and who know the professional way to do polite and persuasive selling for you*****.....buy KRNT RADIO and KRNT-TV, Channel 8.**

* We have 2 Twenty Year Club air people. On KRNT Radio—7 who have been with us 15 of our 28 years. On KRNT-TV—8 who have been here since we went on the air 8 years ago. You need such stability to build audience loyalty to the stations, personalities and to the products they represent.

** Inter-media Motivation Factor. Whereas most operations keep Radio and Television separated, ours embrace each other. In our opinion, both media and personalities and sponsors are far better off for it.

*** All our personalities read the cards and letters about church chili suppers and women's club rummage sales and teen-age car washes and men's charity shows and a thousand other small-but-so-important efforts by friends in our community. These folks know we will help them publicize it. We're kind and gentle people in this phase of our operation.

**** Central Surveys, 1962. "Which radio and/or television personalities would you like to have as next door neighbors?" KRNT personalities were an overwhelming choice.

***** Both KRNT Radio and KRNT-TV do more local business than any other station in the market. By far the greatest number of these advertisements are done "live" by our personalities. They have the experience—the "know-how" to make folks "go-now" and buy now.

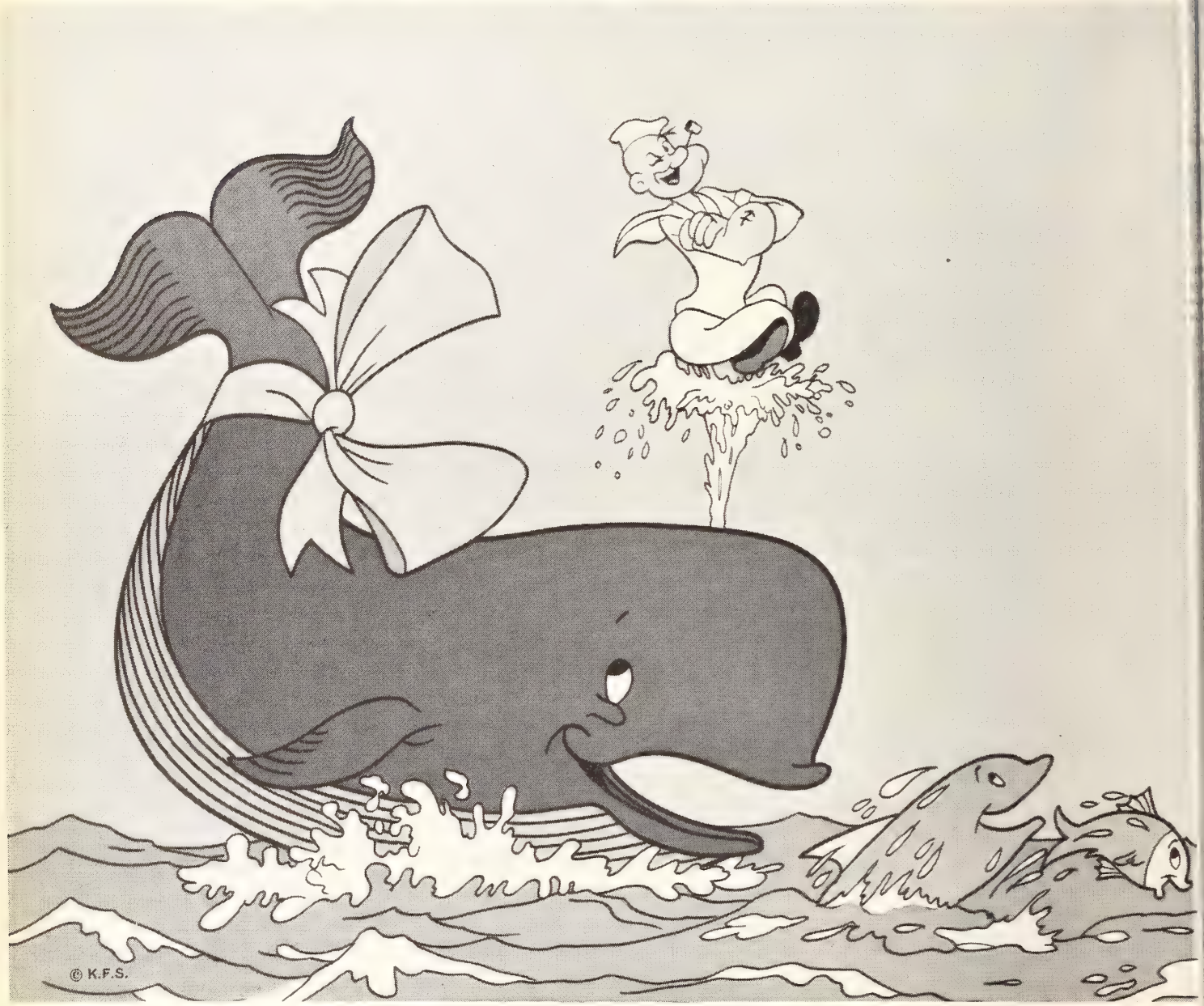
KRNT and KRNT-TV

DES MOINES

An Operation of Cowles Magazines and Broadcasting, Inc.

Represented by The Katz Agency, Inc.

Popeye invites all you swabs in the business to enjoy his beautiful 35th birthday



The week of January 13-19, 1964 is "Popeye's Birthday Week." It marks the 35th anniversary of the world debut of Popeye.

And we're going to celebrate big.

The stations listed nearby, all of whom play the Popeye TV cartoons, are going to throw swinging parties right on their Popeye shows during Birthday Week. And they'll be running special promotion on this extra special event for a week in advance. We're providing the goodies.

On these Popeye TV parties, the programs' emcees will introduce the brand new "Popeye's Birthday Song," dedicated to children everywhere who are going to celebrate their own birthdays in the coming year.

If you advertise a product "dedicated to children everywhere," the Popeye TV birthday parties give you an especially wonderful setting in which to tell about it. Just contact the swinging stations listed nearby.

Go Popeye! Happy Birthday, everybody!

King Features Syndicate, 235 East 45th Street N. Y. 17, N. Y. • Tel. MU 2-5600

ce
ar
thday
shes
re:



still further
ins with
eye's
thday
motion...
t us.

Features Syndicate
East 45th Street
17, N. Y.
MU 2 5600

ALBANY, N. Y./W-TEN
Old Skipper Show 4:00 p.m.
ALBUQUERQUE, N. M./KOAT-TV
Uncle Roy's Morning Cartoons 8:00-8:30 a.m.
ALTOONA, PA./WFBG
Popeye & Big John 4:30-5:00 p.m.
BAKERSFIELD, CALIF./KLYD-TV
Deputy Howie and Popeye 8:00-9:00 a.m.
Popeye Theater 5:00-5:30 p.m.
BILLINGS, MONT./KULR-TV
Herb's Happy Show 4:30-5:30 p.m.
BINGHAMTON, N. Y./WNBF-TV
Popeye and The Admiral 5:00-5:30 p.m.
BIRMINGHAM, ALA./WAPI-TV
The Popeye Show 4:00-5:00 p.m.
BOISE, IDAHO/KBOI-TV
Mr. Bill's Theater 3:30-5:15 p.m.
BOSTON, MASS./WBZ-TV
Clubhouse Four 4:30-5:00 p.m.
BRISTOL, VA./WCYB-TV
Looney Tunes Club 5:00-5:30 p.m.
CEDAR RAPIDS, IOWA/KCRG-TV
The Sheriff Steve Show 4:30-5:55 p.m.
CHARLOTTE, N. C./WSOC-TV
Clown Carnival 4:30-5:30 p.m.
CHICAGO, ILL./WBBM-TV
Breakfast House 7:30-8:00 a.m.
CINCINNATI, OHIO/WCPO-TV
The Comedy Hour 5:00-5:45 p.m.
CLARKSBURG, W. VA./WBOY-TV
The Uncle Pete Show 4:30 p.m.
COLORADO SPRINGS, COLO./KKTV
Blinky 4:05-5:00 p.m.
CORPUS CHRISTI, TEXAS/KZTV
Big Ten Cartoons 4:30-5:00 p.m.
DENVER, COLO./KBTV
Popeye Theater 4:00-4:30 p.m.
DETROIT, MICH./CKLW-TV
Popeye & Pals 4:30-6:30 p.m.
DULUTH, MINN./WDSM-TV
Bozo & His Pals 3:45-4:30 p.m.
EUGENE, ORE./KVAL-TV
The Cap'n Shipwreck Show 4:30-5:30 p.m.
FRESNO, CALIF./KFRE-TV
Flippo Jr. and Popeye 4:00 p.m.
GRAND RAPIDS, MICH./WOOD-TV
Popeye Theatre 4:00-4:30 p.m.
GREENVILLE, N. C./WNCT-TV
Bozo The Clown 5:00-5:30 p.m.
NORFOLK, VA./WVEC-TV
Barker Bill Show 8:30-9:00 a.m.
HONOLULU, HAWAII/KHVH-TV
Captain Honolulu 4:30-6:00 p.m.
HUNTINGTON, W. VA./WSAZ-TV
Mr. Cartoon Show (M-F) 5:00-6:00 p.m.
Popeye and His Pals (Sat.) 8:30-9:30 a.m.
INDIANAPOLIS, IND./WTTV
Popeye and Janie 5:30-6:30 p.m.
JACKSONVILLE, FLA./WFGA-TV
Popeye's Pals 8:30 a.m.
Popeye's Pals 4:00-4:30 p.m.
JEFFERSON CITY, MO./KRCG-TV
Showtime 4:30-5:45 p.m.
JOPLIN, MO./KODE-TV
The Bar-12 Ranger Show 4:00-5:00 p.m.
LOS ANGELES, CALIF./KTLA
Popeye Pier 5 Club 4:45-5:30 p.m.
LUBBOCK, TEXAS/KLBK-TV
Popeye and Gus Show 4:30-5:00 p.m.
MEMPHIS, TENN./WHBQ-TV
Funhouse 4:00-4:30 p.m.
MIAMI, FLA./WTVJ
Popeye Playhouse 7:30-8:00 a.m.
MINNEAPOLIS, MINN./WTCN-TV
Dave Lee Show 4:00-4:30 p.m.
MOBILE, ALA./WALA-TV
Sitting Duck Cartoon Theater 4:00-4:30 p.m.
NEW HAVEN, CONN./WNHC-TV
Admiral Jack 4:00-5:00 p.m.
NEW YORK, N. Y./WPIX
Let's Have Fun 10:00-12:45 a.m.
PHILADELPHIA, PA./WFIL-TV
Sally Starr's Popeye Theater 4:30-5:55 p.m.
PHOENIX, ARIZ./KPHO-TV
It's Wallace 4:00-5:15 p.m.
PITTSBURGH, PA./WTAE-TV
Popeye 'n Knish 4:00-5:00 p.m.
RALEIGH, N. C./WRAL-TV
Bozo 9:00-10:00 a.m.
The Captain Five Show 4:05-4:30 p.m.
RICHMOND, VA./WRVA-TV
Sailor Bob & Friends (M-F) 10:30-11:00 a.m.
Popeye & Friends (Sat.) 9:00-10:00 a.m.
ROANOKE, VA./WSLS-TV
The Cactus Joe Show (M-F) 9:00-9:30 a.m.
The Cactus Joe Show (Sat.) 8:30-9:30 a.m.
ROCKFORD, ILL./WTVO
Popeye & The Three Stooges 4:00-5:15 p.m.
SAGINAW, MICH./WNEM-TV
Circle Five Ranch 4:30-5:30 p.m.
SAN FRANCISCO, CALIF./KPIX
Marshal J 7:00-8:00 a.m.
SEATTLE, WASH./KING-TV
The Stan Boreson Show 5:00-5:30 p.m.
SHREVEPORT, LA./KTAL
Countdown with Kaptain Taltower
4:00-5:30 p.m.
SIOUX FALLS, S. DAK./KELO-TV
Captain Eleven 4:30-5:00 p.m.
SPOKANE, WASH./KREM
The Cap'n Cy Show 7:30-9:00 a.m.
SPRINGFIELD, ILL./WICS-TV
Uncle Otto's Country Store 5:00-5:30 p.m.
SPRINGFIELD, MO./KTTS-TV
Kartoon Karnival: Popeye's Porthole
4:25-4:55 p.m.
ST. LOUIS, MO./KMOX-TV
S. S. Popeye 3:30-4:00 p.m.
ST. THOMAS, V. I./WBNB-TV
Elmer Duffy's Clubhouse 5:00 p.m.
TAMPA, FLORIDA/WTVT
The Mary Ellen Show 4:30-5:00 p.m.
WASHINGTON, D. C./WTTG

Gordon Menzies (from Sydney); and New Zealand Prime Minister Keith J. Holyoake (from Wellington.)

RPI, a member of the Straus Broadcasting Group, said last week that its news hookup with Australia will reach some 10 million listeners. The U. S.-based news service also said it plans to extend operations eventually throughout the South Pacific.

THE COST IN SPOT REVENUE

Many spot advertisers agree to make-goods for dropped business, others want credits

Stations were hopeful last week that 70-75% of the national spot TV schedules and virtually all of the spot radio business cancelled as a result of President Kennedy's assassination would be recoverable through a policy of "make-goods" authorized by many advertisers and their agencies.

Stations, national representatives and agencies acknowledged there was no blanket approach to resolution of the problem. There were instances in which some products of an advertiser would be rescheduled, while others asked for credits.

National representatives cautioned that the situation was fluid. On Tuesday (Nov. 22) the outlook seemed bright that a large part of the spot TV business, except for that which realistically could not be rescheduled, would fall into the "make-good" category. By the next day, reps sensed that advertisers were adopting a "harder" attitude and intended to seek credits. But reps pointed out there was no uniformity since some advertisers, who had first indicated they would ask for credits, decided by Wednesday they would accept suitable substitute periods.

Alberto-Culver was cited as the example of a company that originally asked for credits and then agreed to make-goods.

Spot radio was expected to come out well. It was pointed out that radio is "so flexible" that virtually all of its losses should be covered by make-goods.

By last Wednesday evening, stations and reps had been notified that a sizeable number of advertisers had decided on passing up the make-goods and were asking for credits. It was emphasized that these decisions could be changed, but among those reported requesting credits were American Home Products, Vick Chemical, Whitehall Labs, Procter & Gamble (for Cheer, Tide, Spic 'n' Span, Dash, Thrill and several other products), Lever Brothers, Scott Paper, Beech-Nut, Hanes Hosiery, Warner-Lambert (Listerine), Sucrets, Remco Toys, Martini & Rossi and General Foods (Crispy Critters).

What Stations Did ▪ Commercials were excised by virtually all radio and TV stations during the three and a half days of the Kennedy assassination and funeral Nov. 22-25, but a few stations continued carrying spot announcements. They apparently "didn't get the word" in the words of one broadcaster, who said he had gotten the industry's approach when radio wire services carried notes to managers quoting the National Association of Broadcasters' recommendation on Friday and Saturday.

NAB's Al King, state association liaison director for the NAB, on Friday wired all state association presidents:

"In response to inquiries as to how stations should program, we recommend that for the next 24 hours commercial content should be limited to briefest sponsor identification, with no commercial messages as such. Beyond this period we suggest that station management use its own good judgment."

Mr. King followed this with a second message to state associations: "In response to further requests re commercial practice, believe continuation of noncommercial policies throughout Monday, a national day of mourning, is reasonable."

An inconclusive survey by BROADCASTING indicates that perhaps 1% of all radio or TV stations continued to carry commercials during the period. Some of these stations were in California, Louisiana, Ohio, Oregon, Virginia and Texas.

A spokesman for a Louisiana TV station said a limited amount of commercials was included when the station cut away from its network's coverage when the running account became repetitious and it began programing a children's program, family-type entertainment and motion pictures.

The station said there were some protests at first, but these later turned to approval.

An Ohio radio station, which carried commercials Saturday and Sunday, emphasized that for the first two or three hours after the assassination it carried nothing but news and hymns. For the remainder of Friday and on Saturday and Sunday, it continued with "appropriate music" and with commercial announcements explicity toned down to purely institutional or extremely limited in content. On Monday, the day of the funeral, no commercials were carried at all until after the final graveside rites. A number of protests were received, it was acknowledged.

TV networks' gross ahead of 1962 pace

Network Television Gross Time Billings
(000)

	September			January-September		
	1962	1963	% Change	1962	1963	% Change
ABC	$16,601.4	17,257.1	+ 3.9	$149,075.5	158,482.2	+6.3
CBS	25,851.3	27,077.3	+ 4.7	226,057.5	239,272.0	+5.8
NBC	21,416.3	23,654.3	+10.4	205,004.7	214,300.4	+4.5
Total	$63,869.0	67,988.7	+ 6.5	$580,137.7	612,054.6	+5.5

MONTH-BY-MONTH 1963
(000)

	ABC	CBS	NBC*	Total*
January	$18,264.8	$25,912.7	$24,095.6	$68,273.1
February	17,435.7	24,057.7	22,864.8	64,358.2
March	19,378.0	26,694.3	25,196.7	71,269.0
April	18,577.0	26,508.4	23,699.7	68,785.1
May	18,299.7	27,986.9	25,350.1	71,636.7
June	17,070.5	26,749.1	23,006.6	66,826.2
July	15,927.8	27,401.9	23,333.8	66,663.5
August	16,271.6	26,883.7	23,098.8	66,254.1
September	17,257.1	27,077.3	23,654.3	67,988.7

*January-August figures adjusted as of 11/22/63.

Network Television Gross Time Billings by Day Parts
(000)

	September			January-September		
	1962	1963	% Change	1962	1963	% Change
Daytime	$20,100.3	$21,906.8	+ 9.0	$179,680.0	$198,351.8	+10.4
Mon.-Fri.	15,007.3	16,121.3	+ 7.4	147,395.6	157,387.4	+ 6.8
Sat.-Sun.	5,093.0	5,785.5	+13.6	32,284.4	40,964.4	+26.9
Nighttime	43,768.8	46,081.9	+ 5.3	400,457.7	413,702.8	+ 3.3
Total	$63,869.1	$67,988.7	+ 6.5	$580,137.7	$612,054.6	+ 5.5

Source: TvB/LNA-BAR

AFA president outlines 3-point growth program

A three point program to assure the continued growth of advertising as the true voice of free enterprise was outlined last week by Mark Cooper, president of the Advertising Federation of America. Speaking to the Washington Advertising Club, Mr. Cooper stressed:

- "Advertising must be protected—protected against thoughtless, needless and dangerous legislation, both national and local.
- "Advertising must be constantly improved—improved so that all advertising represents a true and honest presentation of the products and services which it publicizes.
- "Advertising must be promoted—to inform the government, the educator, the consumer of its role in the strengthening and expanding of the nation's economy so that it will have the full support and faith of all segments of our population."

These things must be done constantly and effectively if advertising's potential is developed to its highest operating efficiency, Mr. Cooper said. In so doing, advertising will help to develop the free enterprise system to its own greatest potential, he said.

He detailed the activities of the AFA and plans for future expansion of its New York and Washington operations. He said that within the past six months AFA was instrumental in defeating tax legislation in Wisconsin, Indiana and Florida.

Business briefly . . .

Ideal Toy Co., through Grey Advertising, New York, will sponsor *Here Comes the Star,* a 30-minute TV special program showing how an animated cartoon is produced, on 152 stations in December.

The Campbell Soup Co., Camden, N. J., plans to introduce a new heat-processed soup, cream of potato, in a nationwide campaign of network and spot radio scheduled to start Dec. 2. The introduction will be supported by a refund offer whereby consumers will be refunded the full purchase price when they buy two cans of the new soup. Campbell agency: BBDO, New York. Campbell also announced last week that its bean bacon soup has been chosen soup of the month for December, and plans are being made for an intensive promotional campaign — to feature spot radio and TV. The bean with bacon drive will also be highlighted with a refund deal; this one provides for a cash refund of 25 cents for labels from two cans during the month-long promotion.

The Elgin National Watch Co. and **Scripto Inc.,** through McCann Marschalk, New York, have purchased sponsorship of *Jonathan Winters Presents: A Wild Winters Night,* a full-hour special program to be broadcast Feb. 20 by NBC-TV. Mr. Winters's guests will be comedian Art Carney and the New Christy Minstrels.

Humble Oil and Refining Co., through McCann-Erickson, New York, will sponsor a special NBC colorcast Sunday, Feb. 16, 10-11 p.m., presenting the new womens' fashions of French couturier Pierre Cardin.

Schick Safety Razor Division of Eversharp, through Compton Advertising, New York, will participate in NBC-TV's *The Lieutenant* (Saturdays, 7:30-8:30 p.m.) through the first quarter of 1964.
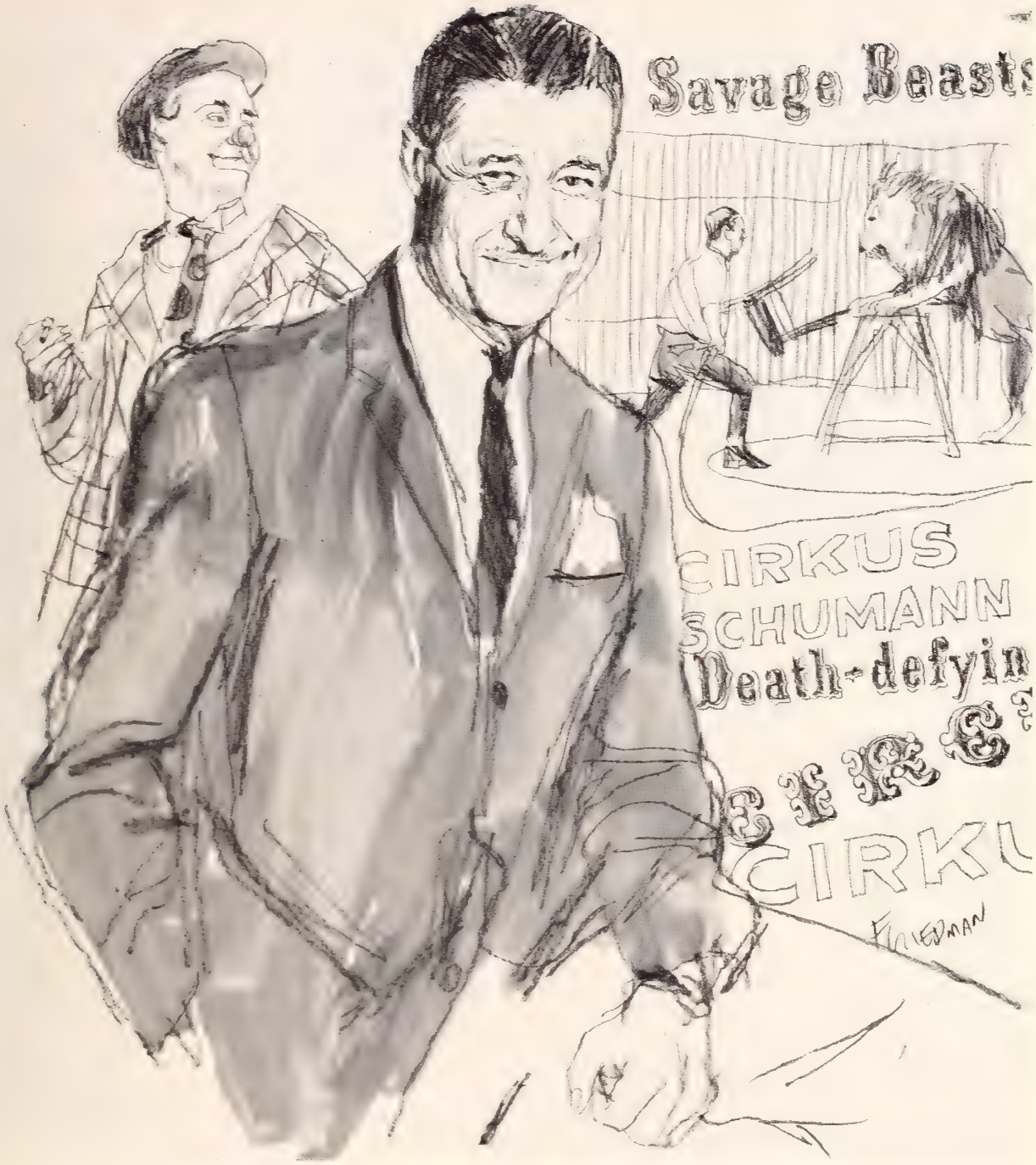
Van De Kamp Bakeries, Glendale, Calif., through Lennen & Newell, Beverly Hills, will sponsor filmed *Songs of Christmas* on five Pacific Coast TV stations during the week of Dec. 16. Stations are KNXT Los Angeles, KRON-TV San Francisco, KCRA-TV Sacramento, Calif., KOMO-TV Seattle and KOGO-TV San Diego.

The Union Carbide Corp., through William Esty, has purchased participations in *The Jack Paar Program, The Eleventh Hour,* and *Saturday Night at the Movies.*

Executive changes delay agency switch

Switches of top echelon management at Eastern Air Lines are expected to delay assignment of a new agency to its estimated $10 million account.

Eastern, shopping for a new agency since September (BROADCASTING, Sept. 30) had expected to name a replacement for its agency, Fletcher Richards Calkins & Holden, before the end of this week. Appointments of Floyd D. Hall, former senior vice president at Trans World Airlines, as president and George S. Gordon, marketing director, Massey-Ferguson, Toronto, as vice president for marketing were announced last week. The Eastern account bills about $4 million in broadcast.



Move Over, Sonny–

Daddy wants to watch the circus too. The circle around the family TV set widens every Friday night at "International Showtime," and if the kids aren't careful they'll be crowded out of the room.

Don Ameche and his associates have a simple formula for success. First, find the world's best circuses, ice shows and entertainment troupes. Second, record them in actual performance wherever they are, New York to Tokyo. Third, put them on at an hour on Friday night when everyone can watch, because everyone will want to.

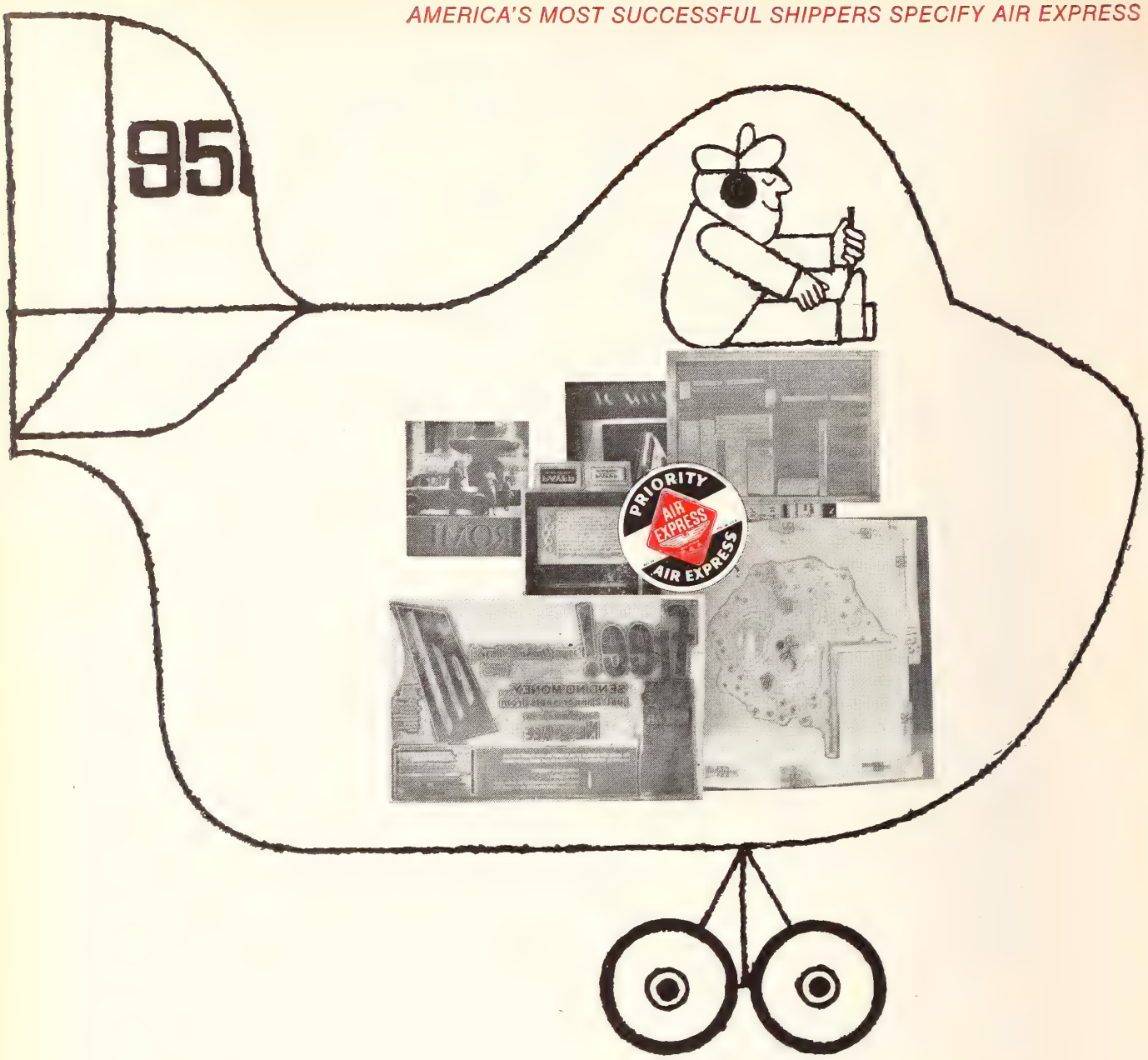
Kid stuff? Not exactly. For every three youngsters teenage or under, *five* adults are watching "International Showtime" in this, its third consecutive season. What's more, they *stay* with NBC's exciting Friday night schedule, from Bob Hope to Jack Paar, right through Johnny Carson's "Tonight."

To be blunt about it, "International Showtime" is one of televisions most appealing adult attractions, with consistently greater popularity than its competition. Even for a circus show, you've got to agree that's not peanuts.

NBC

Look to NBC for the best combination of news, information and entertainment.

AMERICA'S MOST SUCCESSFUL SHIPPERS SPECIFY AIR EXPRESS



Air Express' overnight service helps Penton meet tight schedules

AIR EXPRESS DIVISION OF REA

In one month, Air Express made overnight delivery on 95.5% of 111 shipments to Penton Press Division

With their split-second schedules, Penton Press Division of Penton Publishing Company, Cleveland, can't afford to waste time. That's why they depend on Air Express.

Air Express shipments for Penton Press originate all over the country. In each place, R E A Express trucks rush them to a nearby airport where they head out on the first outbound flight. (Air Express has priority on all 38 scheduled airlines—right after U.S. mail.) When they arrive at the Cleveland Airport, R E A trucks are waiting to rush them right to Penton. There's no slip-up, no time lost.

How much does this speed and dependability cost? Less than you'd think. For example, a 20-pound package goes from New York to Pittsburgh for just $4. Wouldn't you like to buy so much for so little?



Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager.

Alexander Film Company, Colorado Springs.

Alberto-Culver (New Dawn hair spray): three 60's for TV. Agency: Compton. Chep Chartoc, agency producer.

Chrysler Corp. (Plymouth-Valiant): four 60's, four 20's for TV. Agency: N. W. Ayer. Roger Harvey, agency producer

Fiat Motors (new cars): three 50's for TV. Agency: Woods-Donegon, New York.

Fred A. Niles Communications Centers Inc., 1058 West Washington Boulevard, Chicago 7.

National Livestock and Meat Board (beef): three 45's, four 15's, three 10's for TV, live on film. William E. Harder, production manager, placed direct.

U.S. Gypsum Co. (paint): three 60's for TV, live on film. Robert Koslow, production manager. Agency: Fulton, Morrissey Co., Chicago. Edw. Sonnenschein, account executive and agency producer.

Falls City Brewing Co., Louisville (beer): two 60's, six 20's, four 10's for TV, live on film. W. O. Zielke, production manager. Agency: Winfield Advertising, St. Louis. Barbara Block, agency producer.

Y&R executive cites growing ad selectivity

The trend toward selectivity in advertising was stressed by Joseph St. Georges, vice president and manager of media relations and planning, Young & Rubicam, New York, in a talk before the Insurance Advertising Conference in New York.

He mentioned the practice of the printed media offering regional advertising coverage, and added:

"In television, geographical selectivity is moving ahead rapidly now. Many of us may not be aware of it, but advertisers are using important network shows on line-ups made to their particular needs. I can think of a Y&R advertiser whom we succeeded in placing on one of the top-five rated network shows using a line-up that ran in less than 20 markets."

Mr. St. Georges later told BROADCASTING his reference was to J. H. Filbert Inc. (margarine) which used NBC-TV's *Mitch Miller Show* in certain Eastern markets.

In radio, Mr. St. Georges noted, the move toward geographic flexibility has "practically taken over the medium," with network radio broadcasting representing "only 6% of the national dollar invested in this medium." The remainder, he said, goes into national spot.

Grey-flannel putters?

Golf addicts in the New York metropolitan area will soon have a new way to play the 19th hole with their clan—the Eastern Advertising Golf Association is being formed, with tentative plans for four outings a year.

Initial plans call for a membership of 150, equally divided between media, agencies and advertisers. Dues will be $25 per year.

Interested duffers are asked to contact Bob Lewis, Edward Petry Co., 3 East 54th Street, New York. A six-man committee is being formed to administer the club.

Sealy mattress company agrees to FTC order

Sealy Inc., Chicago, has agreed to a Federal Trade Commission consent order prohibiting it from misrepresenting the quality, regular price and therapeutic advantages of bedding products, the FTC has announced.

The FTC charged that TV and other advertising for Sealy's 81st anniversary sale of mattresses and matching box springs at $39.95 were not the same products regularly sold for $59.95. The sale items actually were not of the same quality as the regular product, the original complaint charged.

Sealy, an association of 30 independent bedding manufacturers, originates and develops merchandising, sales and advertising programs and is paid an annual royalty by licensees. The complaint also charged that Sealy's Posturepedic mattress is not specially designed and constructed to afford correct posture during sleep, as claimed by the company. Posturepedic, the FTC said, is a stock mattress "generally available and indiscriminately sold to the purchasing public."

K&E's new offices have radio-television look

Television and radio play an especially designed role in the new offices of Kenyon & Eckhardt at the Pan Am building, New York.

Shown to newsmen last week were facilities that include an experimental workshop and closed-circuit feeds to all conference rooms and new theater-conference rooms.

K&E has four floors in the building, from 16 through 19, and has another (the 15th floor) that it is sub-leasing on a short-term basis in the expectation it will provide room for any expansion. The agency formerly occupied space

at 247 Park Avenue.

The agency bills an estimated $42.5 million in radio and television—and this broadcast relationship is reflected in the design of offices and facilities. Some of the radio-TV features:

- Six conference rooms are linked by closed circuit to the agency's TV-radio "station."
- Two theater-screening rooms, each equipped with 35mm and 16mm projectors as well as closed circuit facilities.
- An experimental workshop complex that includes a TV studio, a control room and projection room, a music room and an editing room.
- A photo studio and darkroom which among other things are used for TV purposes such as color correction, and photo storyboards.

$70,000 gets $4 million

Certified Grocers Inc., Chicago area chain of 550 stores, began spending about $7,000 weekly some 10 weeks ago to buy 218 radio spots each week on four local stations to promote a "special of the week." The results as of last week; Certified enjoyed a $4 million jump in total sales during the period.

Yes, the radio campaign continues. Agency: Tobias & Olendorf, Chicago.

Agency appointments...

- Ex-Cell-O, Detroit, has appointed Campbell-Ewald, that city, as advertising agency for the firm's Pure-Pak, Staude and chemical products divisions. Campbell-Ewald will take over the accounts at the termination of the company's present agency contract.
- Zeigler Electronics, Gardena, Calif., (Ziegler facial exerciser) has named Cooke/Irwin Inc., Beverly Hills, Calif., to handle advertising and public relations. Television is being considered.
- U. S. Coast Guard has appointed Henry J. Kaufman & Associates, Washington advertising and public relations agency, to handle its enlisted men's and officer's recruitment promotion program. William F. Sigmund is account supervisor.



Two Texas TV stations name ATS

Trigg-Vaughn Stations has named Advertising Time Sales, New York, national sales representative for two Texas stations, KROD-TV El Paso and KOSA-TV Odessa-Midland, effective Dec. 1. ATS says that the new representation makes the firm first in the number of client-stations in Texas with nine.

The announcement of the ATS representation was made last week by ATS president Thomas B. Campbell (second from right). Others (from l-r) George Collie, vice president, Trigg-Vaughn TV Stations; William N. Davidson, vice president ATS; Cecil L. Trigg, president, Trigg-Vaughn (seated); and John Vacca, vice president, KOSA-TV (far right).

S&L Foundation sets record ad budget

For 1964 the Savings & Loan Foundation has approved the largest advertising budget in its 10-year history, and about 60% of it appears headed for television.

The foundation, through McCann-Erickson, New York, will place a TV schedule worth approximately $1,680,000 covering NBC-TV's East-West Shrine football game and a group of specials on the same network.

Balance of the S&L Foundation's $2.8 million total ad budget for the coming year will be put into radio and print media. Its radio advertising will include buys in the East-West and the National Football League championship games, both on NBC Radio.

The organization's advertising expenditure for 1964 represents an approximate 20% jump over its 1963 level. The campaign of the foundation will be based on a "growth dollar" theme.

Schlitz gets '64 Braves for about $525,000

Radio and television rights for the Milwaukee Braves 1964 season have been purchased by the Jos. Schlitz Brewing Co. for an estimated $525,000. The Braves got an estimated $475,000 in rights this year (BROADCASTING, March 4).

Schlitz, through Majestic Advertising Milwaukee, will keep one-third sponsorship for itself and sell off the other two-thirds of each game.

While the originating stations have not been named, Robert A. Uihlein Jr., president of Schlitz, said there are plans to televise 30 games in 1964, against 25 last season. "Some will be in color," he added.

Last season's radio network of 32 stations will be expanded, Mr. Uihlein said, to hopefully "as many as 50 stations . . . in Wisconsin, Illinois, Indiana, Iowa, Minnesota and Michigan."

WEMP and WTMJ-TV carried the Braves in 1963.

Rep appointments . . .

- WTRF-TV Wheeling, W. Va.: Edward Petry & Co., New York, as national representative.
- WGTC Greenville, N. C.: George P. Hollingbery Co., New York, appointed representative.
- WMBR Jacksonville, Fla.: Blair Radio named exclusive national sales representative.
- WGBI-AM-FM Scranton-Wilkes-Barre, Pa.: Mort Bassett & Co. appointed national sales representative.

WARNING! This monitor may prove that your present stereo generator doesn't meet FCC requirements. If so, Call Collins. WARNING!

Collins' new 900C-1 accurately measures and monitors your FM stereo and mono programming in accordance with FCC rules.*

Collins designed and built the 900C-1 to help you eliminate any doubt as to just what your stereo signal is doing. Should trouble pop up, the 900C-1 tells you precisely what it is. You don't waste any time theorizing. You can go right to the source and correct it.

The 900C-1 is a versatile piece of equipment. Just take a look at the measurement and monitoring capabilities it offers you: total peak frequency deviation measurement; individual modulation component deviation measurement; stereo signal demodulation for channel separation measurement; both monaural and stereo outputs for monitoring and proof-of-performance as required; wideband output for visual proof of separation with oscilloscope; AM noise level output for VTVM measurement; test points for main and pilot carrier frequency measurements.

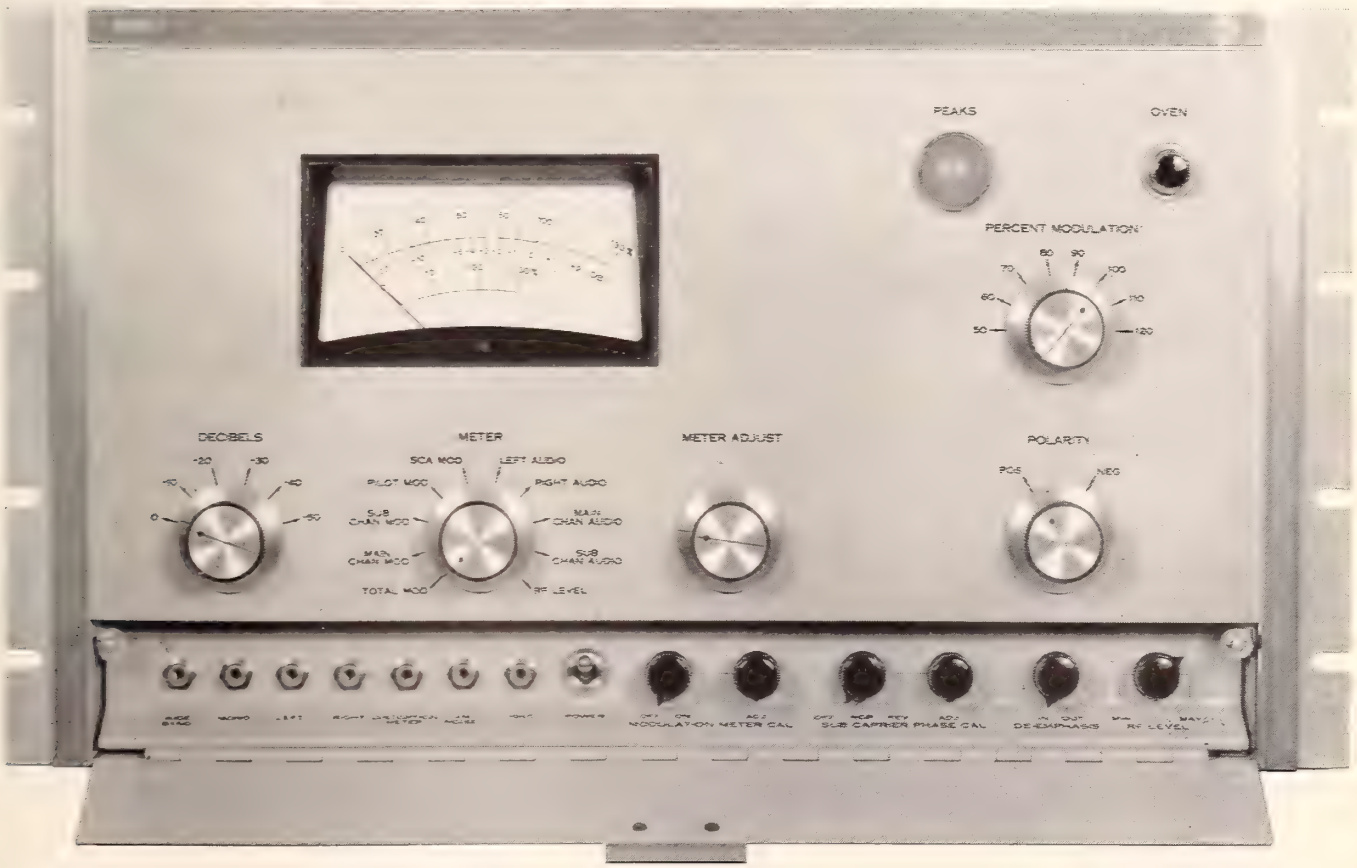
In addition to these capabilities, the new Collins 900C-1 offers you money saving operational features. It is fully transistorized. It uses only 50 watts of primary power. Heat dissipation is low and, through the use of conservatively rated components, you can count on long operating life.

Let us give you all the facts on how Collins' new 900C-1 FM stereo modulation monitor can serve your current needs. Call or write today.

* FCC type-approved for main channel monophonic; no existing rules for stereo type-approval.

COLLINS RADIO COMPANY
• Cedar Rapids • Dallas • Los Angeles
• New York • International, Dallas

FINAL AUTHORITY



COLLINS

Special Holiday Rates

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

ONE YEAR SUBSCRIPTION
52 WEEKLY ISSUES—$8.50

Reduced Rates Effective through December, 1963

EACH ADDITIONAL GIFT—$7.50

Please send 52 issues of BROADCASTING as my gift to:

1 **$8.50**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
Sign gift card _____

occupation required

2 **$16.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
Sign gift card _____

occupation required

3 **$23.50**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
Sign gift card _____

occupation required

4 **$31.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
Sign gift card _____

occupation required

additional subscriptions may be listed separately at $7.50

all orders will be checked, in the event of duplication you will be notified immediately

MAIL TODAY!

☐ I enclose $ ☐ please bill

name _____
street & number _____
city _____ zone _____ state _____

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Ad Council using RCA exhibit

The Advertising Council has announced plans to take RCA up on its offer to use RCA's color TV exhibit at the 1964-65 New York World's Fair for production of public service messages in behalf of government agencies and private organizations. RCA and the council are developing plans now for the announcements, some of which will concern the Red Cross, Peace Corps, U. S. Forest Service and National Safety Council.

Color TV tapes produced at the RCA exhibit will be distributed by the council to commercial TV stations.

Subscription TV appoints Y&R

Subscription Television Inc., a newly formed closed circuit service, last week announced the agency appointment of Young & Rubicam, New York. The account will be serviced by Y&R's Los Angeles office in cooperation with the agency's San Francisco office.

The announcement of the appointment was made by STV's president, Sylvester L. (Pat) Weaver. Subscription TV plans to transmit programs on three channels simultaneously, with programing to start in the Los Angeles and San Francisco areas in the spring of 1964.

'Most offensive commercials'

"Luckies separate the men from the boys, but not from the girls," has been cited as "the most offensive commercial that I have heard" by Senator Frank Church (D-Idaho).

The senator offered his commercial critique in a speech about smoking and

CBS-TV buy for Factor

Max Factor & Co., Hollywood, will increase its advertising budget from $6 million this year to $7.5 million in 1964, with the bulk of the additional money going to television.

In a 13-week spring promotional campaign starting in mid-February, the cosmetic firm will sponsor four CBS-TV shows—*East Side/West Side, Alfred Hitchcock Show, The Nurses* and *Rawhide*. Cost of the CBS-TV purchases is estimated at $1.2 million according to Marvin Mann, director of advertising for Factor. In addition, on a scatter plan, Max Factor is currently using commercials on five ABC-TV programs—*Fugitive, Breaking Point, Burke's Law, The Jerry Lewis Show* and *Hootenanny*. Agency is Carson/Roberts Advertising, Los Angeles.

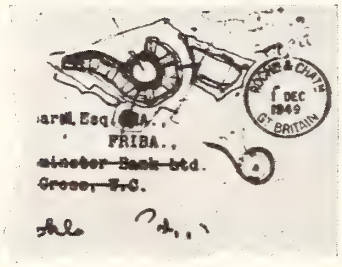
The *first* film showing the assassination of President Kennedy was telecast in New York on November 26.

It was a UPI Newsfilm *exclusive.*

It was serviced to UPI Newsfilm subscribers the world over.

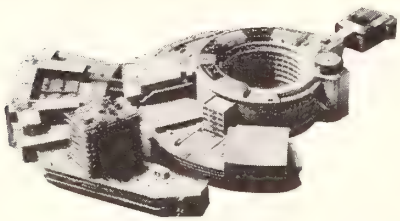
United Press International (UPI)

past



1936 .... the BBC begins the world's first regular television program. After the war .... the decision to build a national Television Center. December, 1949 .... the shape of things to come starts as an architect's doodle on an envelope.

present



Today, an idea has become an actuality. The 13-acre Television Center in London is the home of a network covering 99% of the total population of Great Britain, with programs reaching over 12 million TV homes. Many of these programs are seen in more than a hundred countries throughout the world.



—and future

BBC TV is keeping ahead of the times .... a second network begins in the spring of 1964, to be followed closely by color television. To meet this expansion, the Television Center will grow until it alone houses ten (two of them color-equipped) of an estimated total of 25 production studios.





the Television Center,

London—symbolizing not only the growth of the BBC, but also of BBC TV Enterprises, distributor of the world's largest range of television programs.

The new 1964 Program Catalogs will tell you more. Your copies are ready now from:

BBC tv enterprises

LONDON / NEW YORK / OTTAWA / TORONTO / SYDNEY

168,614 TV spots monitored in one week

A total of 168,614 spot and local TV commercials were broadcast by the 238 TV stations in the top 75 markets in one week last month, according to the October national spot television survey of Broadcast Advertising Reports. Breakfast cereals were the most heavily advertised product category.

The 168,614 spots average out to 707 a week per station, or 101 a day.

The October monitoring report was released to BAR's agency clients last week.

When network commercials are added to the one-week spot announcement total projected for a 52-week period, the result seems to confirm the monitoring firm's forecast made early this year that 18 million commercials would be televised in 1963.

The October study showed that about one-third of all spot TV announcements were accounted for by 10 product classifications in the 98-category breakdown which BAR employs.

Number of announcements by product in the top 10 category list ranged between 7,341 for cereals and 3,895 coffees and teas.

In between came toys/games with 6,241; bread/rolls, 5,977; beer/ale, 5,860; local auto dealers, 5,184; petroleum products-batteries/tires/antifreezes, 5,178; amusement/entertainment, 5,107; publications, 4,880 and soft drinks with 4,795.

The complete BAR October report, which covers 450 pages, lists every announcement of each advertiser and is broken down into six time segments daily. Commercial lengths also are indicated.

health in which he praised Senator Maurine B. Neuberger (D-Ore.) for her efforts against tobacco advertising directed to youngsters.

"The advertising campaign to persuade adolescents to smoke" is "one of the most objectionable facets of the cigarette problem," Senator Church said.

Also in advertising . . .

8,000 square, creative feet ▪ Geyer, Morey, Ballard will take an added 8,000 square feet of floor space on the eighth floor of its New York headquarters, at 555 Madison Avenue. Purpose of the expansion is to accommodate all of the agency's creative staff on one floor.

New marketing service ▪ A new food industry marketing firm, Follow-Thru Ltd., headed by Larry Hersh, has been set up at 211 East 53d Street, New York. The new company will help retail chain stores with local tie-ins of radio and TV network commercials and otherwise coordinate sales promotion and communications problems between retailers and the manufacturers and advertisers.

Leases space ▪ Buchen Advertising, Chicago, has signed a $1.5 million lease as second tenant to contract for space in the new Gateway Center Building now under construction there at 10 South Riverside Plaza. An early 1965 move is expected.

Agency move ▪ Enyart & Roe Advertising, Los Angeles, has moved to 8330 West 3d Street, in that city. Zip code: 90048. Telephone is 651-3900.

On the march ▪ R. H. Gibb Advertising, expanding operations, has moved from Anaheim, Calif., to 1680 North Vine Street, Hollywood. Telephone is 466-9231.

New rep office ▪ The McGavren-Guild Co., New York station representative firm, has leased 4,000 square feet of office space on the 18th floor of the Union Carbide Building in that city. The firm says it will double its office space when it leaves its present quarters.

Hawaiian move ▪ Compton Advertising Inc., New York, reports it has acquired a substantial interest in Len Carey Inc., Honolulu. The name of the agency has been changed to Compton-Carey Inc. and Mr. Carey has been elected its president and a vice president of Compton Inc.

THE MEDIA

It appears to be status quo at FCC

HENRY OFFERS TO STEP ASIDE, BUT IT'S CONSIDERED A FORMALITY

The sudden change in national administrations is not expected to have an immediate effect on the New Frontier character of the FCC—or any other regulatory agency. This, at least, is the estimate of commissioners and staff members who have seen other national administrations come and go.

These officials don't pretend to have any inside information. And they say it's much too early in the Johnson administration to attempt any hard and fast predictions. But they generally agree that so long as the commission personnel remains the same, the policies will not change.

FCC Chairman E. William Henry has offered to step aside, as chairman. He said last week he wrote President Johnson, putting himself at the President's "disposal.' The chairman didn't make the letter public.

Chairman Henry, who was named to the commission by President Kennedy in October 1962 and who was designated as chairman last May, said he thought the letter "appropriate." The President, he said, "should have as chairmen of the regulatory agencies people who share his views."

President's Choice ▪ Actually, a new President has the prerogative of designating his own chairman, regardless of the wishes of the occupant of that office. Commissioner Frederick W. Ford had to step down as chairman in 1961 when President Kennedy appointed Newton N. Minow to the commission and also named him chairman.

If President Johnson were to ask for Chairman Henry's resignation, the effect on the commission would be dramatic, since it would be a clear indication the President was out of sympathy with the generally "hard" regulatory line the FCC has taken under Mr. Henry.

However, President Johnson has laid great stress on his determination to continue the policies of the former administration, and he has asked Kennedy appointees to stay in office.

A President sets the tone of an independent agency, such as the FCC, through the appointments he makes. But once they are installed, the mem-



Add direct tape drive to Automatic Tape Control

Another first from Automatic Tape Control. A direct drive motor completely eliminating troublesome belt changing, flywheel bearing problems and speed differences between machines. A quality feature previously available only in the finest reel-to-reel tape machines, Automatic Tape Control now offers this great advance as standard equipment at no additional cost. Consisting of an especially designed hysteresis synchronous ball bearing motor, ATC's direct capstan drive provides trouble free and virtually noiseless operation at all times. And, because only the highest quality sealed ball bearings are used, no lubrication is required. An absolute minimum of eight inch-ounces of driving torque completely eliminates tape slippage and pinch wheel pressure problems on all cartridge sizes and tape lengths. Through extra care in manufacture and assembly, wow and flutter is less than .2% rms and timing accuracy is better than 99.8%—comparable to the finest reel-to-reel machines.

For more information on this great advance in tape cartridge equipment, contact Automatic Tape Control or your area ATC distributor.

Originators of the tape cartridge system for broadcasters

AUTOMATIC ATC TAPE CONTROL

209 E. Washington St. Bloomington, Illinois,

bers make the policy. Commissioners and staff members say the only pressure the agency feels is from Congress, not the White House.

As a result, the commission is expected to maintain its New Frontier personality, to continue to play the activist role that has often disturbed broadcasters. It will continue to concern itself with overcommercialization, with programing, with proposals for slowing down the growth of AM broadcasting and the host of other controversial issues now pending. And it will continue to pursue a policy of strict enforcement of commission rules and regulations.

Ford's Term ▪ Unless a commissioner resigns, the new President won't have an opportunity to fill a vacancy until June 30. At that time, Commissioner Ford's term expires. Mr. Ford is a Republican who has often parted company with the New Frontiersmen on controversial issues.

Since the commission now has its full complement of Democrats—the Communications Act allows no party more than four members—Commissioner Ford could not be replaced by a Democrat. If the President doesn't reappoint Commissioner Ford, he would have to name another Republican or an independent.

The terms of the Kennedy appointees have the longest to run. The term of Commissioner Lee Loevinger, who was named to fill the vacancy created by Mr. Minow's resignation, extends to 1968. Chairman Henry's term expires in 1969, and Commissioner Kenneth A. Cox's, in 1970.

But even beyond these considerations, observers believe the new President, regardless of whatever views he might hold, doesn't have the time to consider the problems of the regulatory agencies. For the next few months, he will be immersed in the task of assuming the reins of government. And then he will be involved in a re-election campaign.

Post-'65 ▪ Consequently, it probably won't be until 1965, assuming his re-election, that President Johnson will be able to begin putting his own stamp—as distinct from John F. Kennedy's—on the form and direction of the U. S. government, including its regulatory agencies.

However, this doesn't mean the death of President Kennedy and the succession of President Johnson has had no effect on the commission. One staff member said "a state of uncertainty" has permeated the agency.

There is, perhaps, an even subtler psychological effect. Although President Kennedy may not have "told" the commission what policy lines to take, his mere presence had an effect. His energy and his intellectuality attracted men to his administration who felt television had a mission to uplift and inform the public — in the form, among other things, of documentaries, discussion programs and better children's programing. And these attitudes were reflected in the views—and in some of the policies advocated—by most of President Kennedy's FCC appointees.

President Johnson, too, is an activist. But his style and interests are different from those of President Kennedy. It remains to be seen, therefore, whether any of the steam goes out of the drive to adopt policies, inspired at least in part by the Kennedy era, to "upgrade" programing.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ WAPA San Juan, P.R.: Sold by Jose Ramon Quinones to the Hearst Corp. for a reported $700,000. Hearst Corp. owns WBAL-AM-FM-TV Baltimore, WISN-AM-FM-TV Milwaukee and WRYT-AM-FM and WTAE(TV) Pittsburgh. It also publishes a chain of newspapers and magazines. Mr. Quinones will remain with the station in an advisory capacity. WAPA, founded in 1947 by Mr. Quinones, operates fulltime on 680 kc with 10 kw.

▪ WGHN Grand Haven, Mich.: Sold by Richard D. Gillespie and associates to Douglas J. Tjapkes, George Klies and William Mokma for $120,000. Mr. Tjapkes is general manager and Mr. Klies, sales manager of WJBL Holland, Mich. Mr. Mokma is a Holland businessman. Station operates daytime only on 1370 kc with 500 w. Broker: Hamilton-Landis & Associates.

APPROVED ▪ *The following transfers of stations interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 93).

▪ WMAY Springfield, Ill.: Sold by Gordon Sherman and associates to Stuart Broadcasting group for $700,000 plus agreement not to compete. Stuart stations are KFOR Lincoln, KRGI Grand Island, KODY North Platte, all Nebraska; KSAL Salina, Kan.; KMNS Sioux City and KOEL Oelwein, both Iowa. James Stuart, 89% owner, is president of Stuart stations. WMAY operates fulltime on 970 kc with 1 kw day and 500 w night.

▪ WAUX-AM-FM Waukesha, Wis.: Sold by Mig Figi, Charles E. Williams and group to Midwest Broadcasting Co. for $425,000. Midwest Broadcasting is

Media transaction? get our viewpoint

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Beverly Hills, Calif.
CRestview 4-8151

/headed by C. Wayne Wright and owns WALM Albion, Mich., and WFRL Freeport, Ill. WAUX is a 10 kw daytimer on 1510 kc; WAUX-FM operates on 106.1 mc with 3.8 kw.

NABET again asks stop on Rockford sale

The National Association of Broadcast Engineers and Technicians last week continued its opposition to the sale of WROK-AM-FM Rockford, Ill., to WROK Inc. by Rockford Broadcasters Inc.

The union requested that the FCC vacate its approval of the sale and hold a hearing. NABET said that the new licensee will not recognize a collective bargaining agreement made by the NABET with Rockford Broadcasters and that its treatment of the union in general has shown that WROK Inc. is not qualified to be a licensee.

One of the factors the commission pointed out, in approving the sale of the stations, was WROK Inc.'s willingness to negotiate with the NABET (BROADCASTING, Oct. 28). The FCC said WROK Inc. would bargain with any representative selected by its employes.

NABET said the new station owner did not make good its word and has questioned whether NABET can be said to represent its engineers. The union also complained that WROK Inc. had cut its engineering staff from four to two persons and may, when new equipment is installed, release another; has terminated its pension and savings plans, and claims that it need not bargain with the NABET because the stations have no contract with it.

Krueger chides media on 'childish' conflicts

Conflicts between the electronic media and the press were characterized as "childish" last week at a meeting of the Wisconsin membership of the Associated Press.

Jack Krueger, news manager of WTMJ-AM-TV Milwaukee, participating in a panel discussion on the overlapping news problems facing the broadcasting and newspaper industries, voiced concern about intermedia disputes and went on to advise these media to "close ranks to fight to save their constitutional rights."

Mr. Krueger enumerated common problems confronting broadcasters and the press including "withholding of information by federal agencies," increases in wire rates, "ridiculously high" awards by juries in libel suits, and training policies of the media in preparing young persons for journalism careers.

William Huffman, publisher of the *Wisconsin Rapids Tribune* (which owns WFHR-AM-FM Wisconsin Rapids and has part interest in WSAU-TV Wausau, Wis.), told of advantages in common ownership of broadcast and newspaper properties. These, he said, are more thorough coverage of local news and a sharing of operational expenses.

However, he acknowledged the danger of a radio station becoming apathetic about being "scooped" by its affiliated newspaper.

District 9 election

Two Wisconsin broadcasters have been nominated in a special election to fill the District 9 vacancy on the National Association of Broadcasters' radio board. The winner will fill out the unexpired term of the late George Frechette. WSAU Wausau and WFHR Wisconsin Rapids, both Wisconsin, which runs through the NAB convention in the spring of 1965.

Opposing nominees for the board seat representing Illinois and Wisconsin are Edward D Allen Jr., president and general manager of WDOR Sturgeon Bay, and Richard D. Dudley, president and general manager of WSAU. Official ballots were mailed to member stations in those two states last week and results will be announced Dec. 12, the NAB said.

FM says it was victim of over-eager crusaders

WCLM(FM) Chicago says that the revocation proceeding against it results from a "violent" newspaper campaign against the problem of organized crime in Chicago.

The station made the statement in a brief filed with the commission asking for oral argument on an initial decision recommending revocation of WCLM's FM license and and subsidiary communications authorization (BROADCASTING, Sept. 23).

Among the charges against the station is one that it used its multiplex facility to provide bookies with prompt reports of horserace results. The station maintains that the horse-race information it broadcast was within the law.

But, it adds, law-enforcement officers, "under the pressure of publicity" and in their "eagerness to account for an inability" to halt the activities of "actu-

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ETV to be on commercial tower

As a part of its effort to aid educational television, the Polaris Corp., owner of the commercial KEND-TV (ch. 11) Fargo, N. D., plans to allow its new 2,063 foot tower to be used by the educational channel 2 outlet in Grand Forks.

KEND-TV, which intends to change its call letters to KTHI, will share its tower with either the University of North Dakota or the North Dakota State University.

The tower-sharing plan was proposed by the Polaris stations—headed by Dick Shively, vice president in charge of the broadcast division—to mutually strengthen educational and commercial outlets through cooperation. The other Polaris stations, all now involved in helping educational efforts or with plans for future involvement, are WTVW(TV) Evansville, Ind.; KCND-TV Pembina, N. D.; KXOA-AM-TV Sacramento, Calif., and WKYW Louisville, Ky.

ally menacing organizations," decided to "eliminate legitimate racing news, particularly if presented by a weak FM station."

The station said discrimination against the radio broadcast of such news "cannot be the occasion for revocation." It said the immediate broadcast of all other sports events "known to be vehicles of illegal gambling is permitted."

Another charge against WCLM was that William G. Drenthe failed to supply information requested by the commission. Mr. Drenthe was manager of the station from 1953 until Sept. 1, 1962, and headed Newsplex Inc., which broadcast over the subcarrier frequency.

The station said Mr. Drenthe's "initial refusal" to supply the information was based on his fear that disclosure would have "endangered him without justification under conditions existing in Chicago."

The commission had asked for information on Newsplex stockholders and subscribers. The commission also asked him to fill out a questionnaire concerning the broadcast of horserace information.

WCLM said that federal, state and Chicago police had requested the same information "for the purpose of attempting to convict Drenthe and possibly members of his family for some undisclosed crime."

NAB reports on colleges offering radio-TV

There are 2,994 junior and senior college students attending 111 U. S. colleges and universities this fall who are majoring in radio and television, according to a study on broadcast education released by the National Association of Broadcasters last week. This represents 89 more students majoring in broadcasting than reported by 105 schools a year ago.

The eighth annual NAB report also disclosed that 59 universities which offer masters degrees in broadcasting had a total of 593 radio-TV students. A doctoral degree in radio-TV is offered by 15 universities, the NAB said, which this fall reported 132 students. There are a total of 112 colleges and universities offering degrees in broadcasting, with one school reporting to the NAB that it offered a masters in the subject but no bachelors degree.

Dr. Harold Niven, assistant to the NAB vice president for planning and development, prepared the report. He is a former president of the National Association of Educational Broadcasters and head of the University of Washington radio-TV department.

Joint study committee to hold first meeting

The steering committee which will oversee a study of radio methodology research will hold its first meeting in New York this Friday (Dec. 6). The committee is composed of representatives of the National Association of Broadcasters and the Radio Advertising Bureau (BROADCASTING, Nov. 18), in the joint study first proposed by the RAB.

Presently composed of five members from each organization, the committee plans to add two additional members from both the NAB and RAB, raising its membership to 14. One of the first orders of business will be the selection of a chairman, who will be picked from outside the committee members.

New tower operative

KGW-TV Portland, Ore., began operating at full power (316 kw) from its new 925-foot tower last Tuesday (Nov. 26). The new antenna, 277 feet higher than the tower that was blown down by high winds on Oct. 12, 1962, is the tallest in Oregon, KGW-TV reports. It is 2,049 feet above sea level. The tower is topped by a 76-foot RCA traveling wave antenna weighing almost 6½ tons.

Court denies appeal in Boston TV case

A plea for a stay of the comparative FCC hearing among four applicants for Boston channel 5 was denied last week by the U. S. Court of Appeals in Washington. The court, at the same time, heard arguments on an appeal against the FCC's 1962 decision affirming its 1957 grant of the Boston facility to the *Boston Herald-Traveler* (WHDH-TV) and granting it a four months license.

The stay request had been filed by WHDH-TV Inc. WHDH-TV also appealed against the FCC's 1962 decision which held that Robert Choate, publisher of the *Herald* and *Traveler,* saw then FCC Chairman Robert C. McConnaughey while the initial comparative hearing was underway and attempted to convince him of WHDH's superiority.

Greater Boston Television Corp., also one of the original applicants, appealed completely against the 1962 FCC ruling. It claimed that it should have received the grant for the channel 5 facility since it was found without blemish in the ex parte accusations.

The Boston channel 5 case began in 1957 when WHDH Inc. was granted the Boston facility after a comparative hearing with two other applicants. In 1958, allegations of off-the-record meetings between representatives of some of the applicants and FCC commissioners were made before Representative Oren Harris (D-Ark.) and his Legislative Oversight Committee. The case, which was already in the court on appeal, was returned to the FCC for investigation. A special hearing examiner, after a

Bell takes over codes

Howard H. Bell assumes command of the code operations of the National Association of Broadcasters today (Dec. 2) as successor to Robert D. Swezey as director of the code authority. Mr. Bell was appointed by NAB President LeRoy Collins three weeks ago, subject to confirmation by the association board at its January meeting (BROADCASTING, Nov. 11).

The NAB's executive committee already has endorsed the Bell appointment. Mr. Swezey, who annnounced his resignation last summer, had been code director since the position was created in 1961. Mr. Bell has been on the NAB staff since 1951 and for the past 1½ years has been vice president for planning and development. A successor to Mr. Bell has not been appointed.

hearing, held that no evidence had been introduced proving that WHDH principals had overstepped the bounds of propriety, but the FCC in 1960 overruled this viewpoint and issued comparative demerits against WHDH-TV and Massachusetts Bay Telecasters, also one of the original applicants.

The court argument last week was heard by Circuit Judges E. Barrett Prettyman, Warren E. Burger and J. Skelly Wright. Arguing for WHDH-TV was William J. Dempsey, for Greater Boston, J. Joseph Maloney Jr., and for the FCC, Max D. Paglin, its general counsel.

There are four applications pending for the channel 5 facility, plus WHDH-TV's for renewal. The new applicants are Greater Boston TV Corp., Hub Broadcasting Co., Boston Broadcasters Inc. and Charles River Civic Tv Inc. (BROADCASTING, April 1).

Denver pay TV asks for another extension

Immediately on the heels of receiving an extension to Dec. 4, KCTO(TV) Denver has filed a request for a further 60-day extension of its deadline to begin its authorized pay TV system. The latest request would make the fourth extension KCTO has requested.

The station says it will use the 60 days to prepare an application for modification of its authorization to permit its subscription system to broadcast a scrambled picture. The video security KCTO is seeking was described as one of the matters involved in obtaining programs. Lack of program material has been one of the factors delaying the advent of the system (BROADCASTING, Oct. 7).

But the change in the manner of broadcast would cause more delays and KCTO said it will ask for up to six months more if it receives the requested extension.

Rollins buys outdoor group

Rollins Broadcasting Co. has acquired the Mexican facilities of General Outdoor Advertising Co. for a reported $500,000.

The Mexican subsidiary of General Outdoor has plants and offices in Mexico City, Guadalajara and Monterey. Rollins already is in the outdoor advertising business in the Southwest, mainly in Texas.

This is the second acquisition of a General Outdoor plant by a broadcast group in recent weeks. Four weeks ago, Metromedia Inc. paid $13.5 million for General Outdoor's New York and Chicago facilities (BROADCASTING, Nov. 4). Metromedia, in addition to its broadcast properties, also owns Foster & Kleiser, national outdoor advertising company.

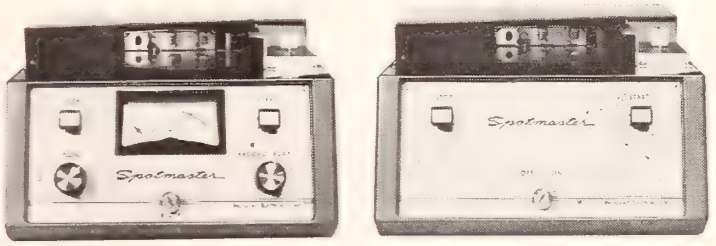
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And now something more has been added—the optional SPOTMASTER 500 A-DL Delayed Programmer. Designed to provide a 6-second to 16-minute delay in the broadcast of program material, the 500 A-DL makes possible "instant censoring". . . lets you delete objectionable program material from interviews and other live originations while the program is on the air. The 500 A-DL may also be used to meet many other delayed programming requirements. With the DL function switched off, the unit operates as a standard 500A recorder/playback.

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THE HOUSE AND LBJ

Rogers doesn't expect any changes in FCC policy unless Congress steps in

The chairman of the House Communications Subcommittee, spearheading a drive to halt FCC efforts toward stricter regulation of broadcasting, talked last week as if he expected the commission to continue in that direction unless stopped by the Congress, even with a new President in office.

The membership of the commission remains unchanged, although President Johnson may wish to name his own chairman, Representative Walter Rogers (D-Tex.), subcommittee head, said in an interview Tuesday (Nov. 26). Commissioner Robert T. Bartley, a fellow Texan and nephew of the late Speaker of the House Sam Rayburn, President Johnson's mentor, seemed a likely candidate (BROADCASTING, Nov. 25), Representative Rogers said.

The next day FCC Chairman E. William Henry eased the way for just such a move by writing the new President that he would step down from his chairmanship or the commission itself if Mr. Johnson desired (see page 72).

Representative Oren Harris (D-Ark.), chairman of the parent Commerce Committee, refused to speculate on specific moves the new President might make in the regulatory field, saying it was a little too soon to tell. But Representative Harris had this to say:

"President Johnson is rightly concerned about the strength and fiber of broadcasting and the news media, not just because of his long service in the Congress, but his close association with the broadcasting industry itself [the LBJ stations]. I think he's going to continue the theory that this is a service that belongs to the public [and] I think he's going to be firm that the regulatory process be carried out."

Then, with perhaps a thought back to his own investigations of alleged ex parte contacts by commissioners, payola and rigged quiz shows, Representative Harris said, "He's also going to be firm with the attitude that those who are going to perform the immense task [of public office] are going to do so with the highest degree of integrity, as did President Kennedy."

On a future course for the FCC: "Our regulatory agencies are doing a difficult task, and I don't agree with all of their actions, but I think they're going to do the best they can."

Subcommittee And FCC Plans ▪ Representative Rogers's thoughts turned to his immediate plans for countering the (present) FCC and its July 26 interpretation of the fairness doctrine enunciated in 1949. Two weeks ago the communications panel approved a bill of Representative Rogers's that would prevent the FCC from regulating the length and frequency of commercials, a proposal the FCC defended during a three-day hearing early last month (BROADCASTING, Nov. 11). That bill now is before the full Commerce Committee.

Enactment of any legislative measure to counter the FCC seemed remote and even clearance by the committee before the end of the year seemed unlikely, but Representative Rogers said he planned to call his subcommittee into another executive session, probably this week, to consider further means to head off the FCC.

The FCC has turned down his request that it suspend a schedule of license fees, set to start Jan. 1, until his subcommittee can hold a public hearing on whether the commission has the authority to proceed. Representative Rogers said, however, that he has heard that several groups plan to seek court action, probably an injunction, to prevent the fees from becoming effective until their legality can be determined. He did not identify the groups, but did say they were not necessarily broadcasters.

The subcommittee also will consider the FCC's activities in behalf of fairness. Having conducted extensive hearings on editorializing and fairness in July and September, the panel may issue a report on the subject rather than propose legislation, Representative Rogers said. Chairman Henry has informed him that the commission will stand on its already known position on fairness rather than make another appearance before the subcommittee, as had been expected earlier, the congressman said.

Representative Rogers said he thought the FCC has the power to say that broadcasters "should strive for fairness, but when they get down to detail and rulemaking," that's another story. "Fairness is more of a suggested matter [of principle] to be taken into consideration



WOC-AM-FM-TV dedicates new building

Dedication of the $2.5 million broadcast center of WOC-AM-FM-TV Davenport, Iowa, was full of surprises for David D. Palmer, president. Mr. Palmer (r) was the recipient here of the original station representation contract which he himself had signed on June 18, 1932, in behalf of WOC and its sister station, WHO Des Moines. Presenting the contract is H. Preston Peters, president of Peters, Griffin, Woodward, successor to the founding firm, Free & Sleininger. WHO and WOC were charter clients of the representation firm. At the same observance (Thursday, Nov. 21) Ben F. Waple, FCC secretary, personally delivered the license renewal for WOC-TV which had been in abeyance for over a year, caught in the FCC's backlog (BROADCASTING, Nov. 25).

by the FCC at the time when licenses are renewed. . . . Unless we try to spell out a fairness doctrine with guidelines, we should not try to pass a bill," he continued.

When he announced his editorializing hearing this summer, Representative Rogers said one of its objectives would be to make progress "in providing guidelines both for the protection of the broadcaster and the public." Those guidelines may come out of the subcommittee's report, he suggested last week.

It is also possible the report may urge the FCC to reconsider its stand on fairness. Representative Harris has been responding to mail he has received on fairness with a statement that it is his "sincere hope and expectation that the FCC will re-examine the several recent interpretations of the doctrine and will attempt to modify the application of that doctrine so as to provide broadcasters with fair and workable standards" for editorials and controversial issues.

Representative Rogers warned, however, that if the commission rules that broadcasters must offer free time to answer paid, controversial broadcasts, and if it intends to start cancelling licenses on such cases, then that is when the Congress ought to step in.

Conflict of interest law may be eased

CONGRESS ASKED TO EXEMPT SOME EMPLOYES

Conflict of interest, a phrase heard often in the halls of Congress these days, is the subject of identical communications bills now pending in the House and Senate.

The measures, S 2319 and HR 9155, were requested by the FCC and would liberalize employee conflict of interest regulations to exempt special government employes, usually part-time consultants. The bills were introduced by Senator Warren G. Magnuson (D-Wash.) and Representative Oren Harris (D-Ark.), chairmen, respectively, of the Senate and House Commerce committees.

The Senate committee, meanwhile, is expected to be asked soon to consider a conflict of interest bill introduced by Senator William Proxmire (D-Wis.) that would prevent the FCC from giving members of Congress a special advantage in community service criteria in judging applications before the FCC due to their public office. Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, which heard testimony on the bill early this fall (BROADCASTING, Sept. 9), said last week that the measure has been redrawn to include all public officials, elected or appointed.

BROADCASTING studies have shown more than 20 congressmen, senators or their relatives have interests in broadcast stations.

Senator Proxmire, who agreed with the revision when he testified in September, has pursued adoption of such a measure since 1960 when an FCC hearing examiner held that Capital Cities TV Co., an applicant for channel 10 Albany, N. Y., was "manifestly superior" in civic participation, because five owners were congressmen. The FCC, which opposed the Proxmire bill at the Senate hearing, argued that the commission reversed the examiner in the Capital Cities case and does not give special weight to applications on the basis Senator Proxmire has cited.

A proposal offered by Senator Strom Thurmond (D-S.C.) that congressmen not be allowed to hold any interests in stations because they are in a position to influence the FCC has received no support from the committee.

Subsequent to the hearing, with the wide publicity news media have given to financial dealings of Robert G. (Bobby) Baker, who recently resigned his post as secretary to the Democratic majority in the Senate, several other bills have been introduced which relate to disclosure of private holdings by members of Congress. Their supporters point out that the congressmen, while setting rigid standards for the behavior of members of the executive branch make no such rules for themselves.

At least one lawmaker has proposed that if Congress votes itself an increase in salary, it also should "require members to make their congressional careers a full-time occupation" and give up outside interests.

Money bill for FCC goes to conference

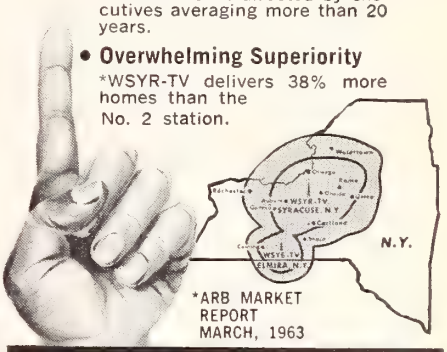
The FCC, the Federal Trade Commission and other government agencies not yet authorized funds for their fiscal 1964 operations which began July 1 were given authority last week to continue spending at the fiscal 1963 rate.

Congress agreed Tuesday (Nov. 26) to a continuing resolution, the legislative device which allows the government to function without passage of appropriations measures. Similar resolutions have been passed every few months since the new fiscal year began this July.

The next step toward enactment of a bona fide appropriation bill for the agencies is a conference among mem-

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and here's why . . .

- Exciting Local Programming
  News, music, documentaries that actually out-rate network shows.
- Great TV Personalities
  Hard-selling WSYR-TV personalities, "Central New York's greatest salesmen," at work from before sun-up to signoff.
- Best Technical Facilities
  First in Central New York with color, videotape, completely equipped TV center, and the only channel with maximum power at maximum height.
- Experience and "Know-How"
  A veteran staff directed by executives averaging more than 20 years.
- Overwhelming Superiority
  *WSYR-TV delivers 38% more homes than the No. 2 station.



*ARB MARKET REPORT MARCH, 1963

WSYR • TV
NBC Affiliate
Channel 3 • SYRACUSE, N. Y. • 100 KW
Plus WSYE-TV channel 18 • ELMIRA, N.Y.

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WDEF TV CH. 12 CBS TELEVISION NAB Code
CHATTANOOGA

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bers of the House and Senate appropriations committees to iron out differences in their respective versions of such legislation.

The House voted $15.8 million for the FCC and $12.1 million for the FTC. The Senate agreed to a $400,000 cut for the FCC (a $15.4 million total) and restored $229,500 for the trade commission (a $12,329,500 total) (BROADCASTING, Nov. 24).

Senate conferees named last week include Senator Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee as well as the Senate's independent agency appropriation unit, and Senator Gordon Allott (R- Colo.).

Senator Allott, ranking Republican member of the independent offices appropriations subcommittee, pushed for adoption of stern language in the committee report which urged the FCC to cooperate with broadcaster efforts in self-regulation "rather than to contemplate mandatory regulation" (CLOSED CIRCUIT, Nov. 11).

NBC publicists seek to join Teamsters union

Publicists of NBC, Hollywood, represented by the National Association of Broadcast Employees & Technicians Local 53 (AFL-CIO) since May 1953, have filed with the National Labor Relations Board for a decertification election and indicated that their preference would be to join the Teamsters' Brotherhood.

The 15-member group, according to shop steward Norman Frisch and member Rolf Gompertz, who along with Herman Lewis, make up the NBC group's proposal committee, met Nov. 14 with NABET business agent Syd Rose and Local 53 president John Allen. The publicists charged that Rose advised them their move would leave them "forever barred" from representation by any AFL-CIO union. There was no comment from Rose to this charge.

NABET also represents ABC publicists in Hollywood. CBS is represented by International Alliance of Theatrical Stage Employes. NBC's contract expires Jan. 31, 1964.

WDSM-TV's color activities ready to roll

WDSM-AM-TV Duluth, Minn.-Superior, Wis., has completed expansion and remodeling of studio and office facilities and expects to begin local live color TV programing this month, it was announced last week by Robert J. Rich, general manager. Over $100,000 has been invested in the project.

An NBC-TV affiliate, WDSM-TV began airing network color in 1956. Last year the station added color film and slide equipment to enable colorcasting of local commercials and films. Now a new RCA 41-K color camera chain will enable local live color.

WDSM-AM-TV's third annual "Christmas City of the North" parade and major local retail promotion were to have kicked off in that community Nov. 22 but were delayed at the last moment by the assassination of President Kennedy. The event was rescheduled last Friday.

ABC-TV executives meet with affiliates

ABC-TV executives were scheduled to start meeting in New York today (Dec. 2) with station managers from affiliate stations for a series of discussions on progress made during the past year and program plans for the 1964-65 season. The New York regional meeting will be followed on Dec. 4 with a similar discussion in San Francisco, and another on Dec. 6 in Chicago.

Among the ABC executives to attend all three meetings are: Thomas W. Moore, president of ABC-TV; Elmer Lower, president ABC News, special events and public affairs; Julius Barnathan, vice president and general manager ABC-TV; Edgar J. Scherick, vice president in charge of network programing; Robert L. Coe, vice president in charge of TV stations relations; and Chester R. Simmons, vice president in charge of Sports Programs Inc.

Media reports...

Broadcast scholarship ▪ The Association of Broadcast Executives of Texas has established an annual $500 scholarship fund for college students planning to pursue a career in radio-TV. ABET, which hopes to increase the value of the award as the years pass, will give the first such scholarship for the semester starting September 1964.

Indiana experiment ▪ WSBT-AM-FM-TV South Bend, Ind., recently conducted "an experiment in mutual learning" by

PROGRAMING

FETZER BASEBALL PLAN FACES DELAY

Majors' '64 schedules, commitments too far along

The blueprint for baseball "spectaculars" to be shown nationally on television without blackouts (BROADCASTING, Oct. 14), has been shelved for 1964 by its architect, John Fetzer.

Mr. Fetzer, president of Fetzer Stations and owner of the Detroit Tigers, said that hopes for such games in 1964 withered away for several reasons. "The schedules of the clubs are all hard-and-fixed for next year. Time caught up with us and we couldn't hold up the schedules any longer. Also, several clubs have contract commitments in connection with regional rights and it will take another year to get them into line for 1965."

However, Mr. Fetzer said that at the major league meetings which begin in Los Angeles next week (Dec. 9), he will propose to the clubs to "go directly to large national advertisers who have shown intense interest in our plan, sell our rights to them and then take the completed package to the networks for acceptance or refusal."

Mr. Fetzer did not identify the prospective sponsors, but said the reason for the interest shown is the fact that his plan "envisions very few, if any blackouts. And the baseball broadcast sponsor can get impact in every major market," which was not possible before this.

When he originally made his proposal, Mr. Fetzer envisioned a three-hour national baseball show, probably on Monday night, with interviews and features added to the game telecast to round out each night's package.

His schedule called for 26 weekly games, featuring all teams in the majors and giving each a slice of $250,000 or more from a $6.5 million or better game rights pie.

Heavy Support ▪ Mr. Fetzer said that "both major leagues are solidly behind this plan and I think the majority of the clubs will endorse it strongly." He expects the working agreement between the major and minor clubs to be modified to let it go through as planned.

A payment to the minor leagues for possible invasion of their territorial rights would be included in the Fetzer plan.

In conferences with clubs and network officials Mr. Fetzer noted several points which also led to abandonment of the "spectaculars" for '64.

"One network wanted 'unique' games such as exhibitions between top-flight clubs of both leagues. The leagues could not find agreement on this point.

"An attempt was made to try out the idea on the basis of six games only for 1964. However, program clearance

holding a three-hour seminar in its studios for local educators. The role of radio-TV was explained and educators' needs and views explored.

WQSR to hotel ▪ The Randolph House hotel in Syracuse, N. Y., is the new home of WQSR Solvay, a suburb of Syracuse. Both the studio and offices of the station are in the new hotel.

Tall in Baltimore ▪ The candelabra tower which holds the antennas of WBAL-TV, WMAR-TV and WJZ-TV, all Baltimore, will be raised 270 feet. After the extension the tower will be 900 feet above ground and the antennas will rise an additional 100 feet. Construction is to be completed by July.

RCA plans biggest closed circuit hookup

RCA's exhibit at the 1964-65 New York World's Fair will be highlighted by the largest closed-circuit TV network in history, the company has announced. The RCA hookup is expected to provide more than 2,000 hours of programing for about 250 color sets located throughout the fair grounds.

The fair's opening April 22 will be telecast in color by NBC-TV in a three-hour show that will include a preview of events and a look at more than 50 exhibits.

Huntsville TV starts

WHNT-TV Huntsville, Ala., began programing Thursday (Nov. 28). The channel 19 outlet is affiliated with CBS-TV and is licensed to North Alabama Broadcasters Inc.

problems and the rights fees for such a modified telecast appeared insufficient to be of interest to participating clubs as a major source of income."

Carlton, Silverbach co-chairmen TFE-'64

Leading television film distributors will hold Television Film Exhibit-'64 at the Pick-Congress hotel in Chicago April 5-8. This will be the second year that distributors will hold an exhibit, coincident with the NAB convention in Chicago.

Richard Carlton of Trans-Lux Television and Alan Silverbach of 20th Century-Fox Television are co-chairmen of the executive committee for TFE-'64. Leo Gutman of Four Star Distribution has been named chairman of the entertainment committee for the exhibit and Michael Laurence of Trans-Lux TV has been appointed chairman of the business affairs committee.



It's a special blend of excitement and experience combined to form a rare 6 year old brew known as Telescript.

In recent months a totally new management team has been selected to direct and operate Telescript. A number of important developments have taken place...new products and services are being added and developed to complement and expand the Telescript product line.

Among the new products is the Shibaden 5820 Image Orthicon Tube. Telescript has been selected as exclusive distributor for this quality I. O. Tube.

The Shibaden tube matches and exceeds the performance and warranties of its competitors...yet it costs 25% less!

In coming months you can look forward to a number of important announcements from Telescript. Meanwhile, please write and ask for more detailed information about the Shibaden I. O. Tube.

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Talk about debates tones down, but keeps on

Grief and shock over the assassination of President Kennedy shut off much official discussion of CBS's offer of unlimited free prime time for joint appearances of presidential and vice presidential candidates last week, but it was apparent from some comments that the subject was in the back of many political minds.

A key Republican congressman who was in on Richard M. Nixon's decision to appear on television in 1960 said last week that he thought joint appearances next year would be "the best thing" for his party.

Representative William L. Springer (R-Ill.), second senior Republican member of the House Commerce Committee, said he expected President Johnson to "duck it" [the TV appearances] if he can.

On the other hand, a Democratic party spokesman said that if President Johnson should be the party's 1964 candidate, he expected that Mr. Johnson would welcome the opportunity to meet his opponent on television.

The spokesman pointed out that in a letter written to CBS President Frank Stanton before the assassination, Democratic National Committee Chairman John M. Bailey thanked Dr. Stanton for his offer and noted that the TV appearances in 1960 created great national interest in the presidential race and could be expected to do the same, if not more, in 1964. President Kennedy had committed himself to a joint TV appearance in 1964 as long ago as 1960.

And Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee and the man whom President Kennedy asked to seek a suspension of Section 315 for next year to clear the way for joint TV appearances, said last week that it will be worked out soon. HJ Res 247, the suspension resolution, has been approved in slightly different versions by both houses and is again before his committee.

At least one senior member, who fought the measure before passage last spring, said privately he wanted to reexamine the whole matter in light-of the CBS offer.

TV To Help GOP? ▪ Representative Springer thinks the Republican presidential candidate, whoever he is, will need the national television exposure that a joint appearance would provide. Any of the current GOP front runners would do very well on TV, he said.

On the other hand, Representative Springer continued, he does not expect President Johnson to be "formidable" on TV. The late President Kennedy certainly was, the congressman conceded, and he recalled telling Mr. Nixon that, from a television standpoint, Mr. Kennedy would be the best possible candidate that the Democrats could nominate in 1960. The Democrats would need the enormous publicity that a joint appearance on network television could give, he said he told Mr. Nixon, and Mr. Kennedy's TV style and manner were excellent.

Did he advise the former Vice President not to accept the TV proposal in 1960? Representative Springer said he thought that Mr. Nixon was the "best off-the-cuff guy" in the country, especially after the "kitchen debate" with Soviet Pre-

Collins, Arnoux to head delegation

Broadcasting participants in a Dec. 9 meeting with representatives of the National Council of Churches to discuss the council's controversial pronouncement on television programing (BROADCASTING, Nov. 18) were announced last week by the National Association of Broadcasters.

The NAB and the industry have objected strongly to the council's call for regulation by the FCC of commercial announcements and for direct regulation of the networks. The NCC, in turn, maintained the broadcasters misunderstood its pronouncement because of distorted publicity and asked for the meeting.

LeRoy Collins, president of the NAB, and Campbell Arnoux, WTAR Norfolk, Va., and chairman of the special broadcasters committee, will head the industry delegation. They will meet in New York next Sunday (Dec. 8), one day ahead of the closed meeting with the church leaders. Other members of the NAB committee include:

Arthur Arundel, WAVA Arlington, Va.; Tom Bostic, KIMA-AM-TV Yakima, Wash.; Ralf Brent, WRUL New York; Carleton Brown, WTVL Waterville, Me.; Lee Fondren, KLZ Denver; J. Frank Jarman, WDNC Durham, N. C.; Robert T. Mason, WMRN Marion, Ohio; Clair R. McCollough, Steinman Stations, Lancaster, Pa.; Theodore McDowell, WMAL-AM-FM-TV Washington; William McKibben, WIL St. Louis, and Thad M. Sandstrom, WIBW-AM-TV Topeka, Kan.

NAB executives who will participate include Paul Comstock, vice president for government affairs, and John Couric, director of public relations. Roy Danish, director of the TV Information Office, will also attend.

Governor Collins spoke to a meeting of the council in Philadelphia last Saturday (Nov. 30), during which he attacked the churches' pronouncement (see page 9).

Film sales . . .

Showcase for the 60's (United Artists TV): Sold to CKNX-TV Wingham; CFCL-TV Timmins; CJIC-TV Sault Ste. Marie; CKCO-TV Kitchener; CKSO-TV Sudbury; CHCH-TV Hamilton; CFTO-TV Toronto; CJOH-TV Ottawa, and CBLT(TV) Toronto, all Ontario, Canada.

Dial AA For Action Features (Allied Artists TV): Sold to WFIL-TV Philadelphia; KSHO-TV Las Vegas; WNHC-TV New Haven, Conn.; WFBG-TV Altoona, Pa.; WBAP-TV Fort Worth-Dallas; WLYH-TV Lebanon, Pa.; WKNX-TV Saginaw, Mich.; WNBF-TV Binghamton, N. Y.; WKZO-TV Kalamazoo, Mich., and KFRE-TV Fresno, Calif. Now sold in 10 markets.

Films of the 50's, Volume 8 (Seven Arts Associated): Sold to WKZO-TV Kalamazoo, Mich.; WEEK-TV Peoria, Ill.; KTAR-TV Phoenix-Mesa, Ariz.; WCSH-TV Portland, Me.; WRGB(TV) Schenectady, N. Y.; WDAU-TV Scranton, Pa.; KCTO(TV) Denver, and WHEN-TV Syracuse, N. Y. Now sold in eight markets.

Changes suggested in Great Debates format

The format for next year's pending presidential debates on radio and TV may undergo substantial changes if the politicians have their way.

The American Political Science Association, which under a grant from NBC has been conducting a study toward improving the effectiveness of the debates, reports it has received more than 400 recommendations, or a response of about 75%, from requests sent to national and state party chairmen, congressmen and governors.

NBC Board Chairman Robert W. Sarnoff announced earlier this year the selection of APSA to make the study—and said at the time that NBC plans to carry next year's debates.

APSA Executive Director Evron M.

mier Khrushchev. He did not favor a television appearance because he expected Mr. Kennedy to be nominated, the congressman said, but he also knew that eventually "the press" (liberal) would force the GOP candidate into facing his Democratic challenger on TV, and accepting then would be worse than going ahead from the start.

Representative Springer said he thought the equal time suspension resolution would be held up a while in the House so President Johnson could "try to slide out of it" by announcing a policy favoring equal time but separate TV appearances by the respective candidates.

Asked about any changes he might expect under a Johnson administration, Representative Springer said he thought there would be nothing new for a while. He feels, however, that President Johnson knows better how to get along with the Congress than his predecessor. President Kennedy, he said, didn't like to take the time to compromise and haggle over legislative compromises.

Kirkpatrick said some of the suggestions received were as much as 11 pages long and "demonstrate the widespread interest in perfecting this instrument of enlightenment."

The committee promised to give all the proposals careful consideration and the chairman, Dr. Carl J. Friedrich, Eaton Professor of the science of government at Harvard University, said the APSA proposals would be made known next spring.

CBS President Frank Stanton has offered to make free time available on his network for next year's proposed debates (BROADCASTING, Nov. 25).

Listeners unanimously favor NBC Radio drama

The first "returns" were coming in to NBC Radio in New York last week on the network's "experiment" Nov. 17 (6:30-7 p.m.) in attempting to determine listeners' attitudes toward dramatic programing in radio (BROADCASTING, Nov. 18). The network's special program—science fiction stories by Ray Bradbury—was called *Experiment in Drama.*

As of Nov. 27, the network had 3,800 letters. The response: not one letter against the concept. Among the letters was one that said the show was a new experience for children who hadn't heard a radio drama before; another that enjoyed hearing drama on radio once again.

Still another pile of letters is expected from affiliates as listeners were asked to write to the network or to the station. Network spokesmen noted that the mailing already could be stacked up against the Nov. 10 NBC's program "experiment" in TV—the topical *That Was The Week That Was*—which drew 9,500 responses as of Nov. 21.

Many potential buyers for Four Star shows

Four Star Distribution Corp. reports that a special mail and telephone survey has indicated that hundreds of potential sales are available for the firm's off-network TV series in markets where the shows have not been presented. Says Len Firestone, Four Star vice president and general manager, "We can be of great service to these small markets by bringing our shows to the attention of the stations. Many of them are off the beaten track and are not visited by sales forces of any distribution company.

The Four Star series which will be first run in the markets referred to are: *Target: The Corruptors* (84 markets), *Zane Grey Theater* (40 markets), *Tom Ewell Show* (112 markets), *The Law and Mr. Jones* (69 markets), *Dick Powell Theater* (69 markets), *The Detectives* (one-hour in 77 markets) and *The Detectives* (half-hour in 65 markets).

Public service spot firm

Formation of Ads Audio to produce radio and television spot announcements for nonprofit and government agencies was announced last week by Arthur D. Stamler. Mr. Stamler is former audio-visual manager for the National Association of Broadcasters and continues to serve as a consultant to the NAB.

Ads Audio is located at 308 Spring Lake Terrace, Fairfax, Va., telephone 273-6309. The firm has been selected by the Treasury Department to produce radio and TV recruiting spots for the Coast Guard.

Les Keiter show available

Triangle Program Sales is offering for syndication *Keiter Contracts,* a five-minute daily radio interview series featuring sports personalities with sportscaster Les Keiter as host. Mr. Keiter has been associated with CBS, ABC and MBS.

The taped series, produced in Philadelphia, is currently being presented over the five AM stations in the Triangle group.

CBS-TV's ratings better than last year

Dr. Frank Stanton, president of CBS Inc., told a meeting of company employes last week that CBS-TV has not only maintained the position of program audience superiority which it enjoyed last year, but that it has actually improved its position this season.

Dr. Stanton's comments referred to both daytime and nighttime shows.

The network's nighttime lead over its nearest rival, he said, has gained three percentage points over the 10% lead it held at this point last year. He noted that "in six out of seven evenings a week [CBS-TV] commands larger audiences than its competitors and is second on the remaining night."

He referred to the daytime situation as "even more remarkable." Daytime audiences for CBS-TV, which has nine of the 10 most popular daytime shows, average 98% greater audiences than ABC-TV and 49% greater than NBC-TV, according to Dr. Stanton.

Dr. Stanton's assessment of rating performance was based on the Nielsen Television Index report covering the ten weeks ending Nov. 10. According to Nielsen, the following programs made up the top 10 during that two-week period:

NATIONAL NIELSEN-RATINGS TOP SPONSORED NETWORK TELEVISION PROGRAMS
Based on Nielsen estimates in first NTI report for November 1963 (two weeks ending Nov. 10)*
NIELSEN AVERAGE AUDIENCE (†)

Rank	Rating % U.S. TV homes	No. homes (000)
1. Beverly Hillbillies (CBS)	34.9	17,900
2. Bonanza (NBC)	32.8	16,830
3. Miss Teenage America** (CBS)	30.3	15,540
4. Dick Van Dyke Show (CBS)	29.1	14,930
5. Candid Camera (CBS)	28.3	14,520
6. Lucy Show (CBS)	27.2	13,950
7. Ed Sullivan Show (CBS)	26.9	13,800
8. Andy Griffith Show (CBS)	26.4	13,540
9. My Favorite Martian (CBS)	26.3	13,490
10. Petticoat Junction (CBS)	26.0	13,340

* Subject to definitions & reminders in the NTI report.
** Telecast only one week of this report interval.
(†) Homes reached during the average minute of the program.

Work started on two-hour TV film

NBC-TV and Revue Studios have combined to produce a two-hour telefilm, a drama in color entitled *Johnny North,* starring Lee Marvin, Angela Dickinson and John Cassavetes. It is planned for the 1964-65 season.

The production, reported earlier (BROADCASTING, Aug. 26), actually began two weeks ago and will take only four weeks to complete. Much of the action of the story—about a racing car driver who gets mixed up in a bank robbery—will be shot on location.

THE ROCKY ROAD TO FAIRNESS

Winning candidate's supporters threaten to sue KDIA

Broadcasters who decide to editorialize know they can expect headaches, particularly in political campaigns. But it's rare that the problems involved—including efforts to comply with the FCC's fairness doctrine—so compound themselves that a station finds itself threatened with law suits by supporters of a candidate it endorsed.

That's the position in which KDIA Oakland, Calif., finds itself as the result of its effort to stimulate political debate during the San Francisco election campaign.

As recounted by Walter Conway, KDIA's general manager, the station's problems began last month, when it decided to support John Shelley, one of eight candidates for mayor, and Percy Moore, one of 17 candidates for six seats on the board of supervisors.

The station planned to broadcast a total of 20 2¼-minute editorials, 60% of them devoted to Mr. Shelley's candidacy, the remainder to Mr. Moore's. To meet the requirements of fairness, it intended to offer opposing candidates two spots totalling 13 minutes free time. One announcement would be used by a spokesman selected by the candidate, the other by the candidate himself.

About a week before the starting date of the station's editorial schedule, one of the mayoralty candidates, Harold Treskunoff, complained to the station and the FCC. He said the time offered the mayoralty candidates should be equal to that devoted to editorials in behalf of Mr. Shelley.

Editorials Cancelled ▪ The station, after conferring with its Washington attorney, Harry Becker, decided to withdraw its editorial schedule. It felt that, under the fairness doctrine, it would have had to offer all candidates time "equivalent" to that it was devoting to the candidacies of Messrs. Shelley and Moore.

It decided to let stand its offer of free time for all the candidates and to make a brief announcement of its support of Messrs. Shelley and Moore at the beginning of each candidate's program.

This may have solved one problem. But it laid the groundwork for another.

Mr. Treskunoff, in the time offered him, not only criticized Mr. Shelley but made a "strong" personal attack on two of Mr. Shelley's principal supporters, Terry Francois and Cecil Poole. Both men are attorneys and Mr. Poole, in addition, is assistant U. S. attorney for Northern California.

Mr. Treskunoff's statement was taped and broadcast Sunday, Nov. 4. However, the broadcast quality was so poor that the station decided to rebroadcast it the following evening. Meanwhile, KDIA informed Messrs. Francois and Poole of Mr. Treskunoff's statement and offered them time for reply.

Attorneys Angered ▪ However, both attorneys were so incensed by Mr. Treskunoff's statement that they brushed off the station's offer of time and said they would sue the station. They were unmoved by Mr. Conway's argument that, because of the Communications Act, the station is prohibited from censoring candidates.

They "were particularly disturbed," Mr. Conway said, "by the fact that the station intended to repeat the Treskunoff statement."

Before and after the rebroadcast of the Treskunoff tape, Mr. Conway broadcast a statement for the station which included an answer to Mr. Treskunoff, as finally made by Mr. Francois, and a statement by Mr. Francois concerning Mr. Poole's position.

On Tuesday, Nov. 5, the voters elected Mr. Shelley though Mr. Moore was defeated. But the station is not yet fully enjoying the satisfaction that goes with backing a winner. As Mr. Conway concluded his report, "KDIA has not been informed" whether Messrs. Francois and Poole, "the supporters of the candidate endorsed by KDIA," intend to make good their threat to sue the station.

Barber laments about long hairs

FCC commissioners must sometimes wonder if they are effectively communicating to the public. Commissioner Robert E. Lee, for example, has received a letter from a retired barber asking the FCC to regulate male TV performers' haircuts.

"It's really disgusting," Walter A. Chall of Detroit wrote, "to see them on TV with the long hair on the back of their necks about two inches long and the shaggy hair curling up around their ears. From the neck up they look like skid-row bums. . . . It's really a disgrace to television."

Mr. Chall suggested that the shaggy showmen should have their hair trimmed once a week, and cited Lawrence Welk and Jackie Gleason as examples of neat performers. "I really do sincerely hope that you not only police TV," he told Commissioner Lee, "but see that all male performers are policed in regard to their shaggy hair."

Mr. Lee wrote back to Mr. Chall noting that the FCC has no regulatory authority in the hair area, but suggested that the retired barber write to the stations which he watches.

UA to finish pilots on six by Dec. 15

United Artists Television reports it will have six co-produced pilot films for the 1964-65 season completed by Dec. 15.

Three pilots are being made in association with Robert Alan Aurthur. They are: *Pioneer, Go Home,* starring Tom Ewell, for ABC-TV; *Mark Dolphin,* starring Robert Horton, for CBS-TV, and *Kibbee Hates Fitch,* starring Don Rickles and Lou Jacoby, for CBS-TV.

The other three pilots are being produced for CBS-TV. Co-producers with UA are Jackie Cooper Productions with *Calhoun,* which stars Mr. Cooper; Phil Silver's Gladasya Productions with *Gilligan's Island,* starring Bob Denver and Alan Hale, and Daystar Productions with *John Stryker,* an adventure series being filmed in Hollywood.

'East Side' leaves off; 'CBS Reports' picks up

The *CBS Reports* series will turn its attention to the Harlem district of New York for a special titled "The Harlem Temper," Dec. 11 (7:30-8:30 p.m.).

The program will focus on groups which vie for support of the Negro in the North, including the Black Muslims and the National Association for the Advancement of Colored People, and appraise their success in gaining loyalty.

A segment of CBS-TV's *East Side/West Side* titled "Who Do You Kill," presented Nov. 4 (10-11 p.m.), which was a dramatic presentation of ugly living conditions in Harlem, has reportedly evoked indignation at the filthy conditions.

A subsidiary of the Kinney Service Corp., which specializes in industrial cleaning services, will—at its own expense—clean out a square city block regarded as the dirtiest in Harlem.

Five D.C. stations ask to speak on crime bill

Five Washington radio and TV stations have asked the Senate District of Columbia Committee for an opportunity to testify on the obscenity provision of the omnibus crime bill for the Dis-

Rahs and boos on TV programing from Congress

A CBS-TV documentary and an NBC-TV drama, both broadcast this month, have won praise from members of Congress. But an Ohio congressman wants the Republican National Committee to preview two planned NBC-TV *White Paper* documentaries on Cuba to check them for "distortion."

Representative Samuel L. Devine (R-Ohio) said Nov. 20 that he had written the Republican National Committee urging them to ask NBC for a preview.

The two programs in question, Representative Devine said, are "Cuba: The Bay of Pigs" and "Cuba: The Missile Crisis," both to be narrated by Chet Huntley. He said a midwestern newspaper had said the first program would be about the March 17, 1960, Cuba invasion during the Eisenhower administration. This was labeled a "failure" by the "image makers," the congressman said.

The second program, about the October 1962 missile crisis under the Kennedy administration, was called "a brilliant success," Representative Devine explained. He said that the crisis episode was cut off at Oct. 28, 1962, but does not follow through "to give the whole picture where Kennedy backed off, capitulated and yielded. What a 'brilliant success.'. . .

"I want to see if they are factual," he continued. Two previous programs in the *White Paper* series which he had seen were distorted, Representative Devine said, "and I want to see if they are trying to rewrite history."

Representative Ed Edmondson (D-Okla.) said that NBC's 90-minute special, "The Patriots," on the *Hallmark Hall of Fame* was "one of the outstanding television dramas of all time." Speaking warmly of the network and Hallmark Cards Inc., the sponsor, Representative Edmondson said "for those who are inclined to be pessimistic and to have a dark view about the future of our country, there was something greatly reassuring about the grim but inspiring portrayal of the dark days of our Republic . . . in 'The Patriots.'"

Representative George M. Rhodes (D-Pa.) praised CBS for its *CBS Reports* program, "The Case History of a Rumor," as a "great service to our nation and to the cause of common sense and common decency." The congressman warned that tax benefits permit "hate groups" to pay for campaigns that create "confusion, hate, distrust and disunity."

trict of Columbia.

National Association of Broadcasters already has filed a statement against the bill saying the section is "so sweeping" it could establish a broad censorship system. Broadcasters are covered by the Communications Act, the NAB said (BROADCASTING, Nov. 18).

Witnesses as of November 22 included: John Doefer, D.C.-Maryland-Deleware Association of Broadcasters; Thomas Dougherty, WTTG(TV); Howard Monderer, WRC-AM-FM-TV; Lawrence E. Richardson Jr., WTOP-AM-FM-TV; Theodore N. McDowell, WMAL-AM-FM-TV; Ben Strouse, WWDC-AM-FM, all Washington, and Evelyn Freyman, American Federation of Radio & Television Artists.

Program notes . . .

New Wolper division ▪ Wolper Productions, Hollywood, has formed a new educational division to sell Wolper TV documentaries to library outlets. *The Story of . . .* series will be the first offered through the new division, which will be headed by Jack Mulcahy.

'Cardinal' show ▪ Ed Spiegel is producing, writing and directing "The Cardinal," 30-minute TV documentary now in process at Wolper Productions which will follow the history of the Otto Preminger motion picture from its inception to its world premiere in Boston. "The Cardinal" will be shown in February on NBC-TV as part of the *Hollywood and the Stars* series.

Pro basketball ▪ Professional basketball games return to New York television screens Jan. 2 when WOR-TV telecasts on a once-a-week basis the first of 11 National Basketball Association games to be transmitted by Sports Network Inc. The initial telecast will feature the New York Knicks against the Baltimore Bullets. All games will begin at 9:30 p.m. with the exception of an 11:30 p.m. starting time Feb. 13 when Boston plays San Francisco.

Scientific series ▪ A new MGM-TV series, *Science All Stars*, will fill the 4:30-5 p.m. Sunday time slot on ABC-TV starting Jan. 12. Sponsored by Honeywell, a manufacturer of automatic controls which has never before made a major plunge into national television, the series will feature youngsters who have won honors in science fairs across the land. Originator and executive producer of *Science All Stars* is Steven R. Carlin.

Noon high ▪ QM Productions, in association with 20th Century-Fox, will start Dec. 2 filming an hour-long drama series, *Twelve O'Clock High*, for ABC-TV. The war-time drama will be directed by William Graham, who has been associated with such shows as *The Fugitive, The Breaking Point* and *Dr. Kildare*. The pilot script for *Twelve O'Clock High* was written by Paul Monash and Beirne Lay Jr. and is based on a 1950 Fox film.

New firm ▪ Stephen Lord, associate producer for Filmaster Productions on the *Death Valley Days* series, is organizing his own production company for TV and feature films. The move was prompted by renewed network interest in his *Combo* TV series re-acquired from Four Star Productions.

A TV talk show ▪ Walter Reade-Sterling Inc., New York, has acquired for syndication *The Pamela Mason Show*, an hour program featuring Miss Mason



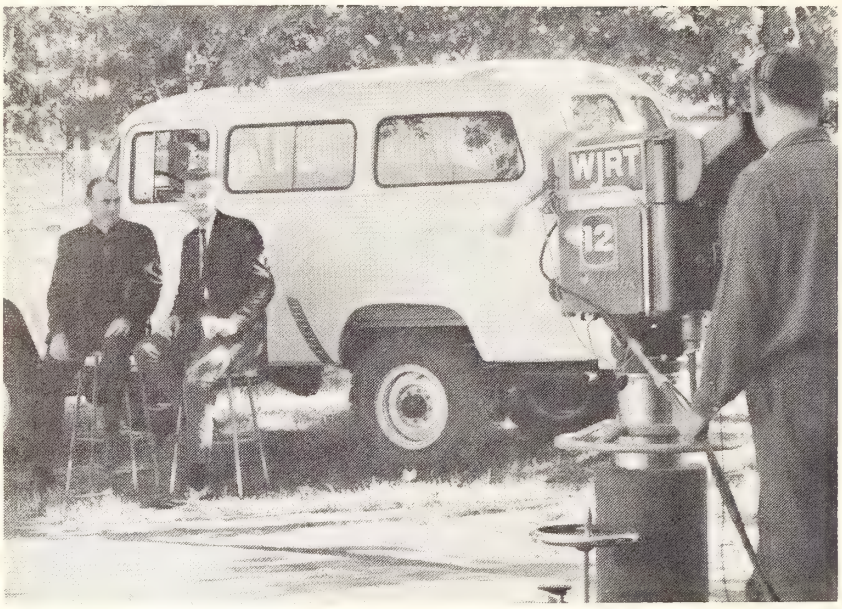
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TV to document priest's Pakistan work

Michael J. Kalush, director of photography at WJRT(TV) Flint, Mich., is coupling his craft with an adventurous spirit to document the work of Father Warren Dennis, a Dominican missionary, in the backlands of Pakistan (see picture above).

The idea for the trip was planted during a meeting between Father Dennis and Mr. Kalush; at which time Father Dennis suggested that Mr. Kalush return with him to his mission in the Bahawalapur District, about 600 miles north of Karachi. Mr. Kalush's jocular response was "okay." But the father was in earnest and cleared the idea with his New York office and again broached his photographer friend with it. Mr. Kalush received immediate approval from WJRT.

Mr. Kalush will film such scenes as the new village being built by Dominican Fathers in the Chitosian Desert—but the doing will not be easy. Roads to the area, WJRT said, are nonexistent and bandit raids are common events. Social customs may also interfere since women are to be photographed only if the cameraman is willing to risk being shot. It is held that photographing women causes sterility.

The films will be used for three WJRT documentaries and will then be released to the Dominicans to use as training films and in fund raising.

in interviews with celebrities from various fields. The taped program currently is carried on KABC-TV Los Angeles, and will be offered to stations on a five-day-per-week basis.

Hotel service to expand ▪ TeleGuide, a closed circuit TV network that carries entertainment advice to more than 38,000 rooms in 43 New York hotels, plans to expand its coverage to 45,000 rooms in 50 hotels by the first of next year. Within a year the service hopes to expand its coverage to more than 70 hotels in metropolitan New York. TeleGuide now maintains a daily 18-hour broadcasting schedule featuring films and talks on the city's attractions.

Pilot started ▪ A pilot film for a CBS-TV weekly, one-hour series starring Robert Horton went into production Nov. 25 in New York. The show, as yet untitled and packaged by United Artists TV, is being written by N. Richard Nash and will be produced by Robert Alan Aurthur.

Forsooth ▪ Dr. Frank Baxter, noted television lecturer on Shakespeare, will appear in 50 half-hour television programs for Group W (Westinghouse Broadcasting Co.) next year in connection with the 400th anniversary of the birth of Shakespeare. Dr. Baxter spent several weeks in England filming background footage for the series.

Scrooge from 7A ▪ Seven Arts Associated will syndicate Charles Dickens' *A Christmas Carol* as a holiday special. The 86-minute film, made in 1951, stars Alastair Sim in the role of Scrooge.

More space for space ▪ United Press International says it will open a new bureau by January near the National Aeronautics and Space Agency headquarters at Houston. Alvin B. Webb Jr., who has covered space launchings at Cape Kennedy for the past four years for UPI, will head the new bureau. Alexander H. Rossiter Jr. moves from Richmond, Va., to Mr. Webb's spot at the Cape.

50-year cavalcade ▪ Lakeside Television Co., New York, has acquired the distribution rights to *Time To Remember*, 39 half-hour episodes depicting life throughout the world from 1896 to 1946, and has made the first U. S. sale to WPIX(TV) New York. The series has been produced by Associated British Pathe from its extensive library and features as narrators such performers as Sir Michael Redgrave, John Ireland, William Bendix, Sir Ralph Richardson and Joyce Grenfell.

FINANCIAL REPORTS

'Entertainment' covers many fields

BRIZZARD SPELLS OUT CRITERIA FOR LENDING MONEY TO MEDIA

"The first rule of lending—'know your borrower'—is doubly important in the field of entertainment loans," according to Alvin Brizzard, assistant vice president, Security First National Bank, Los Angeles.

"By its very nature, any entertainment project is an intangible thing and its success or failure is difficult if not impossible to predict," Mr. Brizzard said. "The character of the borrower and his past record of financial responsibility is usually the best guide available as to his chances of succeeding in his new venture and our chances of getting our money back if he fails."

In banking parlance, "entertainment" covers a wide assortment of enterprises. There are theatrical motion pictures and TV films, as one would expect. But there are also baseball, football, basketball and hockey teams. And radio and television stations. And pay TV and community antenna systems

and intercity radio relay links. "By extension, what we call entertainment has come to include almost all kinds of communications activities," Mr. Brizzard noted.

Asked for his criteria in making a loan on a projected TV series, the bank executive replied that when a series is made for first run syndication, which used to be the general rule but now is rare, the financial responsibility of the producer becomes a matter of paramount importance. "He has to sell his product piecemeal, market by market, and if he doesn't know the business thoroughly, from how much to budget for each episode to how much to charge for it in Des Moines, or Chicago, or Atlanta, and how to make the sale at the right price in this field of cut-throat competition, he's going to be in real trouble, and so are we if we've given him the money to make the series."

When the series is produced for network broadcast, financing is not as great a problem, as the usual contract calls for the producer to be paid for each episode as he goes along on the basis of one-third of the price when the script has been approved, one-third on completion of the photography and the final third on delivery of the episode, edited, scored and with full sound, ready for broadcast, Mr. Brizzard said.

Profit in Reruns ▪ "The main point here," he continued, "is to make sure the borrow knows his production costs and has sufficient capital to cover the difference between the actual cost of each episode and the price he's going to be paid for it by the network or sponsor. This is usually less than his cost. A half-hour show, for instance, might cost $50,000 to produce but be sold for its first network broadcast for $40,000. The balance of the producer's costs and his profits come from the reruns."

Mr. Brizzard recalled an experience from the *Screen Directors Playhouse*, an anthology series produced in cooperation with the Screen Directors Guild, which supplied a different director for each show in the series. The shows were filmed at Hal Roach Studios, where Mr. Brizzard was then controller.

"Leo McCarey was assigned to direct one episode. He was a famous motion picture director, producer, writer, winner of an armload of Oscars. But he had never before been involved with television. He came in, read the script and didn't like it. So he called for a secretary and a typewriter and started to rewrite it, then and there, on the set, with the cast and crew standing around and waiting and getting paid for it. We had a budget of $40,000 an installment, but that one cost



Mr. Brizzard

us $95,000. That's why the bank wants to be sure that the producer knows what his costs will be.

"A producer has the incentive to take chances; if he has a successful series with good rerun sales, he can make a handsome profit. But a bank can't participate in that profit; there's a law against a bank taking an ownership position in any enterpirse. Banks can only get interest, so it's not smart for us to take too long a risk." The amount of the interest varies from deal to deal, Mr. Brizzard admitted, but he promptly reminded that "there are laws against usury."

After assuring itself of the financial responsibility of the producer, the bank would then ask such questions as: Who is the star? How many episodes are to be made? What is the price per episode? "We'd want to look at the production budget and at the contract with the sponsor. If the answers are right and the sponsor is a blue chip organization we might make a loan for the full value of the contract, perhaps as much as $1 or $2 million or even more, with a chattel mortgage on all the films and an assignment of the contract with the sponsor or network as collateral. Even then, unforeseen emergencies may arise. A star can drop dead with the series half done. Or union troubles can delay things. We try to protect ourselves in every way we can and go on making loans whenever they seem like a good risk."

In a loan to buy a station, Mr. Brizzard said, the bank would want to know its location, the nature of the market, the competition, how many times the station has been transferred in the past and whether the former owners have made or lost money with it.

Why Is Owner Selling? ▪ "The first question would probably be: 'Why is the current owner selling the station?' and the second one, 'Why are you buying it?'

"After that would come: 'What experience have you had with a station like this in a market like this? If the station has been losing money, how do you know the changes will make the station profitable? After you buy the station what will your financial picture be? If it doesn't pay out how will that affect your other operations?' And so on. We try to get all the answers down on paper, including a forecast of estimated future operations, so we and more especially the borrower can see the whole picture. Often, when we do, it looks somewhat different to him than it did when the station broker first presented the idea of buying the station."

Making loans is involved, but once the loan has been made, that's only the beginning, Mr. Brizzard noted. "A broadcast property is financed with a term loan," he said, "and that takes administration. We have to keep abreast of the day-to-day progress of the company—and that means right now and not waiting for reports on what the situation was six weeks ago. Sometimes even six days ago would be too long. I frequently talk to a man at home on Sunday to find out how

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things stood on Saturday night."

And that's not all, he continued. "Every company has problems that can affect its profit and loss statements and it's our business to know what they are and how they're being met so that there's sufficient cash flow to keep the company solvent, operating and paying off its loan on time. As with programs, emergencies can arise at stations. A personality with a large following decides to leave; worse, he moves to a competitor. We probably can't prevent it happening, but if we're on our toes it won't come as a complete surprise. When I see a financial statement that shows a loss of $50,000 where a profit of that amount had been predicted, I want to know about it beforehand and not suffer a stroke at the moment."

In addition to knowing the status of the individual borrower, the men responsible for entertainment loans must know what's going on in the various branches of that entertainment business, Mr. Brizzard continued. They must read the trade press, maintain their contacts with the people who know what's going on; they need to know what the news is and, almost as important, what the gossip is. This calls for men well grounded in the entertainment business.

George Yousling, head of the entertainment loan department of Security First National, has been making loans to motion picture companies since the 1930's. Mr. Brizzard spent seven years with Hal Roach before joining the bank in 1959. He is a CPA and has a master's degree in business administration from the University of Southern California.

Seven Days A Week ▪ "There are no such things as banker's hours in this department," Mr. Brizzard commented. "We work with our clients when they need us, which may be in the middle of the night or over a weekend." He mentioned a mid-October trip to San Francisco: "I'd expected to be there a few hours and at midnight I was out trying to buy a toothbrush and a razor. And when I got home Friday evening I got a call that made me work over the weekend." The extra hours proved to be worth while.

In San Francisco, he helped put together a $5 million loan to Subscription Television Inc., the new pay TV company. Over the weekend he got the information on which the bank based its decision to lend $12 million to Golden West Broadcasters to purchase KTLA (TV) Los Angeles from Paramount Pictures (BROADCASTING, Nov. 4).

"We look at the figures," Mr. Brizzard concluded, "but we watch management even more closely. The personal aspect can't be ignored. The biggest risk is a one-man business. If he drops dead, where are you?"

Filmways moves to profit side

A profit position for the fiscal year ended Aug. 31, compared to a loss for the year before even though revenues declined, was reported last week by Filmways Inc., producer of TV programs and commercials and motion pictures feature films.

One reason for the decline in revenues in the 1963 year, compared to 1962, Board Chairman Martin Ransohoff said, was because the firm withdrew its TV commercial production operation in New York during the year.

Annual stockholders meeting of Filmways will be held Dec. 12 in New York, for the election of seven directors. Only new name is that of Jack J. Katz, New York attorney; the rest are present directors.

The proxy statement reports that Mr. Ransohoff received $115,218 last fiscal year, with $75,000 representing basic salary and the remainder representing producer's fees paid or advanced. Other remunerations: Lee Moselle, president and chief executive officer, $33,100; John Calley, vice president and motion picture producer, $35,592.

Filmways has three half-hour weekly programs on the networks this season (*Beverly Hillbillies, Petticoat Junction* and *Mister Ed*) and has three new shows under production for possible network presentation next season (*My Boy Goggle*, starring Jerry Van Dyke; *My Son, the Witch Doctor*, and *Emmy Lou*).

12 months ended Aug. 31:

	1963	1962
Earned (loss) per share*	$ .21	$ (.22)
Revenues	10,763,767	12,829,849
Income (loss) before taxes	272,408	(275,860)
Net income (loss)	122,408	(125,860)

*Based on 595,445 shares outstanding compared with 584,004 in 1962.

Audio Devices sales up

Sales for the nine months of this year were up 6% over the same period last year, William T. Hack, president of Audio Devices Inc., has reported. Audio Devices manufactures magnetic tape and cartridges.

Nine months ended Sept. 30:

	1963
Earned per share*	$ 0.39
Net sales	6,373,945
Expenses (including depreciation and amortization of $157,907)	5,667,632
Operating profit	706,313
Other deductions (net)	38,441
Net income before federal income taxes	667,872
Provision for federal income taxes	327,000
Net income	340,872

Debts redeemed

Ling-Temco-Vought Inc. has issued a call for redemption on Dec. 27 of four of the company's long term debt issues totaling $27,029,880. Execution of the program will leave LTV with long term debt of $34,607,060. It was also announced that provision has been made for the sale and lease back of up to $18 million of machinery and equipment to assure availability of funds for the repayment of short term obligations.

Scripps-Howard down slightly

Slight downward trend in net income for the 10 periods ended Oct. 5 have been reported by Jack R. Howard, president of Scripps-Howard Broadcasting Co. Mr. Howard also reported dividend of 25 cents a share on common stock, payable Dec. 10 to stockholders of record Nov. 22.

Ten periods ended Oct. 5:

	1963	1962
Earned per share	$ 0.85	$ 0.87
Net operating revenues	10,429,326	10,226,603
Net income	2,192,479	2,246,685

Admiral sales, profits up

Higher sales and profits in both the third quarter and the first nine months of 1963 has been reported by Vincent Barreca, president of Admiral Corp.

Mr. Barreca said the high level of color TV sales attained early in the year is continuing.

Nine months ended Sept. 30:

	1963	1962
Earned per share*	$ 0.78	$ 0.23
Consolidated net sales	153,824,071	144,252,942
Earnings before taxes	3,838,515	2,760,727
Earnings after taxes	1,893,938	548,216

* Based on 2,427,111 shares outstanding.

Oak Manufacturing net down

Heavy, nonrecurring costs for the development of a new UHF tuner were among the reasons why net income was down in the first nine months of 1963 for Oak Manufacturing Co. and its subsidiaries, E. A. Carter, president and chairman, said last week.

Mr. Carter added, however, that the new UHF tuner has been well received by major TV set manufacturers. Volume sales are expected in the second quarter of 1964, he explained. All TV receivers must be capable of receiving both UHF and VHF after April 30 next year.

Nine months ended Sept. 30:

	1963	1962
Earned per share*	$ 0.87	$ 0.93
Net sales	28,997,881	22,373,367
Costs of sales	22,676,051	17,395,799
Gross income	6,321,830	4,977,568
Selling, engineering and administrative expenses	4,892,599	3,828,495
Income from operations	1,429,231	1,149,073
Other income (net)	(52,321)	136,098
Income before income taxes	1,376,910	1,285,171
Provision for income taxes	779,000	643,565
Net income	597,910	641,606

* Based on 687,074 shares outstanding.

WHO requests permit for 750 kw power

WHO Des Moines, Iowa, last week became the fourth clear-channel station to request an authorization to conduct an experimental operation with 750 kw.

The station is owned by the Central Broadcasting Co. and operates on 1040 kc with 50 kw.

Central estimated that the increased power operation would cost $792,750, which includes the cost of an RCA transmitter. Revenues for the first year were estimated at just under $1 million. Central told the commission that it would conduct studies of the reactions of national advertisers to the 750 kw operation—such as what accounts are added or dropped and why. The effect on other stations would also be studied.

WGN Chicago and WWL New Orleans have also filed for 750-kw experiments and KSL Salt Lake City for a 500-kw operation. WWL has also requested that the commission institute a new-clear channel rulemaking since the U. S. Court of Appeals, Washington, has upheld the commission's decision to duplicate 13 of the 25 clear-channel frequencies (BROADCASTING, Nov. 18). WJR Detroit and KFI Los Angeles plan to file for 500 kw and 750 kw, respectively.

KOB replies to WABC petition

Hubbard Broadcasting Co. has little sympathy for ABC if the network should lose its facilities for WABC New York. Hubbard told the FCC last week that ABC created its own predicament by refusing to file a directional antenna proposal in its WABC renewal application.

Hubbard requested that the FCC dismiss ABC's petition for reconsideration of the commission's Oct. 16 order which would dismiss the stay of the 30-day period in which a directional proposal for WABC was to be filed (BROADCASTING, Nov. 25). The directional proposal is to give Hubbard's KOB Albuquerque, N. M., nighttime skywave protection—both WABC and KOB operate on 770 kc, a clear channel. Hubbard is also competing with WABC's renewal application for the channel.

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Hubbard claimed that the commission order vacating the stay was dependent on court approval (in July the FCC denied a nondirectional WABC renewal and the case was taken to the U. S. Court of Appeals, Washington) and that the time for filing petitions for reconsideration is after word from the bench. Hubbard suggested that in view of ABC's arguments for reconsideration—such as being unable to truthfully swear to its desire for a directional operation on WABC—the FCC "may well wish to reconsider its largesse (and we [Hubbard] contend improper) action in allowing WABC another opportunity to file a directional proposal. . . ." Hubbard went on to say that it feels its New York application should compete with the WABC directional application on file when Hubbard's application for a new station received the protective cut-off date provided by FCC rules.

Puerto Rico is included in FCC's TV set rules

It may come as a surprise to its citizens, but Puerto Rico is a state. At least, the FCC said, it's a state within the definition of the all-channel receiver legislation.

The commission had been asked for a ruling on the question by General Electric Co. (BROADCASTING, Nov. 18), which speculated that some set makers might try to continue to sell all-VHF receivers on the island after April 30, 1964. That is the date after which TV sets transported in interstate commerce must be able to receive both UHF and VHF channels.

The commission noted that its rule on the all-channel receivers fell under a section of the Communications Act which specifies that "interstate commerce" includes Puerto Rico, a commonwealth, and all possessions of the U. S.

RCA develops industrial TV tube

RCA announced last week it has developed a new high-resolution, one-inch diameter vidicon television pickup tube to be used primarily for industrial black-and-white television purposes.

The new RCA-8507 can be used for live and film pickups and can provide color TV broadcast service. It is a high-resolution version of the high-sensitivity RCA-7735A vidicon.

Resolution capability of the new tube ranges from about 1,000 TV lines in the center of the picture to about 700 lines at the corners. The vidicon should be operated with a grid-No. 4 voltage of 750 volts and a grid-No. 3 voltage of 450 volts. The new design includes separate connections for mesh and wall electrodes to insure a more uniform signal output.

Details of the RCA-8507 have been published in a technical bulletin that can be obtained from commercial engineering, RCA Electronic Components and Devices, Harrison, N. J.

Technical topics . . .

Closed Circuit TV ▪ Blonder-Tongue Laboratories, Newark, has appointed Antel Inc., Orange, N. J., franchised distributer-installer for B-T closed circuit TV equipment. Antel will feature all Blonder-Tongue CCTV equipment, including cameras, switchers, studio equipment and lens turrets.

New test gear ▪ Standard Kollsman Industries, Melrose Park, Ill., has introduced new multi-use test instrument which can supply UHF TV signals where none are otherwise available. Selling under $100, the unit not only helps TV servicemen but also TV dealers who wish to demonstrate all-channel sets in areas where new UHF stations may not yet be on air.

Market plan ▪ Blonder-Tongue Laboratories, Newark, N. J., manufacturer of electronic equipment, has launched a

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NEW YORK, 111 John • SAN FRANCISCO, 220 Montgomery
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"four-point" marketing plan for its UHF product line. Consumer and trade advertising will support the drive, which features price reductions, discounts, extended full-year warranty protection on all parts other than tubes and price protection credit on all BTU-2T UHF converters now in dealer stock.

Acoustics innovation ▪ Reeves Brothers Inc., New York, reports the sale of a new acoustical wall covering (Acous-Decor) of Curon urethane foam to the American Mission to Greeks Inc. for its new radio studio at Ridgefield, N. J.

Tower completed ▪ Construction of the 2,063-foot tower for KTHI(TV) (new call letters for KEND-TV) Fargo, N. D., has been completed. The structure is midway between Fargo and Grand Forks, N. D. According to Polaris Corporation, which owns the channel 11 outlet, the new installation will be put into operation in early 1964. A new studio for KTHI is under construction in Fargo.

Admiral abroad ▪ A contract for 1,500 23-inch table model television sets has been placed with Admiral International Corp. by the U. S. General Services Administration for use in Colombia under the Peace Corps program, Admiral announced last week. Initial shipment of 400 sets was made last week. A TV relay network linking Bogota and remote areas of Colombia will be used by the Peace Corps volunteers to help reduce illiteracy there.

INTERNATIONAL

More money for U.S. shows in Japan

OFFICIAL'S REED NOTES HIGHER RANGE PER EPISODE

A striking development in Japanese television over the years has been the steadily rising prices the industry there will pay for U. S. programs, Seymour Reed, president of Official Films, reported last week after a business trip to the Far East.

Mr. Reed, who spent six days in Tokyo and several days in Hong Kong before returning to New York, noted that prices for a half-hour U. S. program for showing on network TV in Japan has risen to the $2,000-$4,000 range per episode and hours to the $4,000-$8,000 range, depending on the show. He said this is "remarkable" pointing out that eight or nine years ago prices were six to ten times lower.

He believes the future is "even brighter" for U. S. programs, noting a movement to broaden the buyer's market in Japan. He explained that at present, sales can be made only to networks or stations but there are developments that point to the establishment of a distributor set-up. This would lead to more competition for U. S. programs and hence be conducive to raising prices over present levels, Mr. Reed observed.

While in Japan, Mr. Reed closed negotiations with the Tokyo Broadcasting Corp. for Official's *Battle Line* series, which he said, will place the actuality program on more than 100 stations. In addition, Mr. Reed completed a similar agreement for *Battle Line* in Hong Kong. He noted that the series has been sold in more than 120 U. S. markets and in Latin America.

He reported that he had discussed co-production projects with several Japanese producers. Although no commitments were made, Mr. Reed remarked, there is a possibility that several episodes of a future series may be filmed in Japan.

Jolly old Danny, eh wot

The BBC has bought *The Danny Kaye Show* for presentation on its second TV channel which goes on the air in London next April. Ashley-Steiner represented the producer of the program, carried on CBS-TV in the United States, in the sale of 26 segments for showing on BBC-2 on Monday night. The transaction was said to mark the first foreign sale of the one-hour Kaye program.

USIA surveys foreign reaction to U.S. TV shows

Cultural standards are one of the most sensitive areas in which a society may take its own pulse—and, indeed, that of its contemporaries. Television has proven itself to be, if not a bridge, at least an open channel of cultural exchange between the differing peoples of our world.

Overseas surveys made by private firms for the U. S. Information Agency in July 1962 and released last week may serve as an interesting, though isolated, barometer of the American image abroad. People in four western European countries and Japan were questioned on how they felt U. S. television programs shown in their countries represent American life. The surveys sought overall impressions through specific questions on style, program content and general entertainment.

The results presented somewhat of a paradox—the more favorable impression of American life was found in Japan, whereas the western Europeans (British, French, West German and Italian) were more critical. Nonetheless, opinions varied greatly among the Europeans—60% of the British interviewed gave favorable responses compared to 45% in France and Italy.

The surveys draw no conclusions.

The high standard of American living, as presented by TV, left good impressions in almost all cases; violence and crime generally caused an opposite reaction, the USIA said. Continental Europeans were more receptive to the standards they viewed while the British were more inclined to doubt the scene before them.

The survey noted that when Europeans discounted what they saw it was because they felt the image of American life was being distorted —"particularly in respect to material rewards," the agency said.

The USIA noted that in Japan the younger and better educated were inclined to watch American programs and receive favorable impressions.

Abroad in brief .

Brazil account moved ▪ The Ultra-Group, Brazilian-owned combine of 15 bottled gas corporations, has appointed the Sao Paulo office of McCann-Erickson to handle an account formerly held by the firm's two house agencies. The Ultra-Group operates in nine Brazilian states and has a network of 66 home appliance stores, 1,500 agents and 600 salesmen.

Agency named ▪ Chic Creations Ltd., a subsidiary of Durazone-Choice International Ltd., has named Grant Adv.'s London office to handle all advertising and sales promotion for a new teenage hairspray product, Like Helen. Grant has purchased time on Radio Luxembourg for a special merchandising offer which gives top ten popular records to successful contestants.

Same hour shows ▪ New tape delay center has been opened at Winnipeg, Man., by the Canadian Broadcasting Corp., to permit almost 90% of Canadian viewing audiences to see na-

tional shows at the same hour in Canada's four major time zones. CBC opened a TV delay center at Calgary, Alta., in 1958. Now viewers from Quebec to the Pacific Coast can see a show at the same local time hour in the Pacific, Mountain, Central and Eastern time zones, while stations in the Atlantic and Newfoundland time zones will see the shows one hour or 90 minutes earlier.

Power increase ▪ CKOY Ottawa, Ont., went on the air Nov. 18 with a new 50 kw Canadian General Electric transmitter and 5-tower CGE antenna array. The station was recently authorized to increase its power from 5 kw on 1310 kc. The power increase has meant a shift to the station's transmitter from South Hull, Que., to a new location in southwest Ottawa, in Nepean Township.

Fee increase ▪ Radio licenses went up to $3.50 and combined radio-TV licences, cost $14 annually in the Irish Republic as of Nov. 1.

New transmitters ▪ BBC-TV has ordered six 5 kw 405 line TV transmitters for use in Wales, Scotland and Lancashire. They will be used for separating BBC-TV programs to Wales from those of neighboring English regions, for extending coverage of distinctly Scottish programs to southwest Scotland, and for improving reception in Lancashire. A transmitter to bring BBC 2, the new television network, to north and northeast Scotland will be built in Kincardineshire in 1966. BBC's new network will cover central Scotland by the end of 1965.

Film production alliance ▪ Video Pictures Inc., with offices in New York, Los Angeles and Montreal, has joined Robert Lawrence Productions Ltd., Toronto, in jointly announcing a reciprocal agreement between the two firms. The companies will make their facilities and personnel available to each other. VPI will represent RLP on Canadian work done in the U. S., and RLP will represent VPI on American work done in Canada.

Rep appointed ▪ CKCW-AM-TV Moncton, N. B.; CKVR-TV Barrie, Ont., and CHFI Toronto, Ont.: E. S. Sumner Corp., New York, as exclusive U. S. representative.

British films sold ▪ *Big Night Out* (Associated British-Pathe) has been sold to Australia's ATN commercial network. *The Avengers* (Associated British-Pathe) 39 episodes have been sold to Australian Broadcasting Commission.

Account switches ▪ Young & Rubicam, New York, has announced the acquisition of seven new accounts for the firm's London, Frankfurt and Milan offices. Y&R's London office has been assigned Micrin by Johnson & Johnson, Playtex girdles and Hawker-Siddeley, makers of airplane frames. In Frankfurt, a new Procter & Gamble product and the U. S. Poultry Commission have been added. The Milan office has been awarded Bertelli, an Italian cosmetic firm and a brandy from Buton Co.

TPEA extends contract

The executive committee of the board of directors of the Television Program Export Association announced last Wednesday (Nov. 27) that it has approved the extension of the contract of its president, John G. Mc Carthy, through 1964. Formal ratification of the committee's action will be considered by the full directorate of TPEA at its annual meeting in New York next month.

Billings increase in Canada

Both radio and television national advertising billing were up in Canada for the first eight months of this year, according to a report of Elliott-Haynes Ltd., Toronto market research organization. Radio expenditures were up from $13,098,328 in the 1962 period to $15,386,569 in this year's January-August period. Television expenditures were up from $33,292,140 last year to $38,374,710 this year.

Canadian-made sets show sales increase

Radio and television receivers made in Canada sold in larger numbers in the first nine months of this year than in the same period last year, according to figures of the Dominion Bureau of Statistics, Ottawa. Radio receiver sales totalled 491,742 units as compared with 430,873 in the January-September period last year. The made-in-Canada TV receiver sales totalled 298,485 units, as against 288,952 a year ago. Radio receiver set sales in Ontario totalled 311,985 units of the total of 491,742. TV receiver sales in Ontario were 106,-167 out of the total of 298,485.

Radio transistor receiver imports for the first six months totalled 295,085 units while 9,190 TV receiver sets were imported in this period.

CHFI gets nighttime frequency with 10 kw

The first Canadian FM station to start a separate AM radio operation was CHFI-FM Toronto. Now CHFI, on 1540 kc daytime, starts another station for nighttime operation with 10 kw on 680 kc.

In granting CHFI-FM-AM the new Toronto frequency, the Canadian Board of Broadcast Governors explained that "the performance of CHFI-FM in Toronto justifies the granting to it" of AM stations. Because "no other frequency is presently available for fulltime use in Toronto, the BBG is prepared to recommend that Rogers Broadcasting Ltd. be permitted to broadcast on different frequencies day and night. It is unlikely that a similar situation will occur again, and the BBG's action in this case should not be considered as a precedent."

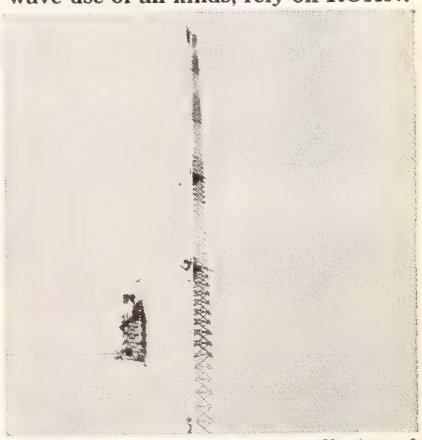
At the October meeting of the BBG CFAM Altona, Man., was recommended for a new AM station at Steinbach, Man., on 1250 kc with 10 kw. The station will use CFAM programing.

CJIC Sault Ste. Marie, Ont., was recommended for a radio station at Wawa, Ont., with 1 kw day and 250 w night on 1240 kc, with a portion of the programing to be from CJIC.

Three new TV rebroadcasting stations were recommended by the BBG to the Minister of Transport. CKCK-TV Regina, Sask., was recommended for channel 7 at Moose Jaw, Sask., with 55.4 kw radio and 27.7 kw audio; CJFB-TV Swift Current, Sask., for channel 10 with 390 w video and 195 w audio at Riverhurst, Sask.; and Malakwa Farmers' Institute at Malakwa,

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Shown above is the final installation of a 16 bay antenna atop a 485' ROHN TV broadcast tower. The installation is the WMBD-TV translator station at LaSalle, Illinois, Channel 71.

ROHN *Manufacturing Co.*
P.O. Box 2000
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"Pioneer Manufacturer of Towers of All Kinds"
ROHN Representatives world-wide.

They're romping around the globe on 'Romper Room'

The ten-year-old *Romper Room* TV program for pre-schoolers is acquiring a strong international accent as licensed versions of the show begin this fall in Scotland and Mexico, supplementing telecasts in Japan, Australia, Puerto Rico and Venezeula.

The program originated in Baltimore 10 years ago and spread through the years to approximately 75 U.S. TV stations. A year ago Fremantle International assumed overseas distribution of *Romper Room,* which was carried then only in Canada and Puerto Rico. Scotland and Mexico will begin to schedule it within a few weeks.

Romper Room is carried on approximately 125 stations, of which 50 are in foreign countries. In the U.S., the program is produced and distributed by Romper Room Inc., founded by Bert Claster, which holds primary rights to the show.

The program has a live format. Romper Room Inc. supplies scripts of each program and provides props. An interesting and integral feature of any *Romper Room* contract is that the Claster organization will train each teacher at its Baltimore headquarters for one week before she assumes duties at the station. Through the years more than 200 teachers have been trained.

The program usually has six children, aged four to six, on the program. *Romper Room* began on Oct. 7 in Japan for relay on a 26-station network, constituting the largest overseas sale to date. Fremantle President Paul Talbot supervised arrangements in Tokyo during the program's debut.



The Future ▪ Two future *Romper Room* teachers were in New York two weeks ago. Lesley Blair (left in photo) had completed her training and was waiting to return to Aberdeen, Scotland, for duty with the Grampian Television Ltd. station there. And Pepita Gomis of Mexico City (r) was in New York for several days of consultation with Wilbur Freifeld, vice president of Fremantle International, before heading for Baltimore and basic training in *Romper Room* duties. She will appear on XEW-TV Mexico City, which is operated by Telesistema Mexicano S.A.

Mr. Freifeld explained that scripts are sent to foreign countries in English with the exception of Spanish-speaking nations. A Spanish version is sent there but since the dialects in Latin America vary, it devolves on the teacher to make local accommodations.

In the United States, *Romper Room* is a one-hour, five-times-a-week show. Abroad it may be an hour or a half-hour and is carried four, five or six times a week (the latter is the case in Japan) where little children go to school on Saturday.

Romper Room is carried on a 26-station network in Japan and on an 18-station line-up in Canada. Mr. Freifeld noted that sponsorship is heavy, and, in many countries, it is either wholly or largely sponsored by companies producing or selling milk, bread, food, toys, soap, soft beverages and cocoa products, among others.

B. C., for a 5 w transmitter to pick up programs of CHBC-TV Kelowna, B. C.

CHML Hamilton, Ont., has been recommended for an FM station at Hamilton on 95.3 mc with 2.9 kw.

CKSL London, Ont., has been approved for a power boost from 5 kw to 10 kw and frequency change from 1290 kc to 1410 kc.

CFPR Prince Rupert, B. C., was approved for a power boost from 250 w on 1240 kc to 10 kw on 860 kc.

CHQM-FM Vancouver, B. C., has been approved for power increase on 103.5 mc from 18.95 kw to 100 kw.

Bunker: radio spots are better than TV's

"Radio is now producing better commercials than television," said Ed Bunker, president of the Radio Advertising Bureau, New York, at the Canadian Radio Commercials Festival in Toronto.

The festival was sponsored by the Radio and Television Executives Club and the Canadian Radio Sales Bureau. Awards were made to stations and agencies for the best radio commercials in a number of categories.

Among the top winners: CHUM Toronto, Golden Microphone for overall excellence among English-language stations; CKRS Jonquiere, Que., Golden Microphone for overall excellence among French-language stations.

Mr. Bunker felt that every ounce of creativity is pre-tested out of TV commercials because of their high cost, while radio commercials could be quickly junked, due to their more reasonable cost.

A salute to the Broadcasting Industry

"a handmaiden to history . . . and a servant of the people."

Throughout the sad events of the weekend so tragic in our nation's history, the American people could not but have been aware of the tremendous and unselfish effort on the part of the broadcasting industry to devote itself to the job at hand.

The entire industry—radio and television—networks and independents—gave of itself with unflinching dedication and dignity and proved its maturity not only as a handmaiden to history but also as a servant of the people.

For its inspired devotion, we take this opportunity to salute the broadcasting industry, confident that we are only reflecting the respect and thanks of the American people for a job well done.

BENTON & BOWLES, INC.
666 Fifth Avenue
New York City, New York

BROADCAST ADVERTISING


Mr. Dahlman

Don Dahlman, for past eight years sales representative for United Artists Television Inc., New York, appointed sales manager of WLWD(TV) Dayton, Ohio.

John O. Grom, assistant VP in charge of research and development for Borden Foods Co., New York, elected VP in charge of research and development. Mr. Grom joined Borden in 1930.

Karl M. Gruener elected VP and director of radio-TV operations at Davis, Johnson, Mogul and Colombatto, Los Angeles. He joined agency in 1960 as head of radio-TV department.

Carl K. Hixon and **Rudolph R. Perz,** associate creative directors of Leo Burnett Co., Chicago, elected VP's. **Richard Weiner,** executive art director, also elected VP. Messrs. Hixon and Perz have both been with Burnett since 1959. Mr. Weiner joined agency in 1954.


Mr. Wade

John F. Wade, research director of WFIL-AM-FM-TV Philadelphia since October 1962, appointed to newly created post of national research director for radio-TV division of Triangle Publications Inc. Before joining Triangle group, Mr. Wade was research director of Avery-Knodel Inc., national radio-TV station representatives. Triangle Stations are WFIL-AM-FM-TV; WNBF-AM-FM-TV Binghamton, N. Y.; WFBG-AM-FM-TV Altoona-Johnstown, Pa.; WNHC-AM-FM-TV New Haven, Conn.; KFRE-AM-FM-TV Fresno, Calif.; WLYH-TV Lebanon-Lancaster, Pa.

Shelton Pogue, associate media director, and **Martin Friedman,** associate merchandising director, elected VP's of Dancer-Fitzgerald-Sample, New York.

Howard H. Hyle appointed manager of promotional and point-of-sales advertising for advertising department of The Coca-Cola Co., Atlanta.

Don Kelly, Yellow Pages advertising director for Pacific Telephone & Telegraph Co., joins Klosterman, Ragan & Ross, Los Angeles, as supervisor on Cole of California account.

Gwen Mason, formerly media buyer at Ellington & Co., New York, and timebuyer for Hixson & Jorgensen, Los Angeles, appointed TV advertising administrator for Mattel Inc., Hawthorne, Calif., toymaker. She succeeds **Helen Lydon,** who resigned to join Clinton E. Frank Inc., Los Angeles, as broadcast supervisor (BROADCASTING, Nov. 25).

Rodney Hanchett joins Ridgway, Hirsch & French, St. Louis advertising agency, as account executive.

Jack Miller, formerly in account management for Kenyon & Eckhart, Mexico City office, joins Foote, Cone & Belding, Los Angeles, as executive on Sunkist Growers account.

David N. Lewis, advertising and sales promotion manager of KDKA-TV Pittsburgh, appointed advertising and sales promotion manager of Group W (Westinghouse Broadcasting Co.), succeeding **David Partridge,** who has been named to executive duties in special projects, creative services, under Herman Land, director of creative services. Mr. Lewis has been with Westinghouse organization since 1946. Group W stations are KDKA-AM-FM-TV; KYW-AM-FM-TV Cleveland; WBZ-AM-FM-TV Boston; WJZ-AM-FM-TV Baltimore; KPIX(TV) San Francisco; WOWO Fort Wayne, Ind.; WIND Chicago; WINS New York.

Norman Alpert and **Frank Honoski** appointed account executives on radio sales staff of H-R Representatives, New York. Mr. Alpert was salesman with Venard, Torbet & McConnell; Mr. Honoski formerly was with Stone Representatives, New York.

Howard Roby, production manager of WTVN(TV) Columbus, Ohio, named to station's local sales staff.

WEMA elects Dempster

Burgess Dempster, president of Electronic Engineering Co. of California, Santa Ana, elected president of Western Electronic Manufacturers Association, succeeding **Emmet G. Cameron,** executive VP of Varian Associates, Palo Alto, Calif. Five regional VP's were also elected: **Henry M. Bailey,** Kin Tel division of Cohu Electronics, San Diego; **Bernard W. Gilmore,** Nuclear Corp. of America, Phoenix; **James G. Kirwan,** Electro Scientific Industries, Portland, Ore.; **John S. McCullough,** electron tube division of Litton Industries, San Carlos, Calif.; and **Robert M. Ward,** Beckman Instruments, Fullerton, Calif. Secretary is **Melvin H. Lockett,** Canon Electronics Co., Los Angeles; treasurer is **Albert J. Morris,** Energy Systems, Palo Alto, Calif.

Patrick E. Murphy, international copy supervisor at Klau-Van Pietersom-Dunlap, Milwaukee, promoted to group copy supervisor. **Walter P. Zippel,** copywriter, named international copy supervisor. **Gordon H. Hodder,** formerly with J. Walter Thompson Co., joins KVPD as copy group supervisor.

E. James Hodgett, formerly with Storer Television Sales, New York, joins sales staff of Television Advertising Representatives, that city.

R. Henry Shine, for past eight years account executive with Kircher, Helton & Collett, Dayton, Ohio, advertising and marketing agency, appointed director of industrial marketing for Robert Luckie & Co., Birmingham, Ala., advertising and public relations firm.

Jerry Kirby, sales manager of Durkee-Mower, New York, since 1958, elected VP in charge of sales. Mr. Kirby previously had been with CBS.

THE MEDIA

Wally Nelskog elected president and general manager of KIXI Seattle, Wash. Mr. Nelskog formerly owned station until its recent purchase by Metropolitan Radio Corp. **Gil Bond** appointed KIXI general sales manager.


Mr. Griffin

Theodore A. Griffin, general sales manager of KFEQ St. Joseph, Mo., assumes added duties as station manager. Mr. Griffin, formerly of KSIB Creston, Iowa, joined Mid-States Broadcasting Corp.'s KFEQ sales staff in 1950. He was appointed local sales manager in 1958 and became general sales manager in 1960.

G. Lee Hartsfield, sales manager of WTRY Troy, N. Y., elected vice president and general manager.

Eddie Bracken, VP of Meridian Media Inc., owner of WBIC Islip, N. Y., elected to company's board of directors.

Harold P. Kane, formerly principal owner, president and general manager of WJOC Jamestown, N. Y. (now WXYJ), joins Patt McDonald Co., Austin, Tex., based media brokerage firm, as associate representative, with headquarters in Phoenix, Ariz.

John V. Jerman, traffic director at WTHI-TV Terre Haute, Ind., joins traffic department of WISH-TV Indianapolis.

Thomas B. Smith, office manager of KRON-TV San Francisco since its inception in 1949 and with station's parent organization, Chronicle Publishing Co., since 1932, retires Dec. 6.

FCC promotes Strassburg

Bernard Strassburg, associate chief of FCC's common carrier bureau and chief of bureau's office of satellite communications, appointed chief of common carrier bureau, effective Jan. 6, 1964, replacing **John J. Nordberg,** who has announced his retirement as of that date. Appointment is subject to approval by Civil Service Commission. Mr. Strassburg has been with commission since 1943, specializing in common carrier he became section chief of rates regulation. For past three years he has been principal FCC staff participant in both legislative and regulatory programs relating to communication satelliltes. **Asher H. Ende** named associate chief of common carrier bureau and chief of its office of satellite communications. Mr. Ende, who joined FCC in 1947, has for past 2½ year served as hearing examiner.

PROGRAMING

Edward Grossman, attorney active in labor relations and defense contract matters, named executive director of Composers & Lyricists Guild of America.


Mr. Jones

Thomas B. Jones, executive program director at WFIL-AM-FM-TV Philadelphia since October 1961, assumes added duties as program coordinator for radio-TV division of Triangle Publications Inc., newly created post. Mr. Jones, previously program director of WTOP-TV Washington, joined Triangle group in 1960 as program director of WNBF-AM-FM-TV Binghamton, N. Y. Triangle Stations are WFIL-AM-FM-TV; WNBF-AM-FM-TV; WFBG-AM-FM-TV Altoona-Johnstown, Pa.; WNHC-AM-FM-TV New Haven, Conn.; KFRE-AM-FM-TV Fresno, Calif.; and WLYH-TV Lebanon-Lancaster, Pa.

Sam Holman, formerly program director and air personality at WABC New York, named program director of WKNR Detroit.

Dick Heuer, former staff director at Michigan State University's WMSB(TV) (educational ch. 10) Onondaga, joins Florida State University's WFSU-TV (educational ch. 11) Tallahassee as production supervisor. **Ron Whittaker,** director of photography at CSJ-TV New Brunswick, Canada, joins WFSU-TV as producer-director. **Keith Carlson,** WFSU-TV studio supervisor, promoted to producer-director. **Anne Turner,** production assistant, named traffic and continuity director. **Ron Bissland** appointed WFSU-TV's film director.


Mr. Shanahan

Thomas Shanahan, for past two years account executive at WRIT-AM-FM Milwaukee and before that for one year manager of WMKE(FM), that city, joins WEMP-AM-FM Milwaukee as program director. Before joining WMKE(FM), Mr. Shanahan had been with WEMP for 17 years.

Richard Clorfene, head writer of Mel Blanc Associates, Hollywood producer of humorous commercials for radio and TV, elected vice president in charge of creative services.

Allen Muir, producer-director at KCHU-TV San Bernardino, Calif., appointed production manager. **John Z. Csia,** former production manager at CKPR-TV Port Arthur, Ont., named KCHU-TV producer-director.


Mr. Wallace

Donald T. Wallace, executive producer of TV programing at Benton & Bowles, New York, elected VP. Mr. Wallace, formerly freelance writer and newswriter at KOIL Omaha, joined B&B in 1947. He is presently in charge of program supervision and new program development as well as executive producer of agency's *The Edge of Night* series (weekdays, 3:30-4 p.m., CBS-TV).

William Graham has been signed to direct TV pilot of *Twelve O'clock High,* hour-long drama series to be filmed for ABC-TV by QM Productions in association with 20th Century-Fox TV. **Quinn Martin** is executive producer.

EQUIPMENT & ENGINEERING

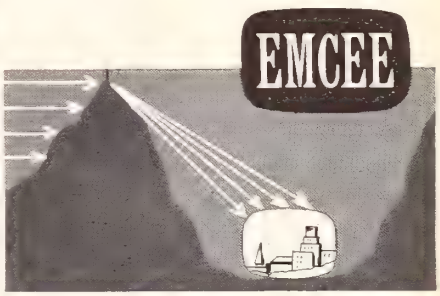

Mr. Rockwell

Ronald J. Rockwell, VP in charge of engineering for Crosley Broadcasting Corp. (WLW and WLWT[TV] Cincinnati, WLWD[TV] Dayton, WLWC[TV] Columbus, all Ohio, and WLWI[TV] Indianapolis, Ind.), appointed VP in charge of engineering planning. Mr. Rockwell joined Crosley organization in 1929. **Clyde Haehnle,** senior staff engineer, named director of staff engineering at corporate level, responsible for FCC files, regulations and ownership reports. **Howard Lepple,** chief engineer at WLWT(TV), named director of corporate engineering activities. **Edwin Dooley,** staff engineer, promoted to chief engineer of WLWT(TV),

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R. A. Mack, former FCC commissioner, dies

Richard A. Mack, 54, former FCC commissioner who was forced to resign after he was charged with selling his vote for channel 10 Miami, was found dead last Tuesday (Nov. 26) in a Miami rooming house. Mr. Mack's body was discovered by police, who had gone to the rooming house in answer to a complaint against a loud radio. Police said Mr. Mack apparently died of natural causes and had been dead several days when found.

The former commissioner had been in poor health since leaving the FCC in 1958. He and co-defendant Thurman Whiteside, a Miami lawyer, were tried in a federal court in Washington on charges of conspiring to fix the channel 10 award to Public Service TV Corp. (WPST-TV), a subsidiary of National Airlines. The trial ended in a hung jury and Mr. Whiteside was acquitted in a second trial. Charges against Mr. Mack were subsequently dropped. The FCC has since rescinded the grant to Public Service and awarded the channel to the only competing applicant, L. B. Wilson Inc., which was not disqualified for ex parte contacts.

Mr. Whiteside, who was accused of giving Mr. Mack about $14,000, took his own life soon after he was acquitted in federal court. The same two men also were involved in several other ex parte TV cases in Florida which were returned to the FCC by the courts. Mr. Mack was appointed to the FCC in the spring of 1955 by former President Eisenhower and served approximately three years. He was a member of the Florida Railroad & Public Utilities Commission from 1947-55.



Mr. Mack

replacing Mr. Lepple. **Floyd Lantzer** appointed chief engineer of WLW.

Gene Bardo, chief engineer and air personality at WGGG Gainesville, Fla., joins WPUP, that city, in same capacity. New owner of WPUP is **Leon E. Mims,** former WGGG general manager.

Frank E. Whittam, technical supervisor at WRCV Philadelphia, appointed technical supervisor of WRC-AM-FM-TV Washington. Both stations are owned by NBC.

Leon M. Schachere appointed eastern region manager for Sylvania Home & Commercial Electronics Corp., marketing subsidiary of Sylvania Electric Products, New York. In newly created position, Mr. Schachere will be responsible for marketing of Sylvania's TV receivers, radios and stereophonic high fidelity phonographs.

Jerry Balash, formerly eastern sales manager for Telesystems Services Corp., joins Blonder-Tongue Laboratories, Newark, N. J., in newly created position of home products manager. Mr. Balash will direct new product development, sales promotion and merchandising, in product line that includes home boosters and distribution systems, and all UHF equipment.

Richard F. Tullius, for past 12 years district engineer at Dallas for broadcast equipment division of General Electric Co., appointed engineering supervisor for Continental Electronics Products Co., subsidiary of Ling-Temco-Vought Inc., Dallas. Continental specializes in engineering and manufacture of commercial radio and closed circuit TV equipment.



Mr. Tullius

Matthew N. Cinelli, manufacturing manager for electronics division of Westinghouse Electric Corp., Edison, N. J., since 1956, named manager of consumer products division of Philco Corp., Philadelphia. He replaces **John N. McDowell,** who has been transferred to staff of Fred J. Meredith, Philco's general manufacturing manager.

NEWS

William Hampton, formerly with news department of Westinghouse-owned KYW-AM-FM Cleveland and WINS New York, appointed news director of KBOX-AM-FM Dallas, a Balaban station.

Al Koski joins news department of WXYZ-AM-FM Detroit as city-county news editor.

Lois Leppart joins KMSP-TV Minneapolis-St. Paul, Minn., as women's news director.

Lee Hanna, news director at WNEW New York, named chairman of 1964 radio committee for Brotherhood Week (Feb. 16-23).

INTERNATIONAL

J. E. Hayes, chief engineer of Canadian Broadcasting Corp., Montreal, named director of engineering and technical services, succeeding **William G. Richardson,** who retires Dec. 31 after 28 years with CBC and its predecessor. **R. D. Cahoon,** regional engineer for western Canada at Winnipeg, promoted to chief engineer at Montreal, succeeding Mr. Hayes.

Edward T. Hunt appointed national sales manager of CFCF Montreal.

ANNOUNCING

THE EASTERN ADVERTISING GOLF ASSOCIATION

Memberships are being accepted now in the newly formed Eastern Advertising Golf Association. The group will be limited to 150 members—50 each from Media, Agencies, and Advertisers.

Four golf outings are planned between June and September 1964—Each at a different club.

Annual Dues are $25.

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SPECIALISTS FOR AM-FM-TV
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Broadcast Engineering Consultant
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John C. Garton, general manager of CJSP Windsor-Leamington, Ont., elected administrative VP of Sun Parlor Broadcasters Ltd., operators of station.

Anjani S. Mankikar joins staff of Grant Adv. Ltd., London.

Robert Auld, formerly with commercial department of CFTO-TV Toronto, named account executive at Freeman, Mathes and Milne Ltd., Toronto advertising agency.

Robert Leslie, formerly with National Broadcast Sales and Air-Time Sales at Toronto and Montreal, named general sales manager of CHFI Toronto.

DEATHS

Frederick J. Molchin, 32, chief engineer of WTTV(TV) Bloomington-Indianapolis and engineering supervisor of WPTA(TV) Roanoke, Ind., died Nov. 18 of electrical shock obtained while working on WPTA transmitter. Both stations are owned by Sarkes Tarzian. Mr. Molchin, previously with WTVH(TV) Peoria, Ill., joined Sarkes Tarzian broadcast stations in 1957.

Leon A. Friedman, 68, board chairman of Leland Adv. Agency, New York, died Nov. 23 of heart attack at his home in Closter, N. J.

Eddie Janis, 67, retired West Coast manager of Broadcast Music Inc., died Nov. 20 of heart attack aboard *S. S. Lurline* enroute to Los Angeles from Honolulu. With BMI from 1941 to 1961, Mr. Janis had heart condition for several years and retired in December 1961.

Howard Wegbreit, film manager at WCAU-TV Philadelphia, died Nov. 21 at Broomall, Pa., after lengthy illness. Mr. Wegbreit, formerly film department supervisor at WCBS-TV New York, joined WCAU-TV in 1961.

Harry H. Rimmer, 68, for 37 years manager of advertising and later public relations for Canadian General Electric Co. Ltd., Toronto, died Nov. 19. Mr. Rimmer retired from CGE in late 1961. He was past president of Association of Canadian Advertisers.

Caesar James Petrillo, 65, musical director of WBBM-AM-FM-TV Chicago and brother of James C. Petrillo, former head of American Federation of Musicians, died Nov. 22 at St. Elizabeth's Hospital in Chicago.

William E. Brandt, 72, former public relations director of National League Service Bureau and sports commentator for Mutual Broadcasting System, died Nov. 18 at his home in Norristown, Pa.

Richard L'Estrange, 73, motion picture and TV director, died in Burbank, Calif., Nov. 19. Prior to his illness Mr. L'Estrange was associated with Warner Brothers-TV and 20th Century-Fox-TV.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Nov. 21 through Nov. 27 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *educational. Ann.—announced.

New AM station

APPLICATION

Machias, Me.—Coastal Broadcasting Inc. 1490 kc, 250 w-N, 1 kw-D. P. O. address 68 State Street, Ellsworth, Me. Estimated construction cost $4,900; first year operating cost $20,000; revenue $25,000. Applicant is licensee of WDEA Ellsworth. Ann. Nov. 22.

Existing AM stations

CALL LETTERS ASSIGNED

- KPLS Santa Rosa, Calif.—Producers Inc. Changed from KJAX.
- WDCJ Jacksonville, Fla.—Jones College. Changed from WQTY.
- KABE Westwego, La.—Jefferson Radio Co.
- WJPW Rockford, Mich.—Jack Lee Payne.
- KWIX Moberly, Mo.—Moberly Broadcasting Co. Changed from KNCM.
- KGMY Missoula, Mont.—Christian Enterprises Inc. Changed from KXLL.
- KJDY John Day, Ore.—John Day Valley Broadcasters.

APPLICATION

KAVE Carlsbad, N. M.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Nov. 21.

New FM stations

ACTION BY FCC

Twenty-Nine Palms, Calif.—Hi-Desert Broadcasting Corp. Granted CP for new FM on 95.3 mc, channel 237, 3 kw. Ant. height above average terrain minus 285 feet. P. O. address 73464 Didsbury Rd., Twenty-Nine Palms. Estimated construction cost $11,487; first year operating costs $4,000; revenue $6,000. Principals: **Arthur E. Sipherd Jr.** (90%) and **Adeline F. Sipherd** (10%). Applicant also owns KDHI Twenty-Nine Palms. Action Nov. 21.

APPLICATIONS

Tallahassee, Fla.—Tallahassee Appliance Corp. 94.9 mc, channel 235, 27.43 kw. Ant. height above average terrain 286 feet. P. O. address Box 1047, Tallahassee. Estimated construction cost $19,590; first year operating cost $10,000; revenue $12,000. Applicant is licensee of WTNT Tallahassee. Ann. Nov. 21.

Springfield, Ill.—Dan Menghini. 101.9 mc, channel 270, 5.27 kw. Ant. height above average terrain 392 feet. P. O. address 1313 South 9th Street, Springfield. Estimated construction cost $15,581; first year operating cost $16,250; revenue $30,000. Mr. Menghini, sole owner, owns electronic sales and service firm. Ann. Nov. 26.

Ware, Mass.—Central Broadcasting Corp. 102.1 mc, channel 271, 5.16 kw. Ant. height above average terrain 837 feet. P. O. address 56 Main Street, Ware. Estimated construction cost $11,700; first year operating cost $5,000; revenue $20,000. Applicant is licensee of WARE Ware. Ann. Nov. 26.

Carbondale, Pa.—Carbondale Broadcasting Inc. 94.3 mc, channel 232, 330 w. Ant. height above average terrain 771 feet. P. O. address 127 Salem Road, Carbondale. Estimated construction cost $10,206; first year operating cost $8,300; revenue $8,500. Applicant is licensee of WCDL Carbondale. Ann. Nov. 22.

Greensburg, Pa.—WHJB Inc. 107.1 mc, channel 296A, 3 kw. Ant. height above average terrain 300 feet. P. O. address 128 North Pennsylvania Avenue, Greensburg.. Estimated construction cost $14,350; first year operating cost $24,000; revenue $24,000. Applicant is licensee of WHJB Greensburg. Ann. Nov. 26.

Tyler, Tex.—KDOK Broadcasting Co. 101.5 mc, channel 268, 38.64 kw. Ant. height above average terrain 376 feet. P. O. address c/o Dana W. Adams, 808 Peoples Bank Building, Tyler. Estimated construction cost $38,593; first year operating cost $24,000 revenue $36,000. Applicant is licensee of KDOK Tyler. Ann. Nov. 21.

Centralia, Wash.—Charles O. Ellsworth. 102.9 mc, channel 275, 31 kw. Ant. height above average terrain 135 feet. P. O. address 2916 Dale Lane East, Tacoma, Wash. Estimated construction cost $9,800; first year operating cost $9,000; revenue $10,780. Mr. Ellsworth, sole owner, is instructor and program director of KTOY(FM) Tacoma. Ann. Nov. 22.

Existing FM stations

CALL LETTERS ASSIGNED

- WCRD(FM) Bluffton, Ind.—Wells County Radio Corp.
- WMNB-FM North Adams, Mass.—

EDWIN TORNBERG
& COMPANY, INC.



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Northern Berkshire Broadcasting Inc.

■ WFOR-FM Hattiesburg, Miss.—Newforte Inc.

■ KRMS-FM Osage Beach, Mo.—Central Missouri Broadcasting Co.

■ WAWR-FM Bowling Green, Ohio—Portage Valley Broadcasters Inc.

■ KAKC-FM Tulsa, Okla.—KAKC of Tulsa Inc. Changed from KOGM-FM.

■ *WRIU (FM) Kingston, R. I.—University of Rhode Island.

■ KBOC (FM) Ogden, Utah—Clifford E. Peterson.

■ WDXE-FM Lawrenceburg, Tenn.— Lawrenceburg Broadcasting Co.

■ KBMF-FM Spearman, Tex.—Coy C. Palmer.

Ownership changes

ACTIONS BY FCC

KPOC Pocahontas, Ark.—Granted acquisition of positive control of licensee corporation. **Pocahontas Radio Inc.**, from **A. J. Blatz** (40%) and **Rufus D. Haynes** (30%) by **Adrian L. White** (100%). Consideration $52,500. Mr. White also owns KTMN Trumann. Action Nov. 22.

WARN-AM-FM Fort Pierce, Fla., and WKDN-AM-FM Camden, N. J.—Granted transfer of control of licensee corporation, **South Jersey Broadcasting**, from **Ranulf and Florence J. Compton** as trustees to Mr. and Mrs. Compton individually. No financial consideration involved. Action Nov. 22.

WRFB Tallahassee, Fla.—Granted assignment of license from **Emerson W. Browne** to **Donald C. Price.** Consideration $120,000. Mr. Price is manager of WPAX Thomasville, Ga. Action Nov. 22.

WCNC Elizabeth City, N. C.—Granted transfer of control of licensee corporation, **Albemarle Broadcasting Co.**, from **J. A. Gill, S. A. Twiford** and **E. P. Leary** (each 22.26%) to **Joseph L. Lamb Sr.** (50% after transfer, 24.8% before). **Joseph L. Lamb Jr.** (33.4% after, 8.4% before) and **Desmond S. Barclay** (16.6%). Consideration $15,000. Mr. Barclay is assistant manager of WCNC. Action Nov. 22.

KOHU Hermiston, Ore.—Granted assignment of license from **Sarah Knierim**, executrix of estate of **Carl F. Knierim**, deceased, to Mrs. Knierim individually. No financial consideration involved. Action Nov. 22.

WAEL Mayaguez, P. R.—Granted transfer of negative control of license of licensee corporation, **WAEL Inc.**, from **Mario Acosta** and **Mario Acosta Jr.** (50%) to **Manuel Pirallo** (50%). Consideration $50,000. Mr. Pirallo is part owner of WSIO Ponce and WMIA Arecibo, both Puerto Rico. Action Nov. 22.

WQXL Columbia, S. C.—Granted assignment of license from **Midlands Radio Corp.**, to **Henderson Belk** (100%), d/b as **Belk Broadcasting Co. of Columbia Inc.** Consideration $225,000. Mr. Belk is 99.5% owner of WIST-AM-FM Charlotte, N. C., and WORD Spartanburg, S. C. Action Nov. 21.

WXRA(FM) Woodbridge, Va.—Granted transfer of control of licensee corporation, **WBVA Inc.**, from **John C. Moran, Howard B. Hayes, Carl L. Lindberg** and **S & W Enterprises** (each 25%) to **Potomac Broadcasting Corp.**, 100% owned by Mr. Lindberg. Consideration $71,000. Potomac is licensee of WPIK Alexandria, Va. Action Nov. 22.

WAUX-AM-FM Waukesha, Wis.—Granted assignment of license from **Charles E. Williams, Meldger Figi** (each 25.25%) and others, d/b as **Waukesha Broadcasting Inc.**, to **C. Wayne Wright** (40.7%) and others, tr as **Midwest Broadcasting Co.** Consideration $237,143. Mr. Wright has interest in WALM Albion, Mich., and WFRL Freeport, Ill. Action Nov. 22.

APPLICATIONS

WDGO Durango, Colo.—Seeks transfer of control of licensee corporation, **Basin Broadcasting Co.**, from **Robert W. Tobey, Edwin E. Merriman** and **Jimmie D. Gober** (each 33⅓%) to **Jerry** and **Marcie Fitch** (each 50%). Consideration $32,000 plus cost of 1 kw trans. Mr. Fitch is 50% owner of KGLN Glenwood Springs, Colo., and president of Colorado Broadcasters Association. Ann. Nov. 22.

WSOK Savannah, Ga.—Seeks transfer of control of licensee corporation, **Fisher Broadcasting Inc.**, from **Joe Speidel III** (100%) to **Speidel Broadcasters Inc.** (100%). No financial consideration involved. For other information see WOIC and WKET (FM) Kettering, Ohio. Ann. Nov. 26.

WGRY Gary, Ind.—Seeks assignment of license from **WGRY Inc.**, whose president is **George M. Whitney**, to **Northwestern Indiana Broadcasting Corp.**, subsidiary of **Gary Printing & Publishing Co.**, publisher of *Gary Post-Tribune*; company is controlled by **Snyder** family. Consideration $262,500. Northwestern has application for new FM in Valparaiso, Ind. Ann. Nov. 26.

WOIC and WKET(FM) Kettering, Ohio—Seeks transfer of control of licensee corporation, **Speidel Broadcasting Corp.**, from **Joe Speidel III** (83.33⅓%) to **Speidel Broadcasters Inc.** (83.33⅓%), owned by Mr. Speidel (90%), **Jean W. Speidel** (9%) and **Hayes B. Wood** (1%). No financial consideration involved. Also see applications for WYNN Florence and WPAL Charleston, both South Carolina, and WSOC Savannah, Ga. Speidel Broadcasters has application pending for acquisition of WHIH Portsmouth, Va. Ann. Nov. 26.

WPAL Charleston, S. C.—Seeks transfer of control of licensee corporation. **Speidel Broadcasting Corp. of Charleston**, from **Joe Speidel III** (99.98%) to **Speidel Broadcasters Inc.** (99.98%). No financial consideration involved. For other information see WOIC and WKET (FM) Kettering, Ohio. Ann. Nov. 26.

WYNN Florence, S. C.—Seeks transfer of control of licensee corporation. **WYNN Inc.**, from **Joe Speidel III** (99.9%) to **Speidel Broadcasters Inc.** (99.9%). No financial consideration involved. For other information see WOIC and WKET (FM) Kettering, Ohio. Ann. Nov. 26.

KWFA Merkel, Tex.—Seeks assignment of license from **Taylor County Broadcasting Co.** to **Robert G. Chappell**, receiver. No financial consideration involved. Ann. Nov. 26.

KOZI Chelan, Wash.—Seeks relinquishment of positive control of licensee corporation. **Lake Chelan Broadcasting Corp.**, by **Stuart S. Maus** (100% before transfer, 50% after) through sale of stock to **Mark A. Sorley** (50%). Consideration $19,600. Mr. Sorley is employe of KOZI. Ann. Nov. 26.

Hearing cases

INITIAL DECISION

■ Chief Hearing Examiner James D. Cunningham issued initial decision in proceeding involving NBC, RKO General Inc. and Philco Broadcasting Co. which looks toward (1) affirming renewal of licenses for NBC's WRCV-AM-TV, Philadelphia for period 1957-1960, and granting license renewal applications for period beginning in 1960; (2) granting renewal of license of RKO's WNAC Boston; (3) granting applications by NBC and RKO to exchange WRCV-AM-TV (channel 3) for WNAC-AM-TV (ch. 7) and WRKO-FM, all Boston; (4) denying Philco's competing application for CP for new TV on channel 3 in Philadelphia; and (5) denying motion by RKO to strike "reply" filed by National Association of Broadcast Employees and Technicians. Action Nov. 20.

OTHER ACTIONS

■ By memorandum opinion and order, commission (1) vacated Dec. 19, 1961, stay and reinstated June 26, 1961, decision which granted application of Herman Handloff (now deceased) for new AM (WNRK) on 1260 kc, 500 w-D, DA, in Newark, Del., and which denied applications of Alkima Broadcasting Co. and Howard Wasserman seeking same facilities in West Chester, Pa.; (2) approved joint agreement whereby estate of Herman Handloff will pay Alkima and Wasserman $13,750 each as partial reimbursement for expenses, and dismissed latter two applications; (3) approved agreement whereby James G. Smith will pay $67,200 to Handloff estate for (a) estate to pay $13,750 each to Alkima and Wasserman, (b) $27,500 to be retained by estate as partial reimbursement for expenses, and (c) $12,200 to estate for trans. site and tower footings constructed pursuant to original June 26, 1961, permit issued Herman Handloff; (4) granted assignment of CP for WNRK from Louis Handloff, executor of estate of Herman Handloff, to Radio Newark Inc., owned by James G. Smith; and (5) dismissed as moot pleadings relating to docket proceedings. Commissioner Bartley dissented and issued statement: Commissioner Cox not participating. Action Nov. 20.

■ Commission, on request by applicants, extended time from 20 minutes to 30 minutes each for oral argument in Grand Rapids, Mich., TV channel 13 proceeding. Commissioner Cox not participating. Action Nov. 20.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order, dismissed late filed petition by William H. Bauer to reopen record to receive testimony in proceding on NBC-RKO broadcast transfers and related applications. Action Nov. 21.

■ By memorandum opinion and order, denied motion by James E. Williams to strike KNOE Inc. (KNOE), Monroe, La., notice of intention to appear and participate in Nov. 26 oral argument in proceeding on Williams' application for new AM in Anadarko, Okla. Board Member Nelson concurred in result. Action Nov. 21.

■ By memorandum opinion and order, denied petition by Rockland Broadcasting Co. to reopen record in proceeding on application for new AM in Blauvelt and those of Rockland Radio Corp. and Rockland Broadcasters Inc. for new stations in Spring Valley, all New York. Board Member Nelson not participating. Action Nov. 21.

■ Members Berkemeyer, Nelson and Slone adopted decision granting application of Radio Ashland Inc. to increase daytime power of WNCO Ashland, Ohio, from 250 w to 1 kw, continued operation on 1340 kc with 250 w-N; conditions. June 19 initial decision looked toward action. Action Nov. 20.

■ By memorandum opinion and order in proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp, San Juan, both Puerto Rico, in Docs. 14977-8, denied petition by WRAI for review of examiner's ruling denying WRAI's notice to take depositions. Board Member Berkemeyer dissented and issued statement. Action Nov. 20.

ACTIONS ON MOTIONS

By the Office of Opinions and Review

■ Granted motion by Evelyn R. Chauvin Schoonfield (WXFM), Elmwood Park, Ill., to extend time to Dec. 9 to file exceptions

Continued on page 104

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Help Wanted—Management

Station manager, major market, midwest full time, c&w, old time. Must be hard hitting, aggressive, idea salesman with administrative experience. Track record in sales most important. Good salary and incentive. Write details first letter, Box N-153, BROADCASTING.

Manager for medium market radio. $15,000.00 to $20,000.00, California. Write long career letter, lots of references, and include samples of your sales presentations, brochures, rate cards, how you run a sales staff, programing ideas, picture of you and your wife. All confidential, we will not approach your present employer. Box N-244, BROADCASTING.

California AM-FM station needs experienced sales manager of potential station manager caliber. Within 60 miles of Los Angeles. $600 monthly draw against 30% commission. Send resume, picture, Box P-8, BROADCASTING.

Exceptional opportunity for station manager strong on sales and promotion. Fine western market—old established music station. Good salary plus percentage of gross or profits. Full details to Box P-13, BROADCASTING.

Manager for new station of Southeastern group operating Negro major markets. Immediate opening—excellent guarantee—insurance — moving exenses — training. Must be experienced competitive market—married—33-43—have top references. Send late photograph — complete resume. President, McLendon Broadcasting—Suite 980; Milner Bldg., Box 197, Jackson, Miss.

Help Wanted—Sales

Detroit—Immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box M-169, BROADCASTING.

Westchester County—sales opening after January. Salary, commission and expense. References. Reply in confidence. Box N-254, BROADCASTING.

Country and Western—major market. New station—large audience, tremendous potential. Percentage against draw, need fast starter who believes in country music and can sell. KOAH, Duluth, Minn.

We have ambition to become best small market station in country. Need salesman to join 17 man staff and help us grow. Will consider man presently doing part time sales. We offer security, stability, respect in the community. This is your dream answered if you want to settle in a good community, and have a good income from a professional station. Dale Low, KNCM, Moberly, Missouri, AM 3-1230.

Experienced time salesman with knowhow, immediate opening with one of Midwest's fastest growing chain. WHUT—Anderson, Indiana is looking for aggressive salesman with ideas and ability, if this is you and you are ready for work . . . telephone Manager 644-1255—salary, commission and bonus.

A real sales opportunity for the right man. Good territory. Good commission. Send resume and photograph. WLAK, Lakeland, Fla.

Announcers

Immediate opening for experienced, mature announcer with pride in his work. Old, established, adult station needs mature man with authoritative bright voice for morning shift and possible play by play sports. Send resume, tape and photo to Box N-191, BROADCASTING.

News announcer, experienced, for small city in Iowa. Good pay, good security for good man. Send tape, photo, with first letter. Box N-230, BROADCASTING.

Top voice and air personality combined with a first class ticket. Need two men for Midwest and California. $550.00 to $600.00 to start. Want men who sound good, and also are good engineers. Send long resume, photo, lots of references. No drifters—this is a long term position with top company. Box N-245, BROADCASTING.

Chicago perimiter pop music station has openings for gifted production-minded announcer; also an experienced salesman-announcer. Resume and interview required. Box N-252, BROADCASTING.

Good music station in Illinois looking for announcer-newsman. Must have genuine interest in news gathering and writing. Box N-267, BROADCASTING.

Versatile, experienced announcer-producer. Growing FM station serving tri-city area, 300,000. Minutes from two major U. S. cities, midwest. Resume-tape. Box P-25, BROADCASTING.

Announcer with first phone. No maintenance. WAMD, Aberdeen, Md.

Newsman—full time days. Experienced. Mail tape, resume and salary expected to WEEX, Easton, Pa.

Immediate opening for experienced announcer strong on news and general staff announcing, for full time Northwestern Pennsylvania station. Give full details in first letter, references, salary requirements and tape. William M. Winn, WESB, Bradford, Pennsylvania.

Have opening for announcer with good voice and experience. Good working conditions. good salary. Please send tape, resume and photo. WKBC, North Wilkesboro, N. C.

Have opening for announcer for adult music station. Must have good voice and experience. Send tape, resume and photo. WLAK, Lakeland, Fla.

One of the Nation's top C-W stations has an immediate opening for an experienced, mature morning announcer. Must know and believe in country music. Send tape and complete resume to WQIK, Box 3172, Jacksonville, Fla. 33206

Immediate opening for experienced man. Mid-morning and traffic shift. Adult music with good equipment. Clean, air-conditioned control room. No beginners please. Send air check and full background. All tapes returned. WRTA, Altoona.

DJ's learn the professional way to introduce a record. 300 interchangeable, intelligent intros by excellent writers for vocals and instrumentals. $3.95. Broadcast Intoros, 975 North 35th, Milwaukee 8, Wisconsin.

San Juan calling: Quality radio network looking for quality announcer. If you are young, ambitious, hard-working, and preferably single, then contact us immediately. Send tape, resume, and references first letter. Contact, via-air, program director, Quality Broadcasting, Box 9986, Santurce, Puerto Rico.

Announcers—(Cont'd)

Negro group operating Tampa—Birmingham—Shreveport—Little Rock—Jackson—Richmond, has opening for 2 swinging R & B men with teenage appeal—and a dynamic religious personality. Send resume—late photograph—tape. Program Director, McLendon Broadcasting Company, Box 197, Jackson, Miss.

Wanted Negro 1st phone combo. Little maintenance for small market daytimer. Call collect Ted Reynolds 919-654-3971.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 212-TW6-1245.

DJ's-announcers-newsmen-salesmen: What do the money making pros know that you don't know? If you want answer—if you want a career in broadcasting not an insecure job write to Broadcast Guild of America 975 North 35th St., Milwaukee, Wisconsin.

Technical

Wanted—Chief Engineer for station operating directional nighttime. No announcing. Experienced man preferred but will consider all applications. Roy Judge, station KWSH, Wewoka, Oklahoma.

Wanted first class ticket engineer, recent technical school graduate acceptable. 42 hour week with starting salary at $75.00 per week. Contact Morton S. Hayes of radio station WETT, in Ocean City, Maryland.

Chief engineer needed for lavishly equipped station. 1000 watt non-directional day, 500 watt directional night. Have applied for 50 kw FM. Must handle all this and vast amount of audio equipment in three studios. Send complete resume, photo and references to E. D. Beydush, WLPM, Suffolk, Va.

Immediate opening in South central Pennsylvania college town for combination man. Must be top quality engineer and intelligent, adult commercial announcer for morning board word, send tape, picture, reference, resume, salary requirements to WSHP, Box 1480 Shippensburg, Pennsylvania.

Production—Programing, Others

Need both experienced news director and dj. Want mature voices. Good pay. Send tape, resume to Box N-185, BROADCASTING.

Wanted: Experienced—sports director—with first phone license. First love must be play-by-play announcing of all sports. Metropolitan area—near Chicago—wonderful opportunity for energetic, ambitious young man. State experience and salary desired, also recent picture and names of last two or present employer . . . address Box N-285, BROADCASTING.

Wanted—farm director, newsman, midwest. Age no factor. Box P-9, BROADCASTING

Wanted: Bright, sharp production man in major radio outlet. Ideas for unique commercial presentation, preparing spec copy, updating existing copy, can use records and transcriptions in selling. Can you *THINK*? You've got a job! Box P-12, BROADCASTING.

Production Programing & Others

Continued

News Department expanding. Seeking professional, aggressive Newsmen. Top money for right men. Contact immediately: Bill Hampton, News Director, K-BOX Radio—Dallas, Texas.

Program director for medium market quality radio operation in year-round resort area. Requirements are administrative ability, production know-how, announcing experience, friendliness and stability. Good starting salary, benefits and opportunity for advancement. Send tape and resume to Hank Hovland, Manager, WBEC, 33 Eagle St. Pittsfield, Massachusetts.

Immediate opening for news director, up to $140 a week starting salary plus hospitalization, life insurance program and expense allowance. Six day week, long hours. But director will have an assistant on air. Tape must be supplied. Apply WGHQ, Box 427, Kingston, N. Y.

Public Affairs Director: Have immediate opening for seasoned professional who qualifies in research, writing and airing both editorials and documentaries. Rare opportunity for creative writer with degree in journalism or English. Send complete resume with sample of writing ability together with photo and tape. State minimum salary requirements. B. E. Cowan radio station WSAC Fort Knox, Kentucky.

Situations Wanted—Management

Seasoned pro! 15 years general manager competitive markets. Flawless record. N-187, BROADCASTING.

General Manager—Seventeen years in radio from small market independents to medium market network including group operation. Successful local sales record. Worked with top reps on national sales Nine years Manager; remainder as Sales Manager, P.D., News Director, talent. Best references. Box P-4, BROADCASTING.

If you don't already know this man, you should! Fourteen years in ownership-management of important facilities. Ten years in broadcast journalism. A vigorous and imaginative broadcaster and civic leader. Write today for free presentation kit. Box N-288, BROADCASTING.

Sales

Aggressive young salesman seeks new position, aimed toward management. Employed now—no future. Have an opportunity? I'm not afraid to work hard for it. Experienced salesman, announcer, p.d. Box P-22, BROADCASTING.

Sls. Mgr./Mgr., presently managing. 15-yr. exp., mostly in sales. Made money for others—can do same for you. No floater, non drinker, just a solid citizen. Reason for move, a good one. Box N-263, BROADCASTING.

Announcers

Sports announcer, seven years experience. Excellent voice, finest of references. Box L-353, BROADCASTING.

San Francisco first phone personality available. Interested? Box N-45, BROADCASTING.

Number one personality in three station market in Michigan desires to relocate to a central or Southern California market, but will consider all offers. Three years experience. Box N-81, BROADCASTING.

For rent or long term lease. One friendly, experienced, bright air personality with highest ratings, success, and first class license. To submit bids on this top-notch property write Box N-249, BROADCASTING.

Swinging DJ currently number one in market. Have gimmicks, voices, want to move up. Top 40 only. Box N-261, BROADCASTING.

Announcers—(Cont'd)

Number one personality. Production tops, in top twenty five market. Box P-2, BROADCASTING.

Professional, adult resonent delivery, ten years major markets, $125 minimum. Box P-3, BROADCASTING.

Wanted: Sports directors job. Plenty of radio experience. Seeking T.V.-Radio Combo will consider director or asst, only. You make the salary offer, then we will get together. In no hurry. Box P-6, BROADCASTING.

Experience Negro announcee, production man, play by play sportscaster, seeking good market. Box P-7, BROADCASTING.

Morning deejay, 7 years experience, tight production, wants to locate Los Angeles or surrounding area. Third clas ticket. Box P-11, BROADCASTING.

Swinging deejay in top 25 markets desires change . . . preferably to top 20 . . . what do you have and where are you? Box P-15, BROADCASTING.

1st phone announcer, wants relocation, draft exempt, reliable seeking permanance. Box P-19, BROADCASTING.

Good anncr-air salesman, 1st class FCC license, good deep Bass voice, versatile, dependable, working now as p.d., wants to relocate in midwest area, tape available. Box N-23, BROADCASTING.

Personable gal disk jockey, writer, sales, women's programs, traffic, hard worker. Box P-24, BROADCASTING.

Family man—28—10 years experience—dj—sports—copy—four years present employer—maximum salary reached—prefer 100 miles Union City, Tennessee—state salary—tape available. Box P-28, BROADCASTING.

One of the easy goingest friendliest, funniest jocks in the country is looking for new home. Box P-31, BROADCASTING.

Meeny, Miny, Moe, great sounding show. Idea girl extroidinaire. Beyond compare. Box P-33, BROADCASTING.

Reliable announcer. Are 28. Hard worker but limited experience. Seeks middle-of-the road operation in small or medium market. Box P-38, BROADCASTING.

Top swinging deejay available new—8 years experience. Fast pace. Excellent ad-lib. Tape on request. Minimum $175.00. Contact Rick Fight, WFBC, Greenville, S. C.

Announcer, experienced, available January 1. Young and ambitious. Willing to relocate. Fulltime, married. Write—Al Campagnone, 181 Mt. Pleasant Ave. Providence, Rhode Island.

Available immediately. Staff announcer. Personal interview necessary. Ted Wilk, phone 652-3144, Maquoketa, Iowa.

First phone—recent technical school honor graduate, married, veteran. Limited experience—tremendous desire. Wants combo position in Illinois. John Burtle, 1517 N. 28th St., Sprinfigeld, Illinois.

Personable ambitious announcer-dj. Seeking right offer from good music station. Three years experience, rich pleasant voice. Available immediately. Steve Irwin, 8 Pinetree Drive, Farmingdale, New York. 516 MYrtle 4-3685 evenings.

Technical

Experienced chief engineer desires position willing to relocate anywhere. Box N-3, BROADCASTING.

Chief AM/FM Proofs Directionals, some TV, solid air work. Outstanding references. Box N-87, BROADCASTING.

Experienced chief engineer, maintenance of transmitters, studio and directional system, a little television, would like Florida or South but will consider all, references, presently employed. Box N-224, BROADCASTING.

Production Programing & Others

Experienced TV production-program man seeks wider horizons. Now located in 100,000 market, in charge of programing for two channels. Seven years radio-TV experience. Will locate anywhere West of El Paso. Salary open. Reply Box N-160, BROADCASTING.

TV news director, reporter, writer, newscaster, worker. Experience includes major markets and smaller locations. High caliber person and show. $850 minimum. Box N-250, BROADCASTING.

Three years editorializing experience. $150 minimum. Box N-269, BROADCASTING.

Program director, great production, top ratings. Excellent background. Best references. Box P-1, BROADCASTING.

Husband-wife team. First phone, production, traffic. Mornings or separate shifts. Box P-10, BROADCASTING.

Top market experience in different facets of television performing. Young, single, attractive female desires to relocate in South or Southwest. For resume write Box P-14, BROADCASTING.

Creative announcer/music-production director wants programing position with modern music operation in medium to major market. Experienced all phases. Married. Currently employed at top station in competitive multi-station market. Write Box P-20, BROADCASTING.

The quick alert manager jumped off the lazy p.d.'s back (long enough to write) Box P-29, BROADCASTING.

Almost number one? Your news could make the difference. Top director for top dollar. Box P-30, BROADCASTING.

Top 100 markets: Modern radio program director desires more responsibility and challenge. Presently well-paid. Can offer **No. 1** ratings, creating programing, best references. Draft-exempt, family man. Don't want to experiment with your air, I know what to do. My tape and letter will explain the rest. Box P-32, BROADCASTING.

Major newsman/director available to larger markets immediately. Experience all audio/video sources. College. Producer of highly saleable hard news and features programs. Mature digger and follow-up man. Best offer takes . . . Live audition gets preference. No speculators. Ken Lawrence; 16831 Greenfield, Apt. 34, Detorit, Phone 272-3541 evenings.

TELEVISION

Help Wanted

Sales

Ready to step up? Right now you're the top TV salesman in your market. The market is small though, and you're ready to move to a larger one. If you're our guy you can step up to the number one station in one of the top ten markets. Tell us all about yourself by writing to Box N-255, BROADCASTING.

TV salesman, experienced, wanted for 14-year CBS affiliate. Liberal salary, commission, travel expenses. Good hustler, can make excellent money in this beautiful, rich market. Write full details to Commercial Manager, WFMY-TV, Greensboro, N. C.

Announcers

Gold in Alaska for quality announcer with first phone and adult personality for radio board shift and television news. Fringe benefits and favorable working conditions amid spectacular country with mild climate. Gold rush tape, photograph, full resume KINY-KINY-TV, Juneau, Alaska.

Wanted: Combination on camera announcer and director. Must be willing to work and know good production. Emphasis will be directing. Excellent working conditions and all company benefits. Send resume and references to R. J. Smith, program director, WTVO, Rockford, Illinois.

Help Wanted—Technical

Have immediate opening for experienced CATV engineer in construction and operation of proposed elaborate and large system. Send full particulars in initial response. Box N-7, BROADCASTING.

Chief, small VHF station, Eastern seaboard. Must have good knowledge transmitter. Unusual opportunity. Box N-198, BROADCASTING.

Engineering opportunity in New York State. Send background data immediately, Box P-5, BROADCASTING.

Wanted: Chief engineer, major TV market, midwest. Apply in confidence with resume and references to Box P-39, BROADCASTING.

Production Programing & Others

Program director wanted by progressive television station. This station in the Southeast, CBS affiliate, is progressive and profitable. It needs a program director who has a number of years experience in production and a number of years experience as director of programing and production in a commercial station. If you have executive ability, are a creative planner, are truly familiar with production techniques, work well with a large staff, and want a position of real responsibility with a respected station in an excellent market, good living conditions, a salary commensurate with your ability, this may be the job for you. A good job is offered a good man. Apply by sending detailed resume of your education, training, and experience. Give us some good references. All qualified people will receive replies and your application is strictly your business and ours. Write Box N-193, BROADCASTING.

Wanted—Experienced, seasoned TV traffic manager. Excellent opportunity with large southeastern market station. Must be able to assume management responsibility of traffic operations. Write or wire: WAII-TV, Atlanta, Ga.

Situations Wanted—Management

If you don't already know this man, you should! Fourteen years in ownership-management of important facilities. Ten years in broadcast journalism. A vigorous and imaginative broadcaster and civic leader. Write today for free presentation kit. Box N-287, BROADCASTING.

Ambitious, aggressive regional sales manager desires to make change now. 16 years experience in radio, TV, agency plus newspaper background. Can direct local sales staff or successfully fill national or regional sales position. Outstanding references. Box P-18, BROADCASTING.

TV exec. background, sales, advertising, programing, production, film, desires to join TV station in management, sales mgt. or programing. Would like part ownership opportunity. Location secondary to challenge with financial executive. Box P-36, BROADCASTING.

Technical

Sharp young man switcher, projectionist, first phone desires expand studio production experience into all phases TV studio operation, RCA trained. Box N-234, BROADCASTING.

Production, Programing & Others

Operations-programing. Eleven years TV experience, all phases. Now responsible for twenty-seven live shows and fifty-four commercials. Mostly on air. Split duties with personnel handling, programing and talent. Desire fulltime operations with future in management. Box P-17, BROADCASTING.

Kids show . . . Real life giant 7'1" Paul Bunyan, complete with Babe the "talking" Blue Ox. Tall storys are the order of the day and kids love it! For VTR air check phone 213-332-3398. Box P-26, BROADCASTING.

News Director. Extentive major market experience heading successful news operation. Top-rated on the air delivery. Recipient of news film awards. Kine and VTR available along with best of references from former and current employers. Box P-37, BROADCASTING.

WANTED TO BUY

Equipment

Wanted: 350 feet hard copper 3-⅛ inch transmission line. L. Wittenberg, Chief Engineer, WISN Radio, 759 N. 19th Street, Milwaukee, Wisconsin.

Wanted—used Ampex 600, 601, or 602. S.O.S. 270 Northcrest, Chattanooga, Tennessee.

Will buy or trade used tape and disc recording equipment — Ampex, Concentone, Magnecord, Presto, etc. Audio equipment for sale. Boynton Studio, 10 B Pennsylvania, Tuckahoe, N. Y.

Eight-bay Andrew FM, antenna. Box N-284, BROADCASTING.

Wanted trailer studio equipped with turntables and console contact chief engineer Box N-236, BROADCASTING.

FOR SALE—Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Templebar 2-3527.

FOR SALE—(Cont'd)

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

Limiting amplifiers, guaranteed new, trouble free workhorse, new model. Western Electric 1126D, no thumping, original cost $950.00. Cash $250. Box N-78, BROADCASTING.

Recording Lathe. Fairchild 199, including head & amplifier with variable equalizators. 33-⅓ & 78, excellent, $350. Box N-80, BROADCASTING.

Amplifiers, remote, Collins 212-U, almost new; Gates Monitor MON-4; Langevin Monitor AM-138-M; RCA Program BA-3A, BA-13A; RCA Booster BA-2C. Power supplies, Gates PWR-10, Raytheon RC-11. Box N-79, BROADCASTING.

⅞" **Coaxial cable,** Andrew Heliax. Black sheath covered. Never used. 85¢ per foot F.O.B. El Cajon Electronic Engineering, P.O. Box 012, San Diego 15, California.

Thermometer, remote electrical: used by over 100 stations, enables announcer to read the correct outside temperatures from mike position. Installed in less than an hour. Send for brochure, Electra-Temp, Co., Box 6111, San Diego 6, Calif.

Commercial crystals and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders, regrinding, repair, etc. BC-604 crystals, also AM monitor service. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electronic Company, Box 96, Temple, Texas.

RCA TT5A tuned to channel 2. Priced to sell quickly. Write Box M-23, BROADCASTING.

Disc cutting system, RCA BA-1A pre-amp, Macintosh MC30 amplifier, Altec 439A compressor, presto 1-D head, Rekokut TR-12H table, M12S spiral lathe, equalizers, hot stylus, suction equipment. Now in operation. $650 complete, will sell individually. Draeger Recording, 1919 Taylor, Racine, Wisconsin.

For sale—A Collins 26-J-1 Auto level limiting amplifier, near new $150.00. Collins ATC PB 150/PB 190 cartridge playback unit, near new $325.00. Collins ATC AB 150/AB 190 record amplifier for above w/connecting cables $200.00. Contact Howard L. Harrington, Box 385, Ogallala, Nebrlaska.

4 UHF TV transmitters for sale. For details write or call William S. Ward, 7505 Carroll Ave., Takoma Park, Md. 587-5136.

Two PT63/PT6-R, Rack Mount. $275 Each. Both $500.00 FOB KVLG, LaGrange, Texas.

Rust Model RI-108 remote control unit consisting of: control unit, transmitter unit, AM monitor, pre-amp also sample pickups for plate voltage and current, antenna current, and tower lights. Fair condition $450.00. Mr. Lee WPVL, Painesville, Ohio.

For sale: Two Gates turntables & pre-amps. Together or separately. Make offer. Also Western Electric 443-A transmitter. KDOV, Medford, Oregon.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

Jockey Joker is a new series of one line gags for deejays. This publication will be habit forming. First issue $2.50. Show-Biz Comedy Service (Dept. BJ) 65 Parkway Court, Brooklyn 35, New York.

Two daily 4:30 feature reports, with the actual voices of the newsmakers, on top national and international stories. Perfect partner to complement your sparkling local coverage—daily tape via air mail special delivery. Peak listener reaction—low cost. Let us join your team. Write Box N-61, BROADCASTING.

MISCELLANEOUS

Continued

PGA Golf Tournaments fed to your station (28 feeds). $1.00 per 1,000 (city pop.). Write Tee-Putt Productions, 614 N. Rampart, New Orleans, La.

Broadcasters: Add to your announcing staff before Christmas. Send us your copy with instructions. Your commercials returned on Scotch 120 tape. Top quality recording facilities with good prestige announcing staff. Male or female voices. Fast dependable service. Just $1.50 per commercial. Commercial Recording, P. O. B. 751, Quincy, Ill.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

San Francisco's Chris Borden School graduates are in constant demand. 1st phone and "modern" sound. Plenty of jobs. Free placement. Illustrated brochure, 259 Geary St. Starting date for next class January 13, 1964.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 8, March 11, May 13. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

INSTRUCTIONS—(Cont'd)

Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin January 13, March 16, and May 18. Lab training and advanced electronics available after first phone course to, those who wish to continue. For free brochure, write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif. 90027

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance, Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

1st ticket class . . . 6 week course resident, or correspondence Live and study in Denver, Colorado. The greatest! Write for bulletin. Next resident class starts January 13. Signal Broadcasting, 431 W. Colfax, Denver, Colorado, 80204. Also announcing, station operations course and TV production.

America's **pioneer.** 1st in broadcasting since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

RADIO

Help Wanted—Management

Southern Metropolitan Market
Radio Station Manager

Salary Range $15,000 to $20,000

This man must be capable, aggressive, experienced radio man under 50 years of age. He must know the radio station management business, including sales, promotion, collections and market analysis.

You will be working for highly accepted radio station, selling to a specialized market with a proven program format. The stations ratings are good, the result story is well accepted, its national billing is representative of the best accounts, its local billing is also of leading advertisers. You will be supported by an intensive promotion plan, with strong selling pitch.

Give your complete history and experience and detailed report of your sales results, your education, your present employment. This is a permanent job for the right man. Salary commensurate with your record. Personal interview after careful survey of your background and experience.

All applications strictly confidential.

BOX N-176, BROADCASTING

Announcers

Announcers—(Cont'd)

REWARD

High dollar for: Announcers first phone, (no maintenance) Time salesmen.

Box P-34, BROADCASTING

Production Programing & Others

TV PROGRAM DIRECTOR

Did you come up through the ranks of production? Have you been responsible for overall production and direction of personnel? Do you have years experience and are you fully qualified as an administrator? Tell us what you have done and send us proof of reasons you are qualified for this position. Give us salary requirements, knowing you will be rewarded for results as you grow with this old, established station. Five figure salary is available to right man. Let's try to get together."

Box N-192 BROADCASTING

ARE YOU OUR MAN

Situations Wanted—Management

SALES MANAGER
Radio-TV

Professional Radio, Television and Advertising Agency Executive currently employed at same location for past fifteen years. Respected name in industry, especially by Ohio, Pennsylvania, Michigan and New York Advertising Agencies. Desires relocation in Northeastern Ohio. New ownership necessitates change. College Grad., married, desires permanent location. Money to invest if necessary. Available for personal interview. Complete resume upon request.

Box P-21, BROADCASTING

Production Programing & Others

"Attention: Los Angeles Area . . .

Broadcast-Advertising Executive. 19-year background all phases of station, agency and sponsor operations, network and local levels. With Radio-TV stations in every capacity from air personality to top echelon program executive . . . thorough knowledge every technical facet plus production techniques. Headed own program package firm. Also with private industry as Sales Promotion-Public Relations-Broadcast Director. Rich ad agency experience. Creative, imaginative, practical, budget conscious. Develop, supervise, follow thru all projects from inception. Desire permanent relocation with station, agency, packager as Producer-Writer-Director, Program Consultant, Account Exec . . . to head up or associate with top-flight growing management team. Outstanding references.

Box P-16, BROADCASTING

WANTED

50,000 watt midwestern good music station wants experienced, personable music-man. Bright, lively sound, minimum talk. Send resume and salary expected to:

Box N-278, BROADCASTING

TELEVISION

Help Wanted—Sales

BROADCAST

SALES REPRESENTATIVES

Visual Electronics Corporation, a leader in broadcast equipment sales and engineering, engaged in expansion program. Seek top level, experienced field salesmen with proven sales records for West Coast and other areas. AM or TV technical or engineering background required. Salary plus attractive incentive.

Please send resumes in complete confidence to:

George H. Wagner, Sales Manager
Visual Electronics Corporation
356 West 40th Street
New York, New York 10018

Situations Wanted

Production Programing & Others

PROMOTION MANAGER
RADIO AND/OR TELEVISION

Especially strong on programing and audience promotion, exploitation. Formerly associated with nation's top group operation. Seeking position in radio and/or television that takes full advantage of background and offers top management potential. Your replies held in strictest confidence.

Box P-40, BROADCASTING

EMPLOYMENT SERVICE

The leading company for the recruitment and placement of:
BROADCAST PERSONNEL
Agency
527 Madison Ave.
New York City 10022
SHERLEE BARISH, Director

MISCELLANEOUS

FRESH IMAGINATIVE HUMOR ON VTR!
Air these 2 minute market tested bits (45 plus) as is: or TV Personalities do-'em-urself from incl. story boards. Xclusive. Sample & rates.
Box P-35, BROADCASTING

INSTRUCTIONS

EMERSON COLLEGE

Accredited liberal arts college. Specialization in radio, TV, theatre arts, speech, speech and hearing therapy. B.A., B.S., M.A., M.S. degrees. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV production. Electronic production studio, theatre, FM radio station, speech and hearing clinic. Outstanding opportunities for achieving professional competence in acting, directing, and script writing for radio and TV. Coed. 84th year. For catalog write: Director of Admissions.

EMERSON COLLEGE
303 Berkeley St., Boston 16

RADIO
TV
SPEECH
THEATRE

FOR SALE

Stations

RADIO

Station in Oklahoma for sale; Wonderful property for manager with foresight & ingenuity. Presently in black after only 12 weeks. Excellent opportunity for either resident or absentee owner. Sale will include; station equipment, grounds, building, license. General introduction to accounts, plus 30 days personal assistance by owner to acquaint you with area, people, accounts. Consultation 6 Mo. No charge. Sales Contigent Acceptance FCC. Box N-281, BROADCASTING.

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Washington 7, D. C.

UNUSUAL OPPORTUNITY
SOUTHEAST'S MOST FABULOUS METRO GROWTH MARKET OF 225,000

Country—Western Dream

About once in 10 years an opportunity like this presents itself.

For authentic legal reasons—after 10 years of highly successful operation—this fine full-time 5 KW Day, 1 KW Night facility at Jackson, Miss., must be sold.

Only one station in this market has changed hands in 15 years. Excluding Florida, this is the most solid growth area in the Southeast—not just population, but retail sales, construction, bank deposits, etc.

All equipment, buildings, in excellent condition. Transmitter site is only small part of valuable industrial tract owned by company.

Country-Western top forty market wide open—begging. Substantial principals with cash resources inquire to

JOHN McLENDON
NI-MAC BROADCASTING CO.
Box 197, Jackson, Miss.
601-948-1617

Continued from page 99

to initial decision in proceeding on FM application, et al. Action Nov. 21.

■ Granted petition by Central Wisconsin Television Inc. to extend time to Dec. 5 to file exceptions to initial decision in Wausau, Wis., TV channel 9 proceeding. Action Nov. 21.

By Hearing Examiner Thomas H. Donahue

■ Issued memorandum covering Nov. 20 further prehearing conference and scheduled certain procedural dates in proceeding on applications of Boardman Broadcasting Inc. and Daniel Enterprises Inc. for new AM stations in Boardman and Warren, respectively, both Ohio, with Dec. 18 hearing to be limited to proof under engineering issues. Action Nov. 21.

By Hearing Examiner David I. Kraushaar

■ Issued order following Nov. 21 prehearing conference in Boston TV channel 5 proceeding, and scheduled certain procedural dates; continued Dec. 16 hearing to March 23, 1964, and scheduled further prehearing conference for March 12, 1964. Action Nov. 22.

By Hearing Examiner Sol Schildhause

■ Issued statement and order after Nov. 20 conference and scheduled certain procedural dates in proceeding on application of Lake Valley Broadcasters Inc. for new AM in Crystal Lake, Ill.; continued Dec. 9 hearing to Jan. 13, 1964. Action Nov. 20.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Nov. 22

WRFY-FM Reading, Pa.—Granted SCA on subcarrier frequency of 67 kc.

WFPG Atlantic City—Granted renewal of license.

KGBT-TV Harlingen, Tex.—Granted license covering change.

WITI-TV Milwaukee—Granted license covering change of aux. trans. location.

K08BV, K10CD, K12BX, all Woodruff, Utah—Granted CP's to make changes in ant. system for VHF TV translator stations.

WWOL-FM Buffalo—Granted extension of completion date to May 24, 1964.

■ Granted licenses covering changes for following TV stations: KHJK Hilo, Hawaii; condition; WITI-TV (main trans. and ant.) Milwaukee; WBOC-TV Salisbury, Md.; ERP 200 kw vis. and 100 kw aur.; WWLP (main trans. and ant.) Springfield, Mass.; KORK-

FOR SALE—Stations—(Cont'd)

To buy or sell Radio and/or TV properties contact:
PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

STATIONS FOR SALE

1. SOUTHWEST. Exclusive. Priced at $150,000. Terms.
2. NEW ENGLAND. Exclusive. Priced at $85,000. Terms.
3. CALIFORNIA. Medium market. Priced at $145,000. Terms.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, California

S. E.	single	daytime	$ 45M	cash
N. E.	single	fulltime	85M	25M
La.	small	fulltime	79M	terms
Fla.	metro	fulltime	240M	29%
M. W.	major	daytime	600M	29%

buying and selling, check with
√ CHAPMAN COMPANY INC
2045 PEACHTREE RD., ATLANTA, GA. 30309

TV Las Vegas and specify studio and trans. location: KGMB-TV Honolulu; KFSA-TV Fort Smith, Ark.

Actions of Nov. 21

KTNC Falls City, Neb.—Granted renewal of license.

KCHU(TV) San Bernardino, Calif.—Granted license.

KWTX-TV Waco, Tex.—Granted license covering changes.

KONO-TV San Antonio, Tex.—Granted license covering changes (main trans. and ant.).

WSBT-TV South Bend, Ind.—Granted license covering changes (main trans. and ant. and aux. ant.).

WHEC-TV Rochester, N. Y.—Granted license covering changes in ant. system, ant. height, trans. and equipment.

KELO-TV Sioux Falls, S. D.—Granted license covering changes and specify studio location.

KFDA-TV Amarillo, Tex.—Granted license covering change of trans. and other equipment, redescribe studio location.

KVOO-TV Tulsa, Okla.—Granted license covering change of type trans. and specify main studio location (main trans. and ant.).

KMTV(TV) Omaha—Granted license covering change of trans.

WIMA-TV Lima, Ohio—Granted license covering installation of aux. trans. at main trans. location.

KACA(FM) Prosser, Wash.—Granted license covering installation of ant. and changes in ERP and ant. system.

KHFI(FM) Austin, Tex.—Granted license covering changes in ERP and transmitting equipment.

KLFM(FM) Long Beach, Calif.—Granted license covering changes in ant. height, ERP, trans. location and ant. system.

KNIK-FM Anchorage, Alaska—Granted license covering installation of trans. and change in ERP.

***WMBI-FM Chicago**—Granted license covering installation of ant., increase in ERP and specify type trans.

K03BU Hampton, Ore.—Granted CP to replace expired permit for new VHF TV translator.

KGW-TV Portland, Ore.—Granted mod. of CP to correct geographic coordinates and make minor changes in ant. structure and system; conditions.

■ Granted licenses for following FM stations: KLWN-FM Lawrence, Kan., and specify type trans.; KQDI Alamogordo, N. M., and specify type trans. and type ant.; *WHJE Carmel, Ind.

■ Following VHF TV translator stations were granted extensions of completion dates as shown: K11FU, Springville Chamber of Commerce, Springville, Calif., to March 1, 1964; K09FT, Hawk's Nest Translator Station, Carrington, Sykeston and Lemert, N. D., to May 1, 1964.

Actions of Nov. 20

WJCW-FM Johnson City, Tenn.—Granted SCA on subcarrier frequency of 67 kc.

KYOR Blythe, Calif.—Granted mod. of license to change studio location and remote control point.

KRCR-TV Redding, Calif.—Granted CP to install aux. ant. system at main trans. and ant. location.

KOFO Ottawa, Kan.—Granted CP to change ant.-trans. and studio location and make changes in ant. system (increase height); conditions.

KTRN Wichita Falls, Tex.—Granted CP to change ant.-trans. location and studio location to same as trans. location (without remote control).

KLIR-FM Denver—Granted CP to increase ERP to 38 kw, decrease ant. height to 50 feet, and install new ant.; conditions.

WXHR(FM) Boston—Granted CP to install new ant., increase ERP to 50 kw and decrease ant. height to 430 feet (main trans.).

WYKP Ocean City-Somers Point, N. J.—Granted mod. of CP to change ant.-trans. and studio location and make changes in ground system.

WISN Milwaukee—Granted mod. of CP to change type trans. (specify 2 main trans.) and make changes in ground system; conditions.

KBLE(FM) Seattle—Granted mod. of CP to change type ant.

WOLA(FM) San Juan, P. R.—Granted mod. of CP to change type ant. and type trans.

KCDI Kirkland, Wash.—Granted extension of completion date to May 15, 1964.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 26

	ON AIR Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,850	64	119	294
FM	1,113	18	96	231
TV	522[1]	57	80	124

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Nov. 26

	VHF	UHF	TOTAL TV
Commercial	473	88	561[1]
Noncommercial	52	29	81[2]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Oct. 31

	AM	FM	TV
Licensed (all on air)	3,844	1,110	521[1]
CP's on air (new stations)	67	20	57
CP's not on air (new stations)	118	92	80
Total authorized stations	4,029	1,222	658[2]
Applications for new stations (not in hearing)	174	187	66
Applications for new stations (in hearing)	124	12	57
Total applications for new stations	298	199	123
Applications for major changes (not in hearing)	213	55	43
Applications for major changes (in hearing)	50	2	10
Total applications for major changes	263	57	53
Licenses deleted	0	0	0
CP's deleted	1	4	0

[1] Does not include seven licensed stations off air.
[2] Includes three stations operating on unreserved channels.

WOC-TV Davenport, Iowa—Granted licenses covering changes (main trans. and ant.); and use of previously licensed driver as aux. trans.

Action of Nov. 18

Gunnison County Chamber of Commerce TV Division, Gunnison, Colo.—Granted CP for new VHF TV translator on channel 4 to translate programs of KBTV(TV) (ch. 9) Denver.

Action of Nov. 15

Sierra Grande Television Inc., Des Moines and Grande, both New Mexico—Granted CP for new VHF TV translator on channel 5 to translate programs of KFDA-TV (ch. 10) Amarillo, Tex.

Action of Nov. 14

Prescott TV Booster Club, Prescott, Ariz.—Granted CP for new VHF TV translator on channel 13 to translate programs of KPHO-TV (ch. 5) Phoenix, Ariz.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ WWL New Orleans—Requests institution of rulemaking proceeding to permit operation with powers in excess of 50 kw on frequencies reserved for higher power in Doc. 6741. Received Nov. 13.

■ Iowa Great Lakes Broadcasting Co., Spencer, Iowa—Requests institution of rulemaking proceeding to assign FM channel 300 to Spencer. Received Nov. 15.

■ Richard Baird, Orlando, Fla.—Requests amendment of rules to place FM channel in North Orlando, Fla., as follows: Windermere: delete channel 237A; Sanford, from 276A to 237A; North Orlando, add 276A. Received Nov. 15.

■ WCPC Houston, Miss.—Requests institution of rulemaking proceeding to modify table of FM assignments by assigning channel 231, in lieu of 228A, for Houston and reassign 224A in lieu of 232A at Senatobia, Miss. Received Nov. 20.

SUBSCRIPTION APPLICATION

BROADCASTING *The Businessweekly of Television and Radio*
1735 DeSales Street, N.W., Washington, D. C., 20036

Please start my subscription immediately for—

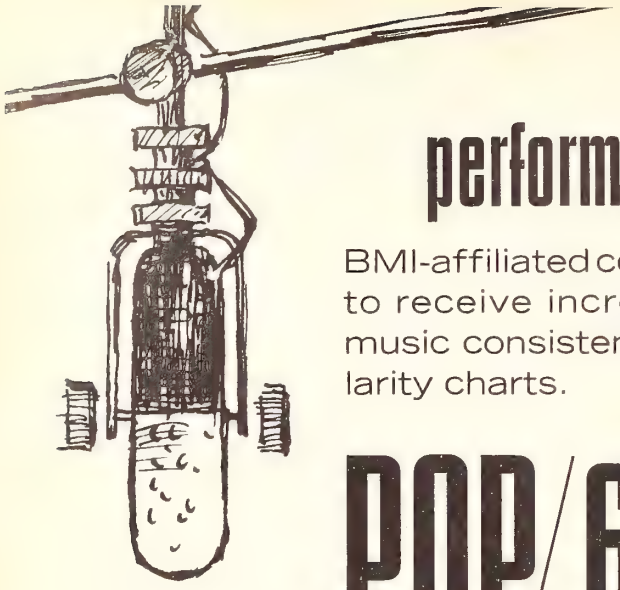
☐ 52 weekly issues $8.50 ☐ 104 weekly issues $14.00 ☐ Payment attached
☐ 52 issues & 1964 Yearbook $13.50 ☐ Please bill
☐ 1963 Yearbook $5.00 (so long as supply lasts)

name *title/position** *Occupation Required

address ☐ *Business* ☐ *Home*

city *state* *zip code*

company name



licensed for performance through BMI

BMI-affiliated composers and publishers continue to receive increasing national acclaim . . . their music consistently rates at the top of the popularity charts.

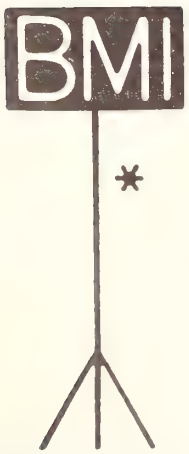
POP/67.5% of the top song hits in Billboard's "Honor Roll" charts for five consecutive years (1958-1962), 67.5% were BMI.

C&W/93.7% of the top Country and Western songs in Billboard's C & W charts for five consecutive years (1958-1962), 93.7% were BMI.

R&B/84.1% of the top Rhythm & Blues songs in Billboard's R & B charts for five consecutive years (1958-1962), 84.1% were BMI.

MIDDLE ROAD/62.2% of the "Middle-Road Singles,"* classified as "not too far out in either direction . . ." and listed in Billboard during the past year, 62.2% were BMI.

*This chart originated in Aug. 1962



ONE HALF OF THE ALL-TIME MILLION RECORD SELLERS (Singles)

Of the 669 titles in the combined listings of Billboard (Dec. 29, 1962) and Cash Box (Aug. 10, 1963) 335 are in the BMI repertoire.

BROADCAST MUSIC, INC.

589 FIFTH AVENUE · NEW YORK 17, NEW YORK

CHICAGO • LOS ANGELES • NASHVILLE • TORONTO • MONTREAL

OUR RESPECTS to James Morgan Seward

Active in all phases of administration and organization

Last month, CBS made a surprise presentation to James M. Seward, executive vice president of CBS Radio, at the tenth annual CBS Radio Affiliates Association convention in New York. The award, a gold mike, was given in recognition of the 30 years Mr. Seward has been with CBS—an association that spans a wide spectrum of important incidents in the development of radio and TV. Mr. Seward's three-decade career with CBS is a study in sound administrative organization, liberally spiced with colorful associations and friendships.

Mr. Seward joined CBS in 1933 as a clerk in the network operations department. He decided to enter the field of broadcasting at that time because, as he puts it, "it was a new and rapidly expanding industry." Another factor in his career-making decision was his friendship with Mefford Runyon, then an executive of CBS, who suggested such a move.

In 1934, just one year after joining the network, Mr. Seward was appointed assistant to Edward Klauber, first vice president. Mr. Seward points out with some pride that he sits today at the very desk that Mr. Klauber once used.

Things moved quickly for CBS and Mr. Seward with the approach of the war years, and in 1935 he became assistant treasurer. In 1942, Mr. Seward was named director of operations to replace Lawrence Lowman, who entered government service. A CBS order issued that year listed his new duties as: "general administrative supervision of engineering, traffic, sound effects, as well as the operations end of programming and production," no simple job.

His next big move was made early in 1950, when he was named vice president in charge of network business affairs. A year-and-a-half later, on July 27, 1951, Mr. Seward was designated administrative vice president of the newly created CBS Radio Division.

He reports that his duties were many and varied, ranging from business affairs and accounting to editing. He was appointed to his present post on Nov. 19, 1956.

James Morgan Seward was born in Cambridge, Md., on Nov. 8, 1901, and attended Cambridge High School. He was graduated from the University of Pennsylvania in 1925 with a B.S. degree in economics.

Mr. Seward's first business experience was with the Pennsylvania Railroad, from 1918 to 1921. He also worked for the railroad during school vacations, 1922-25. In 1927, he became assistant treasurer, and later treasurer, of the Scarr Transportation Service, New York. He remained with that company until he joined CBS.

In 1936, he married the former Ina Gwyn of Scarsdale, N. Y. The Sewards have two daughters, Ina Gwyn, 27, and Emily, 22, both students at Columbia University in New York. They reside in Scarsdale.

Mr. Seward's hobbies include golf and travel. Next April he plans to spend five weeks visiting Greece and the Greek Isles with Mrs. Seward. Their oldest daughter, Ina, has studied for several years abroad.

Despite the vast amount of personal and professional respect that is directed toward Mr. Seward, he is described by an associate as "a man obviously hesitant to blow his own horn." He says quietly of himself: "I worked mostly in the administrative field during the early days and handled negotiations with labor unions, talent, agencies and the like. I've helped supervise the operating side of our radio network." These words tend to obscure a vital and active career, which includes close dealings with some of the leading personalities in broadcasting.

Top Names ▪ Mr. Seward says that he participated in negotiations for capital-gains arrangements concerning such "names" as Amos 'n Andy, Bing Crosby and Jack Benny (BROADCASTING, Oct. 15, 1956, Sept. 30, 1963). He was a key figure in talent deals involving Edgar Bergen, Ed Sullivan, Ken Murray, Edward R. Murrow, Garry Moore, Arthur Godfrey and many others.



Mr. Seward

He handled the arrangements for Mr. Godfrey when the performer switched from local to network broadcasting. Of Mr. Godfrey he says: "He is the talent I'm most closely associated with. I've enjoyed a close personal relationship with him over the years." Mr. Seward recalls one time when he was put on the spot during Lipton Soup's sponsorship of the Arthur Godfrey show. It seems the sponsor had been growing concerned over the manner in which Mr. Godfrey would express doubt over the air that Lipton's chicken soup actually contained any chicken. Mr. Seward says, "At one time I made the mistake of writing a letter to Arthur on the matter." The entertainer read the letter over the air on a network broadcast, and Mr. Seward says his face was red for some time. The situation had its sunny side, however, because both the sponsor and its agency were pleased with the new publicity precipitated by the letter-reading.

Together with Mr. Godfrey, Mr. Seward has also enjoyed a personal relationship with Edward R. Murrow, who appears in several pictures hanging in the radio executive's office. He met Mr. Murrow in the 1930's and started to handle some of his personal affairs in the United States when Mr. Murrow was sent to London in 1937 in a top news post. A close and lasting friendship followed.

A Radio Team ▪ Mr. Seward works in a close team effort with CBS Radio President Arthur Hull Hayes to direct operations at CBS Radio. He is active in all phases of administration and organization needed to keep programing running smoothly between the broadcast source and CBS's affiliated stations. Mr. Hayes said last week: "As for our personal relationship, there has always been terrific respect and great fondness. Mr. Seward is a smart, hard worker who has an amazing understanding of the industry." Mr. Hayes is not alone in his high opinion of CBS Radio's second in command.

Mr. Seward has studied the growth of both radio and TV, and remains loyal to his medium. Ever ready to praise radio, he stressed last week that its value was pointed out during the continuous coverage that surrounded the Dallas assassination of President Kennedy. In a more general tone, he added: "I feel that radio remains a very important element in American life. I also feel that within the past year it has achieved greater stature in the minds of the American public and the advertisers."

In days of anguish a lesson learned

THE drums are silent. A heroic widow has retired to the privacy of personal grief. Her two children, for whom a nation wept, are at last beyond the camera's eye.

It is the aftermath of an emotional experience unique in human history: the assassination of a President, the capture of his suspected murderer, the killing of the suspect, the state funeral, burial in a national shrine, the beginning of a new administration—all unfolding with the measured awfulness of a Greek tragedy in four agonizing days, all seen by an audience that stretched to every corner of the nation and beyond it to the world.

To watch it would have been unspeakably morbid if it had been presented with less solemnity and taste. As it was, the experience, for all its dreadfulness, was in a way ennobling. Never had so many been so intimately associated with great events. In those four terrible days television came of age, and radio reasserted its capacity to move to history where it happens.

The homogenizing force of television, which alone among the communications media can convey to people the presence of events as they occur, was never more clearly demonstrated. The experiences of disbelief, of shock, of the wish for vengeance, of the deprivation of a leader, of compassion for the family that survived and, finally, of relief from grief and vengefulness in the recognition of the need for national continuity occurred in approximately the same order at approximately the same times to persons of all stations everywhere.

It is not over yet. Now begins the slow reaction that will take no one knows what shapes. It is, however, a reaction that may be expected to stop short of extremes. Americans have had the venom wrung out of them by a catharsis like no other in their history.

FOR the record it is worthwhile to assess the cost, as is done elsewhere in these pages, of advertising revenues declined and extraordinary expenses incurred in the fantastic transformation of a whole broadcasting system to a specialized instrument of journalism for four whole days. Let it be noted here only that the cost was the least of the broadcasters' concern when they made their decisions to abandon their normal schedules and devote their total energies to the momentous job at hand.

If their action seems out of character for money-grubbing businessmen, it may be recalled that this same broadcasting system consistently spends millions in unrecovered expense to report events of every magnitude, from man shoots to the actions of a city council. Were it not for the experience that broadcasters have acquired in the day-to-day practice of their form of journalism their coverage of the wholly unexpected events of Nov. 22-25 would have been impossible.

On no notice at all, giant network operations were created, intricate switching was arranged, cameras and crews were moved into position in cities a thousand miles apart, microphones were tied into lines, mobile units were deployed in a technical exercise of dazzling virtuosity. Meanwhile reporters, commentators, producers, writers, directors rushed into action all over the world. Out of all the frenzy came orderly programing in rational sequence.

It was not a job that amateurs could have done.

It was not a job that a marginal economy could have supported.

It was a job for professionals equipped with costly implements and backed by the resources of a broadcasting system that has grown big and stable on a program of fiscal responsibility.

The same broadcasting system stands ready to do as good a job on any other story, as long as it is allowed to grow, as it has grown, as a consequence of the natural interplay of private venture and public response.

IT must now be discernible to anyone that broadcasting is uniquely responsive to its environment. If in an ordinary week its output of *Ben Caseys* exceeds its output of ballets or seminars in Elizabethan poetry or local live discussion panels on subjects of limited concern, no one ought to be dismayed. To dump the programs of mass appeal would cost broadcasters their contact with the mainstream of American life.

It was because they have swum in the mainstream and have learned to sense the delicate as well as violent changes in its currents that they were able to make and execute so drastic a decision as that of Nov. 22. Their response was immediate, their commitment total and their performance worthy of the commendation they have since received.

No government official had to tell the broadcasters what to do. No body of government officials could have told them how to do it. In a time when the trend of federal regulation has been running toward tightening editorial control, broadcasters made their own best case for editorial freedom.

Prestige...

. . . is a position in the minds of men. It is an atmosphere created through years of service to audiences and advertisers. That's why the Northwest's blue-chip advertisers—the leading merchants in this major market—are long-time advertisers with KSTP-TV.

And that's why Twin City viewers give their overwhelming approval to prime-time KSTP-TV programming. (For example: KSTP-TV's 6:00 p.m. and 10:00 p.m. News-Weather-Sports presentations consistently outrank the number-two station, often by a two-to-one ratio.)

That's why "WHEN KSTP-TV SAYS 'GO OUT AND BUY IT', PEOPLE GO OUT AND BUY IT!"

K S T P

CHANNEL 5

100,000 WATTS
NBC AFFILIATE
MINNEAPOLIS
SAINT PAUL

HUBBARD BROADCASTING, INC.

The
National Broadcasting
Company
commends the news men
and women of all
broadcasting for their
dedication and
taste during
the nation's recent
ordeal

50 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

DECEMBER 9, 1963

Newsreel clips from musty vaults unearth a programing bonanza 27

Advertisers' make-good policies changing day-to-day 32

Commission asserts legality of ad control plan as hearing opens 42

Does Collins have designs on Senate seat? He won't deny persistent rumors 54

COMPLETE INDEX PAGE 7



IMAGINAT



N *is the one-station network*

Turning on the creative light in programming is something that happens regularly at WPIX-11. The presentation of our unique Documentary Specials is a good example.

Since WPIX-11 started producing its own provocative specials, other producers have been attracted by this climate of imaginative programming and have brought some of their most noteworthy productions to New York's Prestige Independent.

Twelve more Documentary Specials have just been added to the current season, including six new David L. Wolper hour specials.

When you're looking for the bright light of imaginative, attention-getting programming for your product, look to WPIX-11, New York's one-station network.

WPIX TV/11
THE ONE STATION NETWORK
NEW YORK



Left to Right:
Benito Mussolini "Death of a Dictator"
Greta Garbo "Hollywood—The Golden Years"
Prince Philip "The New Ark"
General Douglas MacArthur "Day of Infamy"
Jacqueline Kennedy "The American Woman in the Twentieth Century"

represented by
Peters, Griffin, Woodward, Inc.

©1963 WPIX-11



STILL THE WINNER.....

The October, 1963, ARB Television Market Report* shows that KRLD-TV's share of audience, sign-on to sign-off, Monday through Sunday, is 50% greater than that of Station "B," 62.5% greater than that of Station "C," and 200% greater than that of Station "D," continuing Channel 4's longtime dominant position in the Dallas-Fort Worth television market.

Take advantage of this market leadership. See your ADVERTISING TIME SALES representative.

*Market Report contains statistical variation chart, measuring method, and sampling.

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

CLOSED CIRCUIT®

The volume displaced

Most authoritative estimate yet available on extent of TV station preemptions for coverage of presidential assassination events puts total at about 198,000 national spot and local TV commercials dropped by all TV stations. Estimate, described as conservative, is by Broadcast Advertisers Reports, which made special computations based on actual count of commercials carried in top 75 markets during identical period of preceding week (from Friday afternoon through Monday night). Total for these 238 stations was projected to get all-station total, with allowances made for lighter commercial traffic in smaller markets.

Estimated spot and local TV preemptions average out to about 350 per station, but it's known that actual count on some stations ran almost 100 higher than that. Current indications are that perhaps 70 to 80% of pre-empted national spot business will be retrieved through make-goods, and scattered reports from stations indicate high level of make-good authorizations by local advertisers *(see page 32)*. *Added to BAR's earlier estimate that three TV networks pre-empted almost 970 commercials, amounting to 72,600 station exposures, spot-and-local figure puts grand total at 270,600 for those three and a half days.*

Writers cramped

FCC indicated last week it's in earnest when it urges staff to be less rigid in reviewing programing of licensees seeking renewal. Staff last week raised four renewal cases, involving programing, asked for instructions on whether to seek additional information or grant renewal. Commissioner Lee Loevinger, concerned about backlogs, urged renewal. But Commissioner Kenneth A. Cox urged letters. Commission finally voted renewal for three stations, WFBC-TV Greenville and WCSC-TV Charleston, both S. C., and WSOC-TV Charlotte, N. C., but fourth, WUSN-TV Charleston, will get letter. Commission hasn't heard last from Commissioner Cox. He intends to issue dissent, which is highly unusual in matters involving renewals.

Advance men

Executives of National Association of Broadcasters were in New York last Tuesday (Dec. 3) to arrange for NAB President LeRoy Collins's projected meetings on problems of television advertising. Executive Vice President Vincent Wasilewski, Code Director Howard Bell and New York Code Manager Stockton Helffrich reportedly received encouragement and pledges of support from Association of National Advertisers and American Association of Advertising Agencies. Next day, Mr. Bell made courtesy call on television network officials working with code.

First meeting is expected before Christmas under commitment made by Governor Collins to Senator John Pastore (D-R. I.) (BROADCASTING, *Nov. 18). Networks, which originally rejected meeting on subject with NAB president* (BROADCASTING, *Aug. 26), again will be asked to participate along with individual broadcasters.*

Secret deal

Although there'll be no public confirmation from National Association of Broadcasters, television and radio code subscribers are being told privately not to worry about commercial limitations during Christmas season. Majority of stations face big problem in meeting time standards because of make-goods for four commercial days lost during coverage of presidential assassination. NAB is afraid of government and public reaction to any acknowledgement that standards will be ignored. Many subscribers, on other hand, feel it would not be in public interest to refuse commercials during busiest season of year for all advertising media.

LBJ wows businessmen

President Lyndon B. Johnson's first meeting with Business Advisory Council, comprising 65 of nation's leading executives, was "fabulous success." That's reaction of council members who attended Wednesday evening session at White House at which chief executive stressed need for economy and efficiency in government. With five of his cabinet members available for questioning, he described his cabinet as comprising nine salesmen and one credit manager. Present were 85 business leaders, including "graduate members"—those who previously had served on BAC. Chairman of BAC is Frederick Kappel, board chairman and chief executive officer of AT&T.

FCC Chairman E. William Henry addressed BAC at off-the-record session Thursday morning, and was critical of broadcasting practices. He described "fairness doctrine" and commercials as major problems. Some members, unacquainted with broadcast media, felt he made good impression in 30-minute talk, but others thought that despite change in administration, he had not changed his pace and intended to continue crack-down approach.

Getting ahead

Howard Bell, who took over as director of NAB code authority Dec. 2, will be paid $30,000 a year, $6,000 more than he made as NAB vice president. Robert D. Swezey, who Mr. Bell replaced, made $40,000. Mr. Bell's appointment, approved by NAB executive committee, is subject to confirmation by NAB board which meets late next month. Word is that Mr. Bell, with backing from LeRoy Collins, NAB president, will request contract. When Governor Collins sold Mr. Bell to executive committee, he said no contract would be indicated.

Doerfer joins Storer Sr.

John C. Doerfer, former FCC chairman, is leaving his Washington law practice to become executive assistant to George B. Storer Sr., on matters other than broadcasting. Mr. Storer Sr., founder-chairman of Storer Broadcasting Co., has relinquished active direction of that company to George B. Storer Jr., president, and is devoting his major attention to personal interests which include resort, golf course and land development at Saratoga, Wyo.

Mr. Doerfer, who is also certified public accountant, will join Mr. Storer Sr. in Miami where he maintains an office, and will divide his time between that city and Saratoga. Mr. Doerfer has been practicing law in Washington since his resignation from FCC nearly four years ago.

NAB changes

James Hulbert, head of broadcast management for NAB, will become top assistant to NAB President LeRoy Collins with title of assistant to president. He will assume duties formerly performed principally by Howard Bell, new code director, and Dr. Mary Ann Cusack, assistant to Governor Collins. John Perry, longtime associate of NAB president, will continue as consultant and principal speech writer. Dr. Harold Niven, assistant to vice president for planning and development (Mr. Bell's former title as well as presidential assistant), has assumed principal responsibilities of that office.

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Acquisitives*. . . live better in Cleveland

Cleveland homes top the next highest market by $2,500 in valuation. WJW-TV is aimed at home owners—the acquisitive with money to spend.

*Ac-quis′-i-tive—given to desire, to buy and own.

LOS ANGELES *KGBS*	PHILADELPHIA *WIBG*	CLEVELAND *WJW*	MIAMI *WGBS*	TOLEDO *WSPD*	DETROIT *WJBK*	*STORER* BROADCASTING COMPANY
NEW YORK *WHN*	MILWAUKEE *WITI-TV*	CLEVELAND *WJW-TV*	ATLANTA *WAGA-TV*	TOLEDO *WSPD-TV*	DETROIT *WJBK-TV*	

ACQUISITIVES WATCH

WJW TV

WEEK IN BRIEF

New business boomlet in the making: rental of film footage for TV series and documentaries. Some, holding rights to old newsfilm, are now thinking of making their own documentaries. See . . .

FILM CLIPS YIELD GOLD . . . 27

House committee rolls up sleeves on FCC "problems"—equal time, commercial limits, fairness policy, license fees. Subcommittee meets today, full committee tomorrow in review of controversial issues. See . . .

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MAKE-GOODS STILL FLUID . . . 32

When is duopoly involved in security market? FCC opens sticky question in two transfer cases where investment organizations have several holdings in broadcast properties. See . . .

BROADCASTERS HAVE PUZZLEMENT . . . 79

FCC readies itself for parade of 40 witnesses on commercial time limit proposal. Argument will run today and tomorrow and proceedings may even be televised—sustaining. See . . .

SUSTAINING COMMERCIAL HEARING . . . 42

Ford defends fairness statement of last July as merely affirmation of long-time FCC policy which changes nothing. He agrees, however, that one element should not have been included. See . . .

POLICY UNALTERED SAYS FORD . . . 70

Turnaround in agency regulation over broadcasting? Possibility seen in light of President's remarks to independent agency chiefs last week. He calls for more cooperation, not more control. See . . .

COOPERATION VS. CONTROL . . . 53

Electronic boom to continue in 1964, says EIA president, but consumer rise is expected to be slowed primarily due to imports. Dollar volume will remain high because of color TV, stereo FM. See . . .

SLOWER RISE ELECTRONICS . . . 66

Rumors that Collins's hat is sailing toward political ring restart after NAB president makes two speeches, neither on broadcasting. He refuses to comment, but speculation starts in Florida. See . . .

COLLINS AND POLITICAL ITCH . . . 54

Networks and FCC are meeting next week to go over ideas for serving programs to unaffiliated small-market stations. Mainly a UHF problem, but "over-shadowed" stations also involved. See . . .

PROGRAMS FOR HAVE-NOTS . . . 72

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in November by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

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REPRESENTED BY ROBERT E. EASTMAN & CO., INC.

RCA closes at 97 7/8 on 3-1 split proposal

BOARD MOVE FOLLOWS RECORD THIRD QUARTER PROFITS

RCA board proposed stock split of three-for-one Friday (Dec. 6) punctuating impressive growth period that had seen issue climb from 1963 low of 56 to 99⅜ at close of trading Dec. 5.

Rumor that stock would split, combined with institutional buying in issue, growing interest in color TV and word that RCA was producing color sets at full capacity, added to recent growth of stock. Price settled to 97⅞ at market's closing Friday.

RCA had registered record third quarter profits—up 44% over previous year—paced by TV set sales and earnings of NBC (BROADCASTING, Oct. 14).

Only three weeks before, CBS announced intended two-for-one split and there was heightened speculation that RCA was considering similar move. RCA proposal will be subject to vote of stockholders of record Dec. 16 at special meeting Jan. 29.

Dividend Increase ▪ In further action RCA board raised regular quarterly dividend on current common shares from 35 cents to 40 cents, payable Jan. 27 to stockholders of record Dec. 16. With this increase, regular quarterly dividend has gained 80% over one-year period. However, 2% annual stock dividend policy will be discontinued. Upon stockholder approval of proposed split, board plans 15 cent quarterly dividend on new stock beginning March 1964.

Brigadier General David Sarnoff, board chairman, cited broadening of market for RCA common shares and wider ownership in corporation as purposes of split.

On company's first preferred stock, board declared 87½ cent dividend payable April 1, 1964 to shareholders of record March 16, 1964.

Over weekend RCA introduced 24 new TV receivers at winter sales meeting in New Orleans. Among them: 10 color models ranging in suggested retail price between $449.95 and $650. Raymond W. Saxon, RCA Sales Corp. president, said this further model diversification would give added push to anticipated record sales in 1964.

$16 million suit over 'Health Fraud' show

Eight medical doctors Friday (Dec. 6) filed $16 million damage suit against CBS, Armstrong Cork Co. and Talent Associates-Paramount Ltd. Suit, in New York State Supreme Court, charges March 27 *Armstrong Circle Theater* presentation over CBS-TV portrayed plaintiffs as "quacks."

Program, "The Health Fraud," dealt with form of blood therapy. It was sponsored by Armstrong and produced by Talent Associates-Paramount. An attorney for CBS said, "in our opinion, the suit is without merit."

LBJ's control transfer approved by FCC

FCC last Friday (Dec. 6) approved transfer of Mrs. Claudia T. (Lady Bird) Johnson's 52.8% interest in LBJ Co. to Messrs. A. W. Moursand and J. W. Bullion as trustees. FCC action came exactly one week after application was filed (BROADCASTING, Dec. 2).

LBJ Co. is licensee of KTBC-AM-FM-TV Austin, Tex. Company also owns 29.5% of KWTX Broadcasting Co., licensee of KWTX-AM-TV Waco, Tex. KWTX Broadcasting owns 50% of KBTX (TV) Bryan; 80% of KNAL Victoria, both Texas, and 80% of KVII(TV) Ardmore, Okla.

No financial consideration was involved. Messrs. Moursand and Bullion will have complete control over Mrs. Johnson's company interest.

CELLER ON AD LIMITS

Overcommercialism must stop; FCC should pry even deeper

On eve of FCC's oral argument on its commercial regulation proposed (see page 42), Representative Emanuel Celler (D-N.Y.), frequent critic of broadcasting, let loose with blast at overcommercialization during *Congressional Conference*, congressman's own show in time given by WOR-TV New York Sunday (Dec. 8).

There is opposition to FCC's proposed rulemaking, he said, but viewers "agree, I am sure, that the insistent, intrusive, incessant, inescapable cries of vendors and pitchmen over the air must, in a measure, be inhibited."

Representative Celler commended broadcasters for presenting "shining contrast to their ordinary course of business as usual with their comprehensive noncommercial news coverage" of presidential assassination events.

Congressman also noted FCC "has not sought information as to the amount of time devoted to commercials in each hour of the broadcast day." FCC can't get true picture without it, he said.

ABA 'deplores' TV trial

American Bar Association in statement prepared for release Saturday (Dec. 7) said it "deplores" proposals that Jack Ruby trial be televised. "The related events already have reflected discredit upon certain aspects of criminal justice in this country," ABA said (story page 70).

Citing "unprecedented coverage" of President Kennedy's assassination and its aftermath, ABA said broadcast media and press performed "worthy public service" in bringing facts promptly to public attention. "But what occurred in Dallas went far beyond the requirements of this legitimate public interest. It struck at the heart" of fundamental rule of fair trial, ABA said.

Taft will run for Senate against Young in Ohio

Representative Robert Taft Jr. (R-Ohio), former general counsel and director of Taft Stations and now serving first term in U.S. House of Representatives, announced Friday (Dec. 6) he will be candidate next year for U.S. Senate seat held by Senator Stephen M. Young (D-Ohio), who is expected to seek re-election.

Representative Taft, son of former Senator Taft and grandson of former President and U.S. Supreme Court Chief Justice William Howard Taft, gave up his interests in Taft Stations upon election to House last year but remains trustee for holdings of several other members of Taft family.

Channel 10 license renewed for WTHI-TV

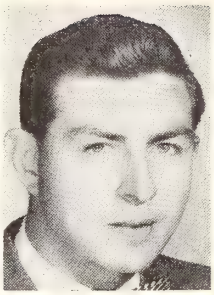
FCC has granted renewal of WTHI-TV license to operate on channel 10, Terre Haute, Ind. It denied competing application of Livesay Broadcasting Co. for new station on that facility.

In separate order, commission dismissed applications by WTHI-TV and Illiana Telecasting Corp. for new stations on channel 2 in Terre Haute. This action results from court of appeals decision last summer.

Decision affirmed commission's reallocation of channel 2 from Springfield, Ill., to Terre Haute but held that new comparative hearing for channel must be held. New application deadline is Jan. 31.

WEEK'S HEADLINERS


Mr. Botway


Mr. Fine

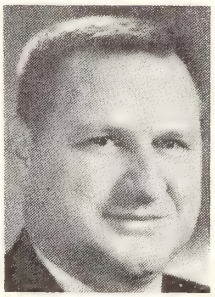

Mr. Triolo

Peter Triolo, Jules P. Fine and **Clifford A. Botway** elevated from associate media directors at Ogilvy, Benson & Mather, New York, to VP-associate media directors. Mr. Triolo joined OBM in 1959 from Dancer-Fitzgerald-Sample, New York. Mr. Botway, also from DFS, joined Ogilvy, Benson & Mather in 1957. Mr. Fine came to OBM in 1956 from former Biow Co.

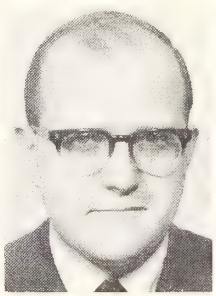
Thomas S. Murphy, executive VP of Capital Cities Broadcasting, New York, elected board chairman of CBS Television Affiliate Association, replacing retiring chairman, **T. S. Baker Jr.,** executive VP and general manager of WLAC-TV Nashville. Also elected at annual meeting of affiliate association board was new secretary, **Carl E. Lee,** executive VP and general manager of WKZO-TV Kalamazoo, Mich.


Mr. Culberg

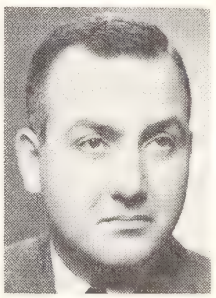
Jack J. Culberg, senior VP in charge of market development for Revlon Inc., New York-based cosmetic firm, elected president, chief executive officer and member of board of directors of Schick Inc. (Schick electric shaver and razor blades, hair dryers, shoe polishers), Lancaster, Pa., succeeding **Robert F. Draper,** who resigned. **F. Raymond Johnson,** member of marketing and merchandising staff of Sak's Fifth Avenue, New York, for 23 years, joins Revlon in newly created post of executive VP. Mr. Culberg joined Revlon in early 1962 as senior VP in charge of sales. Previously, he was senior VP in charge of marketing and member of board of directors of Ekco Products Co., Chicago. Mr. Draper has not announced his future plans.


Mr. Swift

Arthur M. Swift, station manager of WTCN-TV Minneapolis - St. Paul since 1961, elected VP and general manager of WTCN - AM - TV (Time - Life Broadcast Stations). **Gordon H. Ritz,** station manager of WTCN, elected VP and general executive of WTCN-AM-TV. Before joining WTCN-TV, Mr. Swift served as station manager at WTCN. Mr. Ritz joined WTCN in 1961, formerly was sales executive at *Time* magazine.


Mr. Carey


Mr. Linderman

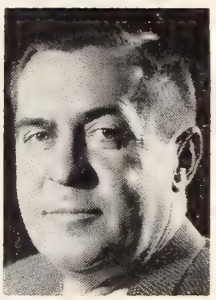

Mr. Lawrence


Mr. Strauss

J. Robert Carey, Joseph Lawrence, Robert P. Linderman and **Hal Strauss** join Maxon Inc., New York-based advertising agency, as VP's. Mr. Carey, for past six years brand manager with Procter & Gamble's toilet goods division in Cincinnati, and Mr. Lawrence, senior executive on Mennen account at Warwick & Legler, will serve Maxon as account executives on agency's Gillette toiletries and razor blades, respectively. Mr. Linderman, copy group head at McCann-Erickson for past 11 years, joins Maxon as creative group head. Mr. Strauss comes to Maxon as VP in charge of business administration. He was vice president in charge of finance and administration for North Adv., Chicago.


Mr. Schoenbrun

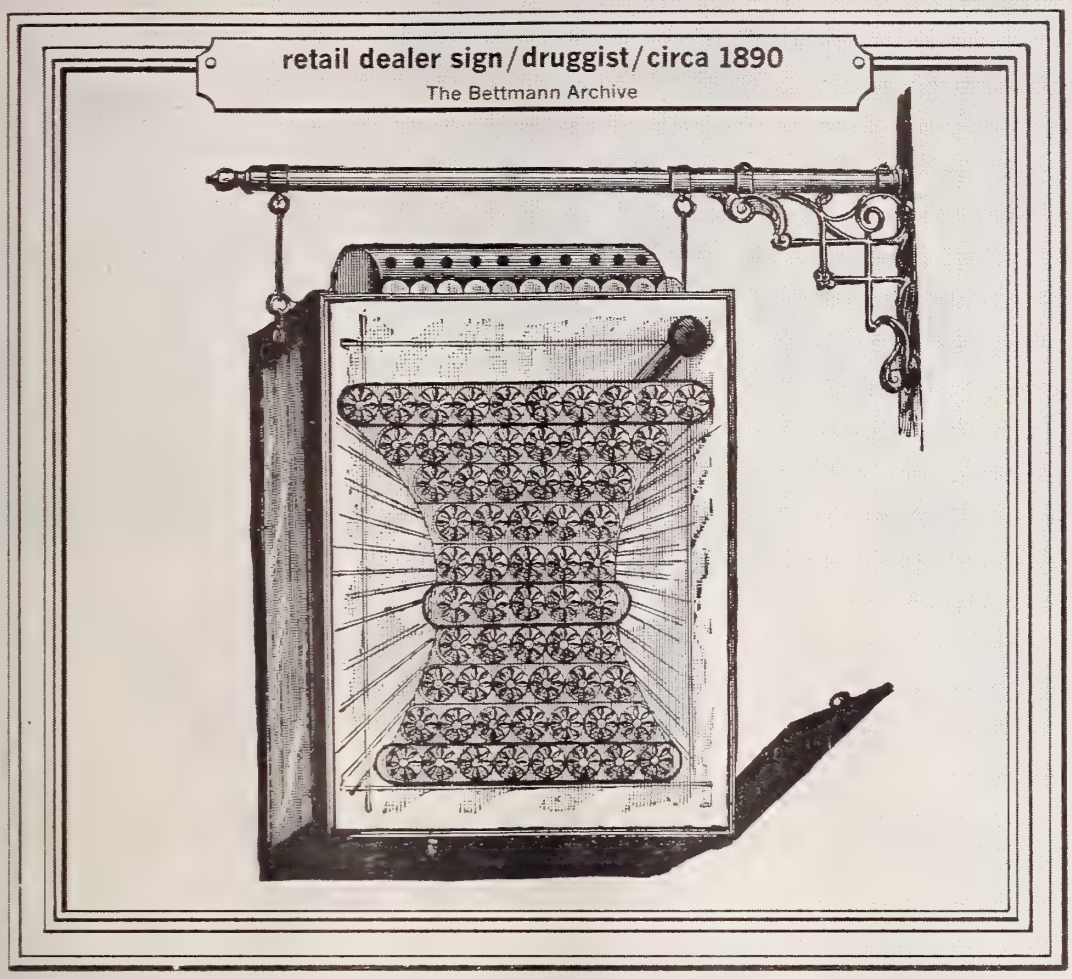
David Schoenbrun, veteran news broadcaster who resigned as CBS News' chief European correspondent last summer (AT DEADLINE, July 1), appointed world affairs correspondent for radio division of Metromedia Inc., New York. His primary beat will be overseas, though he'll cover such major news developments in this country as summit conferences and/or political conventions. Mr. Schoenbrun's five-minute daily broadcasts will be on WNEW New York, KLAC Los Angeles, WIP Philadelphia, WHK Cleveland, KMBC Kansas City, and WCBM Baltimore, all Metromedia-owned and also will be syndicated to "key radio stations" in other markets.


Mr. Forward

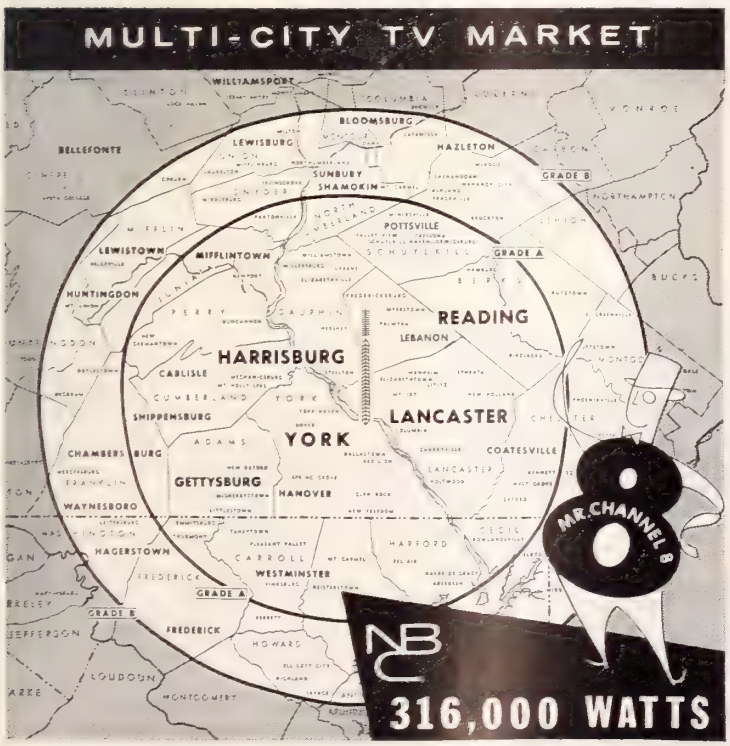
Robert H. Forward, general manager of Metromedia's KLAC-AM-FM Los Angeles, resigns to establish his own business investment and communications consulting firm, Robert H. Forward & Associates, with offices in new Gateway West Bldg. at Century City, Calif. Mr. Forward reportedly has signed six-year consultant agreement with Metromedia and, with Mortimer W. Hall, former owner of KLAC, has purchased considerable real estate in San Diego through subsidiary concern, The Forward-Hall Co. **Alan Henry** has been named to succeed him as KLAC general manager, effective Jan. 1.

Paul E. Mills named general manager of Wm. F. Rust Stations' Pennsylvania group—WAEB-AM-FM Allentown, WNOW-AM-FM York, and WRAW Reading. **Roland C. Hale** elected executive vice president of Wm. F. Rust Stations, which also includes WHAM and WHFM (FM) Rochester, N. Y., and WKBR-AM-FM Manchester and WTSN Dover, both New Hampshire.

For other personnel changes of the week see FATES & FORTUNES



SUPERIOR DEALER SUPPORT



Channel 8 delivers it! Your advertising message telecast on WGAL-TV does an outstanding job at winning dealer enthusiasm for you, because of its potential capacity to stimulate consumers to buy. *Whatever your product,* WGAL-TV increases dealer-support, sales, and profits.

WGAL-TV

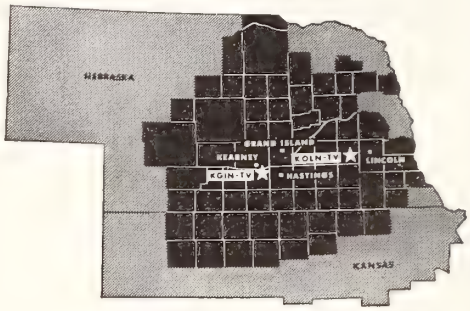
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco



YOU'RE ONLY HALF-COVERED IN NEBRASKA IF YOU DON'T USE KOLN-TV/KGIN-TV!



AVERAGE HOMES DELIVERED PER QUARTER HOUR

(Feb.-March, 1963 ARB—6:30 to 10 p.m.)

LINCOLN-LAND* "A" (KOLN-TV/KGIN-TV)	61,700
OMAHA "A"	63,800
OMAHA "B"	54,700
OMAHA "C"	54,300
LINCOLN-LAND* "B"	23,600
LINCOLN-LAND* "C"	23,600

*Lincoln-Hastings-Kearney

Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.

Lincoln-Land is now nation's 74th TV market!*

No matter how you slice it, there are just two big TV markets in Nebraska. One of them is Lincoln-Land.

Lincoln-Land is now the *74th largest market in the U.S.*, based on the average number of homes per quarter hour prime time delivered by all stations in the market. KOLN-TV/KGIN-TV delivers more than 206,000 homes — homes that are a "must" on any top-market schedule.

Ask Avery-Knodel for complete facts on KOLN-TV/KGIN-TV — the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

*November, 1962 ARB Ranking.

The Felzer Stations

AM-TV-FM

RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJFM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC

TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KOLN-TV/LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

KOLN-TV CHANNEL 10 • 316,000 WATTS 1000 FT. TOWER

KGIN-TV CHANNEL 11 • 316,000 WATTS 1069 FT. TOWER

COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representative

United Press International news produces!

DATEBOOK

A calendar of important meetings and events in the field of communications.

■ Indicates first or revised listing.

DECEMBER

Dec. 9—**FCC oral argument** on proposed rulemaking to adopt commercial time standards of National Association of Broadcasters as rules.

Dec. 9—NAB President LeRoy Collins will head a delegation of 11 broadcasters to meet with representatives of the **National Council of Churches** in New York to discuss council's controversial policy statement on TV programing.

■ Dec. 10—**Advertising Club of Los Angeles,** luncheon meeting, 12 noon, Statler-Hilton. Don R. Cunningham, vice president of Foote, Cone & Belding, will discuss "Madison Strasse," a report on his four years as manager of the agency's office in Germany.

Dec. 11—Special projects luncheon of **International Radio and Television Society,** Starlight room, Waldorf-Astoria, New York. Panel including Vincent Wasilewski of the National Association of Broadcasters, Earl Kintner, former chairman of the Federal Trade Commission and Thomas H. Wall, Washington attorney, discuss "Government and Broadcasting."

■ Dec. 12—Membership meeting of **Hollywood chapter of National Academy of Television Arts and Sciences,** 8:30 p.m., Moulin Rouge.

Dec. 14—**FCC Christmas dance,** at Willard hotel, Washington, D. C. Commission's newest member, Lee Loevinger, will be guest of honor. Dance is open to commissioners, staff, and employes, as well as communications engineers and attorneys. Ticket information may be obtained from George Enuton, at commission headquarters building.

■ Dec. 16—**Hollywood Ad Club Christmas party,** Hollywood Palladium. Tickets are $6.50 each. For further information, write: HAC, 6362 Hollywood Blvd., Hollywood 28.

Dec. 16—Deadline for the return of FCC questionnaires by the **Pacifica Foundation** attesting to the political loyalty of the foundation's directors and other officials.

Dec. 17—**International Radio and Television Society** Christmas party, Grand Ballroom, Waldorf-Astoria, New York.

JANUARY 1964

Jan. 1—New **FCC engineering rules** requiring that third-class radio-telephone operator be present for routine transmitter operation if first-class operator is employed parttime.

Jan. 3—Comments due on proposal to authorize on regular basis operation of **Midwest Program for Airborne Television Instruction Inc.** (MPATI) and to allocate six UHF channels for the purpose.

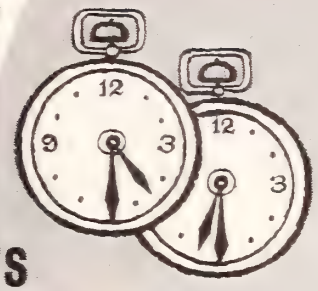
Jan. 3—Comments due on proposed expansion of **UHF table of assignments.**

Jan. 8—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. News analysis and forecast by a panel of Chet Huntley, Walter Cronkite and Ron Cochran.

Jan. 10-11—**Arizona Community Television Association** meeting, Ramada Inn, Scottsdale, Ariz. Anyone interested in CATV and allied fields is welcome to attend. For additional information contact Arlo Woolery, manager of KSUN Bisbee, Ariz., ACTA president.

■ Jan. 14—Meeting of **Hollywood chapter of National Academy of Television Arts and**

New



WBEN-TV's
2 full hours to sell the families of Western New York

The Western New York market has over 1.3 million families who spend almost 6.5 billion dollars at the retail level.

This is worth looking into if you've got a product to sell. While you're looking, look at this new line-up of family programming on WBEN-TV. Low cost participation and spot rates make it a bargain buy.

How good? Ask Harrington, Righter and Parsons, our national reps. They'll fill you in on our "focus-on-the-family" TV fare.

4:30-5 pm

family fun



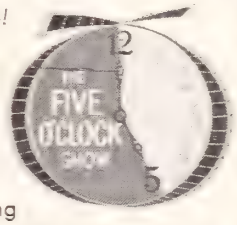
LEAVE IT TO BEAVER

first re-run of this popular network show

5-6:15 pm

family film fare!

The 5 O'CLOCK SHOW



top films including new Screen Gems package

6:15 to 6:30 pm

news-weather-sports



HEADLINES



are the most comprehensive round up of local news and events with local TV favorites Van Miller and Chuck Healy

WBEN-TV

affiliate of WBEN radio

the Buffalo Evening News Stations

CH. 4

CBS in Buffalo

PERSONALITY
POWER

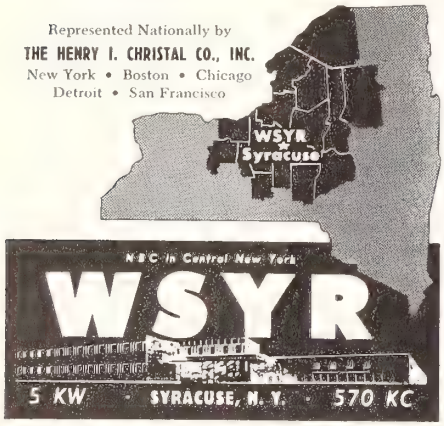
It packs a friendly punch. Stroll down the street with any of a dozen WSYR personalities. Watch the smiles light up people's faces; hear the known-you-all-my-life greetings from total strangers.

This friendly attitude is for you, too, when these personalities are selling for you. And that's why WSYR Radio is the greatest sales medium in Central New York.

So you see what happens:

Personality Power = Sales Power for you in the 18-county Central New York area. Instant friends for what you have to sell.

Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.
New York • Boston • Chicago
Detroit • San Francisco





WEEKDAYS
1:30 P.M.

DAYTIME'S BRIGHTEST GALAXY SHINES ON

Contact Harrington, Righter & Parsons for avails

WTPA TELEVISION Channel 27
HARRISBURG, PA.

Sciences to discuss subject of pay TV. Place to be announced.

■ Jan. 17—Franklin Day banquet of **Poor Richard Club**, Bellevue Stratford hotel, Philadelphia. Leonard Goldenson, president of American Broadcasting-Paramount Theatres Inc., will receive club's Medal of Achievement citation.

■ Jan. 17—**New York chapter of National Academy of Television Arts and Sciences** honors Jackie Gleason at its annual "close-up" dinner and show, Americana hotel, New York City. Alan King is master of ceremonies.

Jan. 17-18—Midwinter meeting of **Oklahoma Broadcasters Association**, Enid. Paul Comstock, National Association of Broadcasters vice president for government affairs, will be featured speaker.

Jan. 21-23—National Religious Broadcasters convention, Mayflower hotel, Washington.

Jan. 21-23—Nineteenth annual Georgia Radio-TV Institute, co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens.

Jan. 24-26—Mid-winter convention of the Advertising Association of the West, Bakersfield, Calif.

Jan. 24-26—American Women in Radio and Television board of directors meeting, Hilton hotel, New York.

Jan. 27-31—Annual winter meetings of **National Association of Broadcasters'** radio, television and combined boards, Far Horizons hotel, Sarasota, Fla.

■ Jan. 31-Feb. 1—Seventeenth annual convention of the **South Carolina Broadcasters Association**, Jack Tar Poinsett hotel, Greenville, S. C.

FEBRUARY

Feb. 3-5—Second annual **Electronic Marketing Conference of the Electronic Sales-Marketing Association (ESMA)**, Barbizon Plaza hotel, New York.

■ Feb. 4-5—Annual **Advertising Federation of America government conference** in Washington. Conference highlight will be breakfast session during which top industry official will present advertising's side to congressmen. U. S. Chamber of Commerce will be host at conference on public affairs Feb. 5-6.

Feb. 5—Newsmaker luncheon, International Radio & Television Society, Grand Ballroom of Waldorf Astoria, New York. National Association of Broadcasters President LeRoy Collins is speaker.

Feb. 5-6—Annual legislative dinner and mid-winter convention of the **Michigan Association of Broadcasters**, Jack Tar hotel, Lansing.

Feb. 5-7—National Winter Convention on Military Electronics, Ambassador hotel, Los Angeles. C. D. Perrine, executive vice president of General Dynamics/Pomona, is convention chairman.

■ Feb. 6—**Minnesota Associated Press Broadcasters Association** meeting, Minneapolis.

Feb. 8-16—International TV and Equipment Market, Lyons, France.

■ Feb. 14—Annual **Valentine's Day Ball** of Hollywood chapter of National Academy of Television Arts and Sciences. Place to be announced.

Feb. 20-21—Annual conference of the **state broadcaster association presidents**, sponsored by the National Association of Broadcasters, Shoreham hotel, Washington.

Feb. 25—International Broadcasting Awards banquet, 8 p.m., Hollywood Palladium. Presentation of trophies for best commercials on radio and television in any part of the world for 1963.

Feb. 26-28—Ninth Scintillation and Semiconductor Counter Symposium, under the sponsorship of the Institute of Electrical and Electronics Engineers, the Atomic Energy Commission, and the National Bureau of Standards, Hotel Shoreham, Washington. Program committee chairman is W. A. Higinbotham, Brookhaven National Laboratory, Upton, L. I., N. Y. The deadline for abstracts was Dec. 1.

■ Feb. 27-28—Annual meeting of Southwest council of **American Association of Advertising Agencies**, Menger hotel, San Antonio, Tex.

MARCH

March 4—**International Radio and Television Society** 24th anniversary banquet, Grand Ballroom, Waldorf-Astoria, New York. Gold Medal award for 1964 will be presented to Leonard H. Goldenson, American Broadcasting-Paramount Theatres president.

March 9—Symposium on electronics marketing, sponsored by the **Electronic Industries Association**, Statler Hilton hotel, Washington.

March 11-12—Annual meeting of Southeast Council of **American Association of Advertising Agencies** at Riviera motel, Atlanta.

March 23-26—International convention of the Institute of Electrical and Electronics Engineers, New York Hilton hotel and New York Coliseum, New York.

APRIL

April 1—**British Broadcasting Corporation's** second television network, BBC 2, is scheduled to begin operating.

April 2—Twenty-fifth annual **White House News Photographers Association** photo contest dinner, Washington. All photos, black and white, must have been made by WHNPA members between Jan. 1, 1963 and Dec. 31, 1963. All color must have been made or appeared for the first time between the same dates. Each member may submit up to, and including, 15 prints for judging. The contest deadline is Friday, Jan. 31, 1964. All prints and mounted transparencies shall be delivered to the receptionist desk of the *National Geographic Magazine*, 1146 Sixteenth Street, N.W., Washington, no later than 5 p.m. of the above date. Tom Shields is co-chairman of the photo committee. Telephone: DI 7-1124.

April 5-8—Annual convention of the National Association of Broadcasters, Conrad Hilton hotel, Chicago.

April 6-9—Thirty-first annual **National Premium Buyers Exposition, under auspices of National Premium Sales Executives, the Premium Advertising Association of America and the Trading Stamp Institute of America. More than 600 manufacturers expected to participate in exhibits. McCormick Place, Chicago.**

April 7—Premium Advertising Conference of the **Premium Advertising Association of America**, McCormick Place, Chicago.

April 12-17—Ninety-fifth **Technical Conference of the Society of Motion Picture and Television Engineers (SMPTE)**, Ambassador hotel, Los Angeles. John M. Waner, of Eastman Kodak Co., Hollywood, is program chairman. Papers committee chairman is C. Loren Graham, of Kodak Color Technology Department in Rochester, N. Y. Topics and topic chairmen for papers to be presented at the semiannual conference include: Cinematography: Viscous Processing, Roderick T. Ryan, Eastman Kodak Co., Hollywood; Motion Pictures, Television and Education, Howard Stucker, Los Angeles State College, Los Angeles; Television Engineering Developments, Henry Ball, RCA, Burbank, Calif.; and Television Production, Edward P. Ancona Jr., NBC, Burbank, Calif.

■ Indicates first or revised listing.

1 in a series of original drawings by Baltimore artist Aaron Sopher



FAVORITE THROUGHOUT MARYLAND *PIMLICO RACE TRACK, BALTIMORE; SCENE OF THE PREAKNESS*

WBAL-RADIO 1090 NBC **BALTIMORE** *MARYLAND'S ONLY 50,000 WATT STATION*

What makes a great salesman?

It is hard to realize today that the cash register met stubborn sales resistance when it was first introduced—from storekeepers who looked skeptically upon this "new-fangled machine," and from hostile clerks who were accustomed to pilfering from open cash drawers and feared the so-called "thief-catcher." In order to overcome this resistance, John H. Patterson was forced to create a demand for his National Cash Registers where no demand existed. In the process, he also created "the science of selling."

Patterson recognized that the selling organization is the most important single asset of a business, and that it must be trained. He originated many of the sales ideas used today, including the flip-chart sales presentation, the sales manual, the sales convention, and the sales training school. Above all, Patterson insisted that the NCR salesman know his prospect's business as well as his own. He even had model stores built with dummy merchandise so his salesmen could study the techniques of retailing.

Storer, too, believes in thorough knowledge of its markets and consumers. Only in this way can Storer stations fulfill their promise to deliver programming geared to each community's special tastes and preferences. This individualized program planning, coupled with efficient operation and management, turns more listeners and viewers into *buyers*. In Milwaukee, Storer's great salesman is WITI-TV, an important station in an important market.

LOS ANGELES *KGBS*	**PHILADELPHIA** *WIBG*	**CLEVELAND** *WJW*	**NEW YORK** *WHN*	**TOLEDO** *WSPD*	**DETROIT** *WJBK*
MIAMI *WGBS*	**MILWAUKEE** *WITI-TV*	**CLEVELAND** *WJW-TV*	**ATLANTA** *WAGA-TV*	**TOLEDO** *WSPD-TV*	**DETROIT** *WJBK-TV*

STORER
BROADCASTING COMPANY




CASH
NCR

Comments on broadcasting's 'finest hours'

EDITOR: Everybody agrees that the TV and radio networks did a magnificent job. This exhibition of ability and reliability should be a valuable testimonial of the need of our nation for network electronics.

No small company, no matter how willing—no collection of individual competitors, no matter how loyal—could have marshalled the manpower and knowhow and done the job for the nation that the networks did.

It emphasizes the finger-touch resources available for national emergencies, which only big business can provide—*Ray Weber, advertising manager, Swift & Company, Chicago.*

EDITOR: I wish I could address this message to every station in the country.

The technical magnificence displayed by the broadcasting industry during the recent national tragedy was astounding. I do not speak of your generosity, or your contribution in man hours, or even of your acceptance of a great personal and public responsibility—rather, I speak of your outstanding ability.

Never before, certainly not since television's emergence as a great medium, have you shown to such an extent your inherent greatness. Not only the networks and the affiliates, but every radio and television station across this nation exploded into greatness at once.

I am not a layman. My entire life has been spent in adjacency to the broadcasting industry. Still I watched and listened with a new respect and with a feeling of awe and admiration.

I wish I had the resources to personally write every station in the country. You have performed an overwhelming service to each American and at the same time a great service to yourselves.

There is no good in tragedy. No beauty. No reward. Only challenge. You, the broadcasters of America, have made me both proud of and grateful for my association with you. I thank you for allowing me this deep sense of pride.—*Ernest H. Hall, assistant officer in charge, U. S. Navy Recruiting Aids Facility, Navy Yard Annex, Washington.*

EDITOR: The entire broadcasting industry is to be highly commended. . .

The fact that a commercial industry stopped its regular programing and all of its commercials and completely devoted its time and resources to this tragic event is something [of] which all in the industry can be proud. This is truly public service.—*Robert E. L. Richardson, Weatherford, Okla.*

EDITOR: Many of the darkest hours of our nation's history have become the brightest hours of America's broadcast industry.

The fast accurate coverage . . . was evidence for everyone that only broadcast media can adequately cover a story of such scope.

The unselfish cancellation of all commercial programs, the scheduling of personnel and equipment at dozens of locations in key cities and the complete dignity and professional manner of the coverage has given true maturity to broadcasting as the most vital of our modern news media. Truly we were all eyewitnesses to history during these momentous days.—*C. E. Feltner Jr., president, Advertisers Diversified Services of America, Kingsport, Tenn.*

EDITOR: The mistakes . . . notwithstanding, the radio and television stations of this country have never been dedicated to a greater cause than their coverage of the events of Nov. 22. Everyone even remotely connected with the thankless job of obtaining the facts deserves commendation of the highest order. The broadcast star has never shone brighter.—*John Arthur Bloomquist, Palmdale, Calif.*

EDITOR: The National Association For Better Radio And Television would like to thank broadcasters who suspended regular programing and commercials. We believe that it was right and creditable that they elected to serve the national interest in this manner. They may also be justifiably proud of a magnificent performance.

We wish also . . . to appeal to these same broadcasters who have demonstrated an understanding of the meaning of the public interest in the department of public events to begin to show a similar respect for the ethics, ideals and culture of the American people by a proper selection of the programs they broadcast for *entertainment* on the public airwaves.—*Elizabeth Livingston, corresponding secretary, National Association For Better Radio And Television, Los Angeles.*

EDITOR: The broadcasting industry for many years has looked for a way to improve its public image. Tragically, at the price of a beloved leader's life, an opportunity came to show our willingness to serve.

We did not do it for public relations. We did it because it was right and fitting.

But the response to our actions during those dark days has made our toughest critics our new admirers. It has made us all even prouder of our chosen profession.

And it may well be that disseminating calm reassurance of "continuity of government" saved our country from disastrous financial reaction. If this is so, we did as great a service to ourselves as to the people, for broadcasting stood to lose as much as any group, if there had been a panic affecting our economy.—*David A. Course, promotion manager,* WJRT(TV) *Flint, Mich.*

EDITOR: Would someone please inform the "10%" in the radio business that it is not the accepted thing to continue running commercials and normal format when the President of the United States is assassinated . . . or passes away. Do the management and program department of these select few suffer from lack or respect . . . or common sense . . . *or both?—Wayne W. Whitehead, program director,* KQIK *Lakeview, Ore.*

EDITOR: Your editorial "In days of anguish a lesson learned" (BROADCASTING, Dec. 2), was one of the finest I have had the pleasure of reading.—*Keith E. Putbrese, Smith & Pepper, Washington.*

EDITOR: It was not too surprising to note the opinions expressed by Norman Wain and Bill Stewart in their letters published in your OPEN MIKE feature (BROADCASTING, Dec. 2).

Most surprising, however, is the fact that [you] elected to publish these letters. Anyone actively engaged in the broadcasting industry fully recognizes the relationship which exists between the broadcasting and the newspaper industries. Regardles of how we feel about that relationship. . . I think it was in exceedingly poor taste to engage in recriminating criticism. . . . Neither the timing was opportune, nor the occasion proper.

Unquestionably, broadcasting as a whole did a tremendous job . . . for which we have received sincere praise from every quarter. The manner in which we carried out our responsibilities at a time of serious crisis, and the recognition we have received for so doing, should be the sole basis for any case we might prepare on our behalf.

The day may come when the intelligent broadcaster will recognize the fact that his worst enemy is himself and his fellow broadcaster. The voicing of opinions such as those expressed by Messrs. Wain and Stewart, at such a



VOTING MACHINE

in Action in Eastern Iowa

There are three candidates in the market, all VHF's. Periodically Channel 2 is re-elected.*

In the coming election year, WMT-TV's news coverage will continue to be voteworthy. Facilities include AP, UPI, AP photofax, UPI film service, assorted portable TV news-gathering electronic hardware; a director of news services, two TV newsmen, one newsman on special political assignments, three photographers, 65 part-time Eastern Iowa news and picture correspondents, and the nation-wide CBS TV news-gathering complex.

Eastern Iowans, about 60% of the state's population and purchasing power, keep Channel 2 in office—and home.

**Average over-all audience of more than 50% of total homes, 9 a.m. to midnight, Monday thru Sunday. (ARB Market-by-Market Survey, Feb.-March, 1963.)*

WMT-TV CBS Television for Eastern Iowa
Cedar Rapids—Waterloo

Represented by the Katz Agency

Affiliated with WMT-AM, WMT-FM; K-WMT, Fort Dodge; WEBC, Duluth

Who needs 200,000 miles of wire every 24 hours?

Your Bell telephone people need it for you. The tremendous quantity of wire and cable produced at Western Electric's plants, like the one shown below at Baltimore, Md., is vital to the versatile and dependable telephone services we have all come to expect.

Hundreds of other products made at the Baltimore Works and our other plants contribute, also, to the increasing value you get from the nationwide communications network operated by the local Bell telephone companies.

To do this vital work in Baltimore alone, Western Electric paid $37 million in wages and salaries during 1962 and spent $24 million with more than 1,000 Maryland suppliers, most of them small businesses.

Making communications products that help provide America with the finest telephone services is a job Western Electric is proud of. And it's also satisfying to realize that in doing this job we contribute to the economy and welfare of thousands of local American communities.



9,300 conversations can be transmitted simultaneously on a new 12-tube coaxial cable made at Western Electric's Baltimore Works. Laid underground, this cable will be an integral part of an almost indestructible communications network that is being installed across America. To make sure the cable meets the high quality standards of the Bell System, extensive quality charts like those on the cable machines above are kept for each cable production line.



United Appeal is one of the major charities contributed to by the men and women employed at Western Electric's Baltimore Works. In the picture above, Paul Pridgeon and Lillie Tunstall visit a young patient who is receiving therapy and rehabilitation through the United Appeal.

Stretch test on telephone cords is performed in a Bell Telephone Laboratories branch at Western Electric's Baltimore Works. This test is one of hundreds aimed at improving Bell System equipment. Here, Chuck Frederick, a Western Electric engineer (left), examines results of a cord-flexing test with Engineer Vic Martin of Bell Laboratories.





Deft fingers separate wires and place them in their precise positions. Gertrude Zurek prepares a plug-ended cord used to connect a push-button telephone set. During 1962 alone, more than 2,296,000 cords were assembled at the Baltimore Works.

Waterproof construction of a plastic cover used to protect telephone cable equipment is examined by Sam Davis of Maryland Plastics, left, and Western Electric Buyer Pete Walsh. This local company has had Western Electric as one of its customers for custom-molded plastic parts for the last nine years and now has 200 employees.





A-C? It's All-Canada Radio and Television Limited, first and paramount representation firm North of the Border in broadcast sales.

A-C reps 43 radio, 22 TV stations—in *all* primary, most secondary markets. Weekly radio reach is 50% of all households for 60% of national retail sales. TV: 62% of households for 53% of national retail sales.

A-C has 12 offices: New York, Detroit, Chicago, San Francisco, Los Angeles, Dallas, Atlanta and Montreal, Toronto, Winnipeg, Calgary, Vancouver.

To reach all Canada, talk to All-Canada

All-Canada Radio & Television Limited

1000 Yonge St., Toronto 5, CANADA

SPOTMASTER



EQUALIZED TURNTABLE PREAMPLIFIER

The Model TT-20A is a compact, low distortion, transistorized turntable preamp for VR cartridges, with built-in NAB equalization. Design ingenuity reduces residual noise level to better than 65 db below rated output. Small current requirements permit 6 volt dry cell battery operation, eliminating AC hum worries. Response, 30-15,000 cps ± 2 db . . . output —12 dbm, 600 ohm emitter follower . . . distortion under 1% at double rated output . . . size, 2½ x 2½ x 5½". Priced from $46.50; transformer output and power supply available. Also available as a flat amplifier Model BA-20A. Write or wire for complete details.

Spotmaster

BROADCAST ELECTRONICS, INC.

8800 Brookville Road
Silver Spring, Maryland

time and in such a manner, should very clearly illustrate the point. I'm sure there are others who prefer to reserve our competitive criticisms for more opportune moments and will present our case on more favorable battlegrounds.—*R. J. Bennett, general manager,* WISZ-AM-FM *Baltimore.*

EDITOR: The broadcasting industry has demonstrated once and for all its unique ability to function in the public interest and necessity. . .

Congratulations for a superb job. And hats off to the men behind and in front of the cameras—they handled themselves in good taste and made the impossible look easy.—*H. W. Shepard, senior vice president, Edward H. Weiss and Company, Chicago.*

Wrong CATV company

EDITOR: We note an item "LBJ broadcast holdings" (BROADCASTING, Nov. 25). You state that the "LBJ Company holds an option to acquire 50% of TV Cable of Austin Inc." This is definitely not the case as we have no connection whatsoever with the LBJ Company.—*W. R. Lastinger, general manager, TV Cable of Austin, Austin, Tex.*

[The information came from a source usually reliable on CATV matters. The LBJ Co. holds an option to acquire 50% of Capitol Cable Co.]

West Virginia documentary

EDITOR: Dr. Elizabeth Cometti, of Marshall University and I are preparing a West Virginia documentary history, and we wish to include with appropriate acknowledgement an excerpt from "A special report: "Ohio River links vast industrial area" (BROADCASTING, March 18, 1963).—*F. P. Summers, professor of history, West Virginia University, Morgantown, W. Va.*

(Permission granted.)

BOOK NOTES

"Putting Electrons to Work—David Sarnoff," by John Tebbel. Encyclopaedia Britannica Press, 425 North Michigan Avenue., Chicago 11. $2.95. 192 pp.

The first book-length biography of Brigadier General David Sarnoff, RCA board chairman, it contains many previously unpublished anecdotes of the Russian immigrant who landed in the United States at the turn of the century and worked his way up to his present position.

Mr. Tebbel tells how General Sarnoff got his start with the old Marconi Co., the firm he later was to manage, and traces his career through such highlights as the start of commercial radio broadcasting, the introduction of symphonic music to radio audiences and the part he has played in the development of television.

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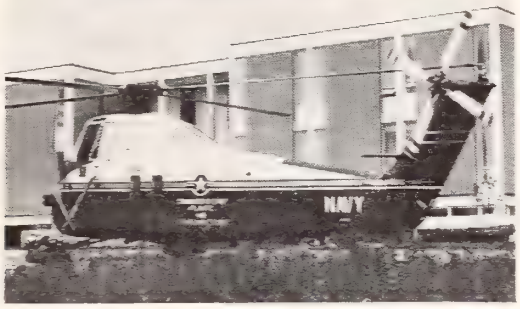
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*Reg. U. S. Patent Office

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Vice Admiral John S. McCain, Jr., Commander of Amphibious Forces of the U.S. Atlantic Fleet, visits Elise Kemper on "Passport."



Admiral McCain literally "dropped in" to Television Park via this sleek Navy helicopter.

ERSONALITIES
lake News on Channel 2, Baltimore



n Berle with Janet vington, one of the women producer-ctors in the nation.



Maurice Evans was erviewed on "The eadliners" by Ron Meroney, staff announcer.



O'Brian appeared "Woman's Angle" with Sylvia Scott.

Stage, screen and television personalities . . . important people who make important news . . . add glamour to WMAR-TV's regularly scheduled programs. Visits by distinguished guests give additional authoritative background to special programs in the public interest. Vital, "alive," current-interest programming is another reason why Baltimoreans — and Marylanders — look to Channel 2 as their station for sparkling entertainment and up-to-the-minute information on topics that affect their daily lives..

In Maryland Most People Watch

WMAR-TV

CHANNEL 2 SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by THE KATZ AGENCY, INC.





Dorothy Lamour chats with staff announcer Stu Kerr.

Juliet Prowse with admiring members of the announcing staff—Don Brubeck

MONDAY MEMO

from DR. SEYMOUR BANKS, Leo Burnett Co., Chicago

Computers and media research: 'sales opportunity' ratings?

There are essentially two major sets of forces which are leading to wider use of computers by those of us working in marketing and advertising.

The first of these is the pressure to somehow get control of the flood of paperwork involved in ordering and paying for advertising. Despite great obstacles this is being accomplished. Burnett, for example, has largely automated its spot TV buying activities.

The second set of forces stems from the marketing revolution. The basic notion of this revolution is quite simple: some people and some places are better prospects for business for a particular client than others. Again, the computer can be helpful.

'Sales Opportunity' ▪ For instance, the computer might yield real benefits in media planning were it employed to convert audience figures into what we might describe as measures of sales apportunity.

A medium's audience is merely a market place tied together by a channel of communication. We're interested in knowing how many and who are watching only to locate the biggest markets for our clients' merchandise.

To us, then, the ideal rating report wouldn't have a single rating or share figure. It wouldn't say a thing about the total number of homes reached or the division of the audience in terms of the percent of 18 to 34-year-old men.

Instead it would read: 8:30 p.m.—Station KKKK: 35,000 gallons of gasoline, 2,500 cartons of filter cigarettes, 4,000 cases of regular ready-to-eat cereal and 2,000 cases of pre-sweets. Station WYYY: 25,000 gallons of gasoline, 4,000 cartons of cigarettes, 5,000 cases of regular ready-to-eat cereal and 1,000 cases of pre-sweets.

Detail Demands ▪ As we work more and more with our computer we find it necessary to go into finer and finer detail on marketing strategy. We are forced to spell out precisely those areas, those households and those individuals which represent important marketing targets for us, taking into consideration the state of the total market and our brand's own problems and opportunities. Next, we must examine media audiences in terms of their ability to pile impressions against the prime marketing targets, the heavy users.

Time after time analyses indicate the fact that national media just don't lay down their advertising weight in the way they should for the best match against our marketing problems and opportunities. Therefore we go to mixtures of national and local media with more and more effort being shifted from national to local media.

I'm not calling for an overnight revolution in research technology. All I am asking for is the adoption by the industry of the principle of measuring its audiences both in terms of households and individuals as well as in terms of demographic breakdowns.

The history of specifying the audiences to media in clear-cut demographic terms in the print media goes back at least 25 years, starting with a *Life* study in 1938. This tradition has continued in an unbroken line until the present time. There now are several syndicated services measuring magazine audiences on a wide variety of demographic details, adding to this product consumption.

TV's Data Void ▪ When media people ask for information like this on spot TV, however, the silence is deafening. But I am not asking stations to go bankrupt via the research route.

I've found myself feeling for a long time that stations have bought too many surveys rather than buying too few. What I am calling for is a shift in emphasis and of dollars rather than asking for a greatly enlarged budget.

Television ratings have three different patterns through the year. Between the middle of September and the middle of November a great deal of sampling of shows goes on with ratings fluctuating quite a bit but eventually settling down by the end of this period.

Then from the middle of November until the beginning of local daylight saving time rating patterns remain quite consistent except for situations where programs are dropped. Such occurrences are in the minority rather than setting the pattern. Finally, there is summertime with its own pattern involving daylight saving time, reruns and sports.

Spot Check Trends ▪ We really don't need to spend our time and money taking frequent studies of a stable situation. Let us use our efforts to give us the kind of marketing data we want and spot check changing situations.

For example, suppose you operate in a market where a survey is taken four times a year, each survey reaching approximately 500 households per time period. These 2,000 interviews provide the basis of your rating reports. We can carve up these interviews any way we want. I suggest something like this:

In November, do a whopping big survey which might use 1,200-1,500 interviews in order to do a good job of evaluating the marketing characteristics of the homes and people reached by the programs of you and your competition. Then do three other relatively small surveys during the balance of the year —taking 100 interviews in February, 200 in May and 300 in July.

Here the emphasis should be on trends and can be confined to the metro areas with the emphasis on speed in reporting. We could use different techniques for the different types of surveys.

I regard the current procedure of taking four equally-sized surveys as a compromise which fails to satisfy either the agencies or the stations. The samples are too small for marketing purposes and too big for trend checks.

Research Guide ▪ For guidance in setting up these big surveys I suggest we turn to a recent report by the Media Research Committee of the American Association of Advertising Agencies which has come up with a standard list of demographic characteristics. It would make all of our jobs a lot easier if the broadcast industry utilized these classifications in developing standardized marketing data for use by advertisers and agencies.



Dr. Seymour Banks, Leo Burnett Co. vice president, wears two hats: he is manager of media planning and research, media department, and manager, creative and copy strategy, research department. He joined the agency in 1951 and before that was associate professor in marketing for five years at De Paul University. He earned his PhD in marketing in 1949 at the University of Chicago. Dr. Banks also is vice president-elect 1964, Marketing Research Division, American Marketing Association.



LOOK WHO INVADED DETROIT

Mort Crowley, that's who. And Gary Stevens and Bob Green, too. They join Robin Seymour, Jim Sanders and Bill Phillips. Now six of the country's leading air personalities are in Detroit and on WKNR. Six key reasons why WKNR is the station that knows Detroit.

P. S. When you are in Detroit, please listen to Mort Crowley, mornings 5 AM to 9 AM. He's very funny.

WKNR

THE STATION THAT *KNOWS* DETROIT

KNORR BROADCASTING CORPORATION

Mrs. Fred Knorr,
President

Walter Patterson,
Executive Vice President
& General Manager

REPRESENTED NATIONALLY BY THE PAUL H. RAYMER COMPANY



YOU AIN'T HEARD NOTHIN' YET, FOLKS

AL JOLSON

Nobody could sell a song like Jolson. His overnight success in the first talking movie, The Jazz Singer, had a million Americans repeating that film's first spoken words: "You ain't heard nothin' yet, Folks." Here was the pet of every music publisher in the business because above all, Al Jolson was a salesman! But YOU ain't heard nothin' until you've heard your own products and services sold in St. Louis by the cash-ringing salesmanship of Radio WIL. The sure delivery of WIL's dominant personalities delivers a buying audience unmatched in the Big River City because WIL is above all a salesman.

WIL ST. LOUIS

WIL St. Louis
KBOX Dallas

THE BALABAN STATIONS
in tempo with the times
John F. Box, Jr., Managing Director
Sold Nationally by Robert E. Eastman

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
December 9, 1963, Vol. 65, No. 24

THE NEW LIFE IN OLD FILM

■ Newsreel footage gets reworked for series, documentaries
■ Owners find more profit in doing shows than in renting clips
■ Networks and stations eagerly accept new source of product

The film-footage rental business, its base growing with each passing year of television's growth, has reached the point where it is creating a significant new business of its own—that of TV program production.

This trend is particularly evident among those holding rights to the vast libraries of old newsfilm footage, who are finding there's more money to be made by assembling their own clips into special documentaries than by leasing the same clips to others for the same purpose.

Consequently the leasing or rental of footage is becoming more and more a sideline with many companies—although still an important sideline—while their new production ventures are adding more and more new programs to the syndication field and in some cases to the network schedules as well.

Conservative estimates indicate that at least seven series and more than 40 specials will be turned out by these sources within the next 12 months.

Attention was focused on the footage-leasing firms when material for special TV features came into urgent and widespread demand immediately following President Kennedy's assassination.

Self-Production Favored ▪ The demand came primarily from networks and a relatively few stations and most of it was met. But at least two major library owners, 20th Century-Fox and Time Inc., had long since decided to use their newsfilm resources in self-production and lease nothing to outsiders.

The thinking behind the trend was summarized in this way by an executive of a company with an extensive newsfilm library:

"We supplied about 60% of the footage for one series that grossed more than $3 million. Do you know what we were paid? About $30,000. Do you blame us for wanting to produce our own shows instead of giving them away for peanuts?"

Two approaches are emerging in the "produce-for-yourself" gambit. The 20th Century-Fox Film Corp., which owns the Fox Movietone newsreel library, has closed its footage to outside producers and is concentrating on its own TV film documentary projects. Producing organizations, such as David Wolper Productions and Sherman Grinberg Productions, are purchasing rights to newsreel libraries so that needed footage can be more readily accessible to them.

When the upsurge in documentary programs in television—on both network and syndication levels—began about three years ago, newsreel companies shared in the windfall. Their payment was restricted to fees for the amount of footage actually used by the producer (see story below).

The clients of the newsreel companies for footage are primarily the networks and independent producers who create documentaries for syndication. There is also a small market among agencies, which require modest footage from time to time for commercials, and stations which produce their own special programs.

"But except for major market stations," one supplier commented, "the

$2.50 to $5 per-foot clips too expensive for most stations

The price for newsreel or other stock footage can be fairly expensive and is the overriding reason that most TV stations cannot afford to buy such clips. One newsreel company made its price structure available, pointing out it is a basic list and can be modified.

Based on a one-time use only, post-1931 newsreel film costs for one foot are: local TV, $2.50; network and syndication, $5.00; commercials, $5.00 and educational TV, $2.50. For pre-1932 segments, prices jump to $3 for local TV, $6.50 for network and syndication, $7.50 for commercials and $3 for educational TV. The prices for production shots (non-newsreel) are 30% to 50% higher per foot.

These costs do not include the laboratory costs for films, which can run from 10 cents to 20 cents per foot. A station, for example, will pay about $225 for a 35mm minute of film (about 90 feet) and a network about $450, not counting laboratory charges. Most suppliers have a basic minimum fee of $75. If a client requires research services, the fee runs to $10 an hour.

Several suppliers stated that for long-term clients, the fee structure can be revised downward. One company, for example, said it would charge $6 per foot for unlimited use of news clips it provided. Presumably, a station that utilized the library of a single supplier to produce a half-hour documentary could obtain a substantial reduction, but stock film executives noted that this was not likely to occur, since orders are overwhelmingly for short segments.

Suppliers prefer to work with companies that can send representatives to their premises to inspect film through a view finder. Each company has hundreds of thousands of index cards to help it locate required footage. Out-of-town producers specify the type of film they need, giving as much detail as they can, and newsreel organizations attempt to locate the film through index cards. Clients are charged only for the footage used, although twice the amount required may be sent.

Government agencies in the U. S. generally charge only lab and handling costs, but pricing arrangements vary with bureaus of foreign nations.

cost is too much for most TV outlets to lease footage. We make prices as low as we can for stations, but they still can't afford it."

Though the trend is toward production by the newsreel companies themselves, officials noted that most organizations still will rent footage to outside producers. Exceptions are the Fox Movietone and Time Inc.'s March of Time libraries. The attitude of other organizations was summed up by one executive this way:

"Important as stock footage may be to a producer who's looking for a particular sequence, what is more important is his skill at picking the right footage and assembling it. We don't worry about the competition; we know our job. We hope the competition knows his."



Sherman Grinberg, a former film librarian, has moved up rapidly in the factual film production field. His company has 75 million feet of film.

20th Century's Plans ▪ The organization which is plunging most vigorously in the factual TV film field is 20th Century-Fox Television and its subsidiary company, Fox Movietone. In association with producers Malvin Wald and Jesse Sandler, Fox is preparing in Hollywood two half-hour series, *Comeback,* centering around well-known personalities who make comebacks, and *Day to Remember,* depicting famous events in history. In New York, two other series are blueprinted—one concentrating in the field of humor and the other a background-to-the-news project.

The company also plans to produce from its footage various special programs. Fox recently completed *Anatomy of Crime,* a one-hour show based on the revelations of convict Joe Valachi, and is in the process of producing a program on World War I.

Fox Movietone has approximately 75 million feet of footage in New York and another 21 million feet in London. It no longer provides newsreels for theaters in the U. S. It has branches in Munich, London, Sydney, Johannesburg and Paris and supplies current newsreels to theaters outside the U. S. The company still produces short subjects for U. S. theaters.

In October, Fox dropped its association with United Press International, under which Movietone produced newsfilms for TV stations for distribution by UPI. UPI has established its own newsfilm operation which services TV stations.

Hearst's Distinction ▪ Hearst Metrotone News has the distinction of being the only major organization in the U. S. that is still producing newsreels for theaters. It produces four newsreels each week: two for itself and two for Universal Newsreel, which handles its own distribution. Other newsreel producers have fallen by the wayside, attributable largely to the rise of newsfilm on TV.

Hearst Metrotone has approximately 30 million feet of film dating back to 1919. It rents footage to networks, producers, stations and agencies.

Hearst Metrotone recently completed 26 hour programs from its film library, titled *Perspective on Greatness,* biographies on leading world figures. A spokesman last week said another project is in the blueprint stage, but no other information could be released at this time.

The Universal Newsreel also distributes two newsreels each week to theaters from production provided by Hearst Metrotone. Universal's library runs to about 15 million feet dating from 1929. It rents footage to outside television organizations, but a spokesman reported it has no plans to engage in TV production.

Companies that control or have access to films of special interest also are flourishing in this era of the documentaries. Three such organizations are John E. Allen Inc., Filmvideo Releasing Corp. and Stratford International Films Searchers Inc.

Rare Footage ▪ John E. Allen Inc., Park Ridge, N. J., has a library of about seven million feet, whose strong point is "obscure things," such as street scenes of a given period, automobile styles, people doing things on farms and in factories, or living conditions of a particular period. It covers the period from about 1900 to 1930.

The Allen organization is strictly a "family operation," headed by Mr. Allen, a giant-sized man of considerable energy. He is exclusively in the leasing business, and his clients are the networks, outside producers and, to a limited extent, advertising agencies ("they like some old-time slapstick or a love scene to move into a commercial," Mr. Allen commented).

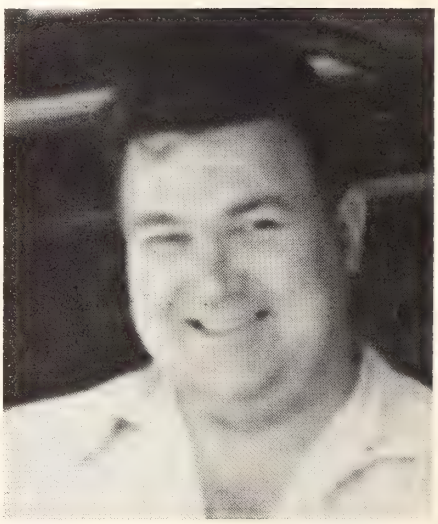
Mr. Allen has been collecting film for almost 40 years and has the reputation of "buying all the junk that comes along." He intends to remain in the period in which he specializes and he is constantly acquiring footage from individuals "who have it lying around."



Joe Valachi was the central figure in 'Anatomy of Crime,' an entry of Twentieth Century-Fox Television in the factual film field.

Mr. Allen supplied footage to CBS-TV in connection with its recent coverage of the assassination of President Kennedy. The network ordered and received sequences on Presidents who had been assassinated or who had been wounded, and on President Harding's trip to Alaska.

The Filmvideo Releasing Corp., headed by Maurice Zouary, holds rights to about 12 million feet of film. Mr. Zouary reported it consists largely of early newsfilm and early travelogues but has been supplemented with pur-



John E. Allen's 'family business' is supplying film memorabilia to television. His garage is crammed with photographs, scripts and film.

chases of three million feet of film from the NBC library in 1959 and Telenews footage between 1947-56.

His first purchase was the Miles library, with film dating back to 1898. This library included 250,000 feet on World War I, believed to be among the largest. In all, Filmvideo has about 300,000 feet of coverage on sports events.

Children's View ▪ Filmvideo operates mainly as a supplier of footage to networks and producers but has produced a series called *Kiddie Camera*, a children's eye-view of the news. In the future, Mr. Zouary said, the company plans to turn out three to four programs a year, either on a series or special show basis.

Stratford International Film Researchers Inc. is operated by John Stratford, a Hungarian-born motion picture producer who has contacts with film executives throughout the world. His forte is his personal liaison with film organizations abroad, enabling him to acquire required footage from out-of-the-way places.

Mr. Stratford estimates he holds rights to more than 50 million feet of film, including short subjects, features and newsreel footage from various countries, including Iron Curtain nations. His company has been particularly helpful to network and outside producers who have sought foreign footage. He stressed that he often is engaged as a research consultant on production projects with an international flavor.

The Sherman Grinberg organization is a noteworthy example of success



'The Race for Space' was the first successful David L. Wolper documentary. The firm has an ambitious schedule outlined for the coming year.

achieved through dealing in old film footage. In 1958, after working for 20th Century-Fox for five years as an agent for the company's stock footage film libraries, Mr. Grinberg formed Sherman Grinberg Film Libraries Inc. He bought the stock footage assets of Pathe News Inc., and in the intervening years, Mr. Grinberg took over the operation of the Columbia Pictures' film library; bought the Allied Artists' film collection and, in partnership with David L. Wolper, acquired the Paramount Newsreel footage. The Grinberg company has in excess of 75 million feet of film at its disposal.

Though Grinberg still supplies stock footage to networks, producers and agencies, the company became active in production in the actuality field in 1960, producing 260 five-minute shows, *Greatest Headlines of the Century*, for Official Films, and a one-minute program, titled *Sportsfolio*, also for Official. In association with David L. Wolper, Grinberg co-produced 65 half-hours of *Biography* for release by Official in 1962 and 1963, and this year has produced the *Battle Line* series, also for Official Films distribution.

An advocate of the you-gotta-produce school of film librarians, Mr. Grinberg is blueprinting a new project for 1964. In cooperation again with Official Films, the Grinberg production arm is completing the pilot of a new half-hour series, tentatively titled *Survival*, a first-person account of individuals who have endured critical situations.

Wolper's Production ▪ David L. Wolper Productions owns the Paramount Newsreel jointly with Sherman Grinberg, with the latter organization serving as custodian. The Wolper company has achieved outstanding success in the factual film field, starting with *The Race For Space* TV special several years ago, and is undoubtedly the leading independent producer in the field.

Wolper is mapping an ambitious schedule for 1964. For syndication by United Artists TV, the company is blueprinting six one-hour specials in the area of science. Wolper also is preparing 10 one-hour historical specials, of which tentative titles include "Trial in Nuremburg," "The Rise and Fall of the Japanese Emperor" and "Prelude

Stock footage by the million available from these firms

There are many film companies that supply stock footage to producers of TV documentary programs and the following list compiled by BROADCASTING is representative of the leading suppliers. It must be pointed out that many government agencies, both here and abroad, also provide footage, obtainable either directly or through a film supplier in this country. At present, Time Inc.'s March of Time and Fox Movietone News have a policy of not leasing film footage to outside producers and are not included in the compilation.

John E. Allen Inc., 116 North Avenue, Park Ridge, N. J. Contact: John E. Allen. Description: About 7 million feet of film from 1900 to 1930; specializes in street scenes, life in the 1920's and earlier and Americana footage of various types.

Filmvideo Releasing Corp., 333 W. 52d Street, New York. Contact: Maurice Zouary. Description: Approximately 12 million feet of film from 1898 to 1956; strong on sports, World War I and travelogues.

Sherman Grinberg Film Libraries Inc., 1438 North Gower, Hollywood. Contact: Sherman Grinberg; New York office: 630 Ninth Avenue.; Bernard Chertok. Description: Has more than 75 million feet of film, including Pathe News Inc. Newsreel, Paramount Newsreel footage, Allied Artists' film collection. Operates Columbia Pictures' stock film library. Footage covers 1896 to 1956.

Hearst Metrotone News, 450 W. 56th Street, New York. Contact: Caleb Stratton. Description: Approximately 50 million feet of film, dating to 1919. Company still produces weekly newsreels and significantly has footage available after 1956 by which time many other newsreel companies had ceased production operations.

Stratford International Film Researchers Inc., 230 West 57th Street, New York. Contact: John Stratford. Description: Company has access to more than 50 million feet of film from libraries throughout world. Company is said to be skilled at locating footage in out-of-the-way places and is particularly known for obtaining middle European film segments.

Universal Newsreel, 105 East 106th Street, New York. Contact: George Barrett. Description: Has approximately 15 million feet, starting in 1929. Still distributes newsreels to theaters which are produced for Universal by Hearst Metrotone and accordingly has latest footage.

to War: 1939." These programs are aimed either for network or syndication presentation. Wolper also plans production shortly of four one-hour "perennial" specials on the World Series, the Kentucky Derby, the Indianapolis speedway and each season's professional football games.

In the area of full series, probably of a half-hour duration, Wolper is preparing *Men in Crisis*. It will center around the experience of two well-known men in a critical situation, such as Hitler and Chamberlain, Kefauver and Costello, Truman and Dewey, Joe Louis and Max Schmeling.

Time Inc.'s March of Time has approximately 11 million feet of film recording events between 1935 and 1952. Time Inc. does not lease footage to outside producers but has plans to utilize the library for its own productions. During this year, it has produced special half-hour shows on Berlin and Iraq, which included stock film as well as newly shot sequences.

A spokesman said the company has had several plans involving the use of the March of Time Library, but acknowledged "full use" has not been realized. He indicated that the company would be amenable to suggestions for co-production with an outside organization.

Pathe News Inc., which no longer holds rights to the Pathe newsreel library, plans to produce a group of six one-hour documentaries in 1964 from various newsfilm sources. Called *Cavalcade of Our Times*, the series' programs will include: "Big Business: U.S.A.," "The Good Old Days," "In the Days of the Depression," "The Irish Rebellion," "The Rise and Fall of the Chinese Republic," and "The American Presidency in the 20th Century." In the past, Pathe News has produced such factual series as *Milestones of the Century* and *Men of Destiny*, both five-minute programs.

Network Policy ▪ To date, networks have avoided buying documentaries of a serious nature from outside producers, preferring to accept complete responsibility for them by participating in actual production. Exceptions are in the so-called "entertainment documentary" area (Wolper's *Hollywood and the Stars* on NBC-TV and Official's *Marilyn Monroe* special on ABC-TV). The route therefore for the "snip-and-glue" school of producers is syndication to stations.

The outlook is brighter for factual specials of various kinds, but producers agree that acceptable time slots on a regular season basis are "harder to come by." One syndicator summed up this situation:

"You have to come in with a fine show. And then you have to sell hard—very hard."



John Stratford, Hungarian-born film executive, makes a specialty of finding film footage of scenes made outside of the United States.

WOLPER FINANCING

Documentary film company to expand into dramatics

Arrangements have been completed for Westland Capital Corp. and the City National Bank of Beverly Hills, Calif., to provide long-term financing to Wolper Productions which will enable the documentary film company to expand its operations into the production of dramatic TV programs and theatrical motion pictures. In announcing the acquisition of this outside capital, David L. Wolper, president and executive producer of Wolper Productions, said a new board of directors has been elected to guide corporate policies and the expanded production program. He will serve as chairman of the board. Other members are: Mel Stuart and Jack Haley, Wolper vice presidents; Harvey Bernhard, Wolper vice president and treasurer; Sylvan Covery, secretary and general counsel of the Wolper organization; Phillip L. Williams, president of Westland Capital Corp., and William Goetz, president of William Goetz Productions.

Expansion activities are to start immediately, with New York sales office to be opened within the month and sales personnel engaged to work with the William Morris Agency in representing Wolper Productions. The development of panel and daytime TV programs is at the top of the expanded production agenda, alongside of developing properties for motion pictures. In addition, the company plans to build a staff of producers, writers and other creative talent in Hollywood to develop dramatic TV programs for the 1964-65 television season. Writers will also be signed to develop documentary films for theatrical exhibition.

Film-finding specialists

The growth of documentary programs from newsreels and other stock footage prompted the formation of an unusual company, Film Finders Inc., New York, in 1961. Film Finders does exactly what its name implies—finds film for producers, stations, agencies and other organizations that may not have trained research personnel on its staff. Its operating head is Miss Helen Kiok.

NBC turns deaf ear to Blue-Gray appeal

NBC-TV last week announced broadcast decisions on two major Southern football games which had become centers of controversy over the eligibility of Negro players.

The network said it is standing firm on its cancellation of formerly scheduled television coverage of the annual Blue-Grey game in Montgomery, Ala. on Dec. 28 (BROADCASTING, Nov. 18, 11). Game officials, who earlier stated that Negroes would be barred from play, traveled to New York last week to ask NBC to reconsider the cancellation. William R. McAndrew, executive vice president of NBC News, following a meeting with the Montgomery officials, said there had been no change in NBC's position.

NBC-TV also announced plans to go ahead with its scheduled coverage of the annual Senior Bowl game at Mobile, Ala. on Jan. 4. Bowl officials, acting on a request for information from NBC, have apparently satisfied the network that Negro players will not be barred from the game.

Production starts on series

New one-hour series, *Night People*, dealing with the real-life stories of people who come to life after dark and start their day when most people have ended theirs, goes into production today (Dec. 9), first of several projects to be filmed by Revue in association with ABC-TV. The series will be filmed entirely on location in Los Angeles, utilizing new camera and lighting techniques to get good pictures of crowds and street scenes taken outdoors as well as inside in the after-dark hours. Jack Laird, producer of *Channing*, will be executive producer of the new series. Irving Lerner will direct the first segment, "The Other Man," written by Larry Cohen and Steve Carabatsos, which calls for 25 separate locations scattered throughout Los Angeles county.

Welcome to Megacity 70 75



...the tenth largest consumer market in America

Within seventy miles of the intersection of Interstate routes 70 and 75 are the business centers of **seven** metropolitan areas... three and one-half million people... **tenth** largest consumer market in America!

Situated in the geographical center of Megacity 70-75 are the transmitters of WHIO-TV, AM, FM—**powered** to reach a huge segment of this concentrated audience with a total buying power of over **seven billion.**

Let George P. Hollingbery tell you how efficiently and economically you can reach it.

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WHIO-TV • CBS • CHANNEL 7

WHIO

WHIO-AM-FM • DAYTON, OHIO

Associated with WSB, WSB-TV, Atlanta, Georgia, WSOC, WSOC-TV, Charlotte, North Carolina and WIOD-AM-FM, Miami, Florida

Make-goods still in a fluid state

RESCHEDULING OF TV SPOTS GENERALLY LAGGING BEHIND RADIO

Stations and national representatives appeared to be generally satisfied last week with the efforts of advertisers and their agencies to accept make-goods for commercials cancelled during the four-day period following President Kennedy's assassination Nov. 22.

It was difficult to estimate the business that would fall into the make-good category, with most reps projecting a figure as high as 80% for spot TV, others figuring 65% to 70% and one disappointed official claiming that for his stations the estimate was running only 35%.

All representatives cautioned that the situation was still fluid and changes to either make-goods or credits were being made on a day-to-day basis. The consensus was that it would take about six weeks for the situation to crystalize, but the general feeling was one of optimism.

Spot radio seemed to be in a more favored position, attributable to its flexibility. Estimates were that up to 95% of the radio commercials cancelled would be rescheduled.

Cash's Wire ▪ The changeability of conditions was highlighted by the action taken last Monday (Dec. 2) by Norman E. Cash, president of the Television Bureau of Advertising. In an unusual move, Mr. Cash addressed a telegram to 90 major advertisers, urging them to give TV stations and national reps discretion in rescheduling their commercials. It was understood that Mr. Cash undertook this step because by last Monday orders for make-goods had not reached the expectations voiced several days earlier (BROADCASTING Dec. 2).



Mr. Cash

But by the middle of last week, the situation apparently had brightened and Mr. Cash issued a statement commending advertisers. He noted that although he had not expected replies to his telegram, many advertisers responded. Among those who had replied and pledged make-goods were Lever Bros., Procter & Gamble, Pharmacraft and Scott Paper.

Lever Bros. wrote of its "complete accord" with the suggestion made on reinvestment of funds for pre-empted TV schedules. The letter noted that the TV industry, which responded "so magnificently" in its coverage of the tragedy, should "not be made to suffer financially for the great public service it performed." Lever said it was advising its agencies to reschedule advertising pre-empted during the period.

There were various approaches to the make-good situation. Several advertisers indicated they would reslot the spots sometime next year, in addition to regular schedules. Most advertisers asked for make-goods before the end of the year, but said they wanted suitable time periods.

Pan Am Satisfied ▪ One advertiser, Pan American Airways, reported it would not ask for credit or for delayed showing of its spot announcements. In tribute to the "terrific job" performed by stations and networks, Pan Am would consider its advertising as having run.

Many stations reported that local advertisers frequently adopted the same approach as Pan Am: They advised stations to bill them for commercials as if they had run. This was said to be especially true of institutional advertisers,

Big budget won't insure advertising success

It takes more than money to make sure that advertising will produce sales results, two officials of Coty Inc. declared last week—and cited a Coty experience with "beautiful" television commercials as their evidence.

The officials, marketing vice president Wallace T. Drew and marketing research director John E. Murphy, spoke at a closed workshop meeting held Thursday in New York by the Association of National Advertisers to consider "advertising planning and evaluation."

Schwerin System ▪ They were two of several speakers who probed this subject, including a Schwerin Research Corp. executive who presented Schwerin's system for predicting the success or failure of a given television advertising campaign (BROADCASTING, Dec. 2).

The Coty executives contended that advertising is only one of several marketing factors that contribute to increased sales. They called attention to a specific Coty campaign for its "24" lipstick.

Several "beautiful" TV commercials were prepared, they said. Each was written and produced by "experts" and stressed the campaign theme that "24" lipstick has unique lasting qualities—and yet, the official said, only one of those commercials demonstrated that it could produce retail sales increases in the market place.

"Spending money on advertising," Mr. Drew said, "will not necessarily produce sales increases and additional profit for your corporation. Planning the proper advertising strategy for a given product and executing this strategy is a complex task, a task where measurement can be helpful, a task requiring the greatest ingenuity and the soundest advertising judgment."

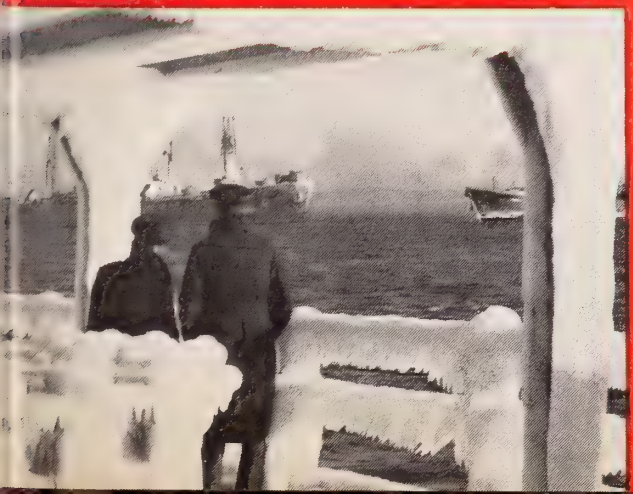
Effectiveness Reviewed ▪ The Schwerin presentation, by chief statistician Malcolm Murphy, was said to have reviewed the company's findings on commercial effectiveness as a bigger sales influence than budget alone, and to have reported in considerable detail on subsequent studies, mostly concerned with other factors, that had not been officially disclosed before.

Others reporting on problems and approaches in advertising evaluation included Gail Smith of General Motors, W. M. Weilbacher of C. J. LaRoche & Co., W. J. Gillilan of Ketchum, MacLeod & Grove, and Gilbert Miller and Malcolm McNiven of duPont.









A NATION AT WAR

'A NATION AT WAR' is the most distinguished series since 'Victory At Sea.' Never-before-seen enemy and Allied footage fill the screen with the fury and heroism of history in the making. Commandos. The European fronts. The sub-scourged Atlantic. This power-packed prestige program will add lustre to your log, points to your ratings. First run, of course, from Desilu.....

Desilu Sales Inc.

Richard Dinsmore, Vice President, General Manager

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HOllywood 9-5911

Produced by the National Film Board of Canada

Savings association uses saturation radio

Saturation radio is paying off for Brentwood Savings and Loan Association, according to Dick McFarland, account executive at Carson/Roberts, Los Angeles, agency for the savings and loan company with offices in two Los Angeles suburbs, Brentwood and Monrovia.

Ten-second spots, used on an average of 50 spots a week on six AM and eight FM stations in the Los Angeles area, are the heart of the campaign, accounting for $100,000 of the $175,000 budgeted for a year-long drive. The remainder of the budget is going for newspaper and outdoor advertising.

The first flight of radio spots was a six-week campaign which started early in September. Theme of the spots is the passbook, selected by C/R as a fitting symbol for this financial institution. A typical spot, read by a male announcer, went as follows: "Give your husband a good book tonight with his pipe and slippers—a Brentwood Savings passbook. He'll appreciate the interest."

"We felt the 10-second spot was perfect for our needs," Mr. McFarland said, "because it could establish the Brentwood name and passbook symbol in that time and we could get greater frequency for our budget than by use of longer time slots.

"This new three-pronged advertising program is aimed at solving a problem that confronted our client. That problem was: how, when you are one of 125 similar institutions that have virtually the same thing to sell in your immediate area, do you break through the welter of competition and distinguish your operation so as to attract new depositors?

"We decided the most important first step to be taken was establishment of ready identification of the Brentwood name. Since recognition comes most easily through some sort of graphic element, we chose the passbook as our theme.

"The passbook is a recognizable symbol. It embodies the concept of savings. It identifies Brentwood in no uncertain terms as a savings institution. The passbook became the focal points of all our ads and was carried as a theme throughout the copy in our radio spots, billboards and newspaper ads."

"Our first radio effort was undertaken with some trepidation," reports Irwin H. Kurtz, Brentwood advertising director, "but the recommendation of our agency to place a substantial portion of our budget in radio was endorsed in an attempt to reach many people who may not have heard of Brentwood Savings."

How successful has the new program been in solving the problem? "It's still too early to judge accurately full effects of the overall campaign," said Mr. McFarland. "But we do know people are hearing our radio spots. They tell their Brentwood tellers they are."

particularly banks.

MFA Insurance Co., Columbia, Mo., advised the 177 radio and 72 television stations on its schedule that instead of a commercial their make-good announcement could be a tribute from MFA to the radio and television industry for "its great public service in providing such complete coverage events of the four fateful days."

One indication of the dimensions of lost advertising exposure during the four days was provided by Broadcast Advertisers Reports Inc., which monitors TV commercials. BAR said that more than 72,600 station commercial exposures, which originated from the three TV networks, were eliminated in the 75 markets that BAR monitors. This estimate did not include spot and local announcements that were pre-empted.

MW&S adds Maradel division

Maradel Products took another step toward consolidation of its divisions' advertising accounts at one agency last week with the assignment of its Comptone subsidiary to Mogul Williams & Saylor, New York.

Maradel now has all but one of its divisions at Mogul, having moved some $400,000 of its business to that agency from Donahue & Coe and Kastor, Hilton, Chesley, Clifford & Atherton last July. MW&S now has an estimated 95% of a total Maradel ad budget of about $1.5 million.

Comptone is an importer and producer of sun glasses.

CIGARETTES AND HEALTH

Two medical reports claim definite connection between smoking and several fatal diseases

Smoke all you want, but don't look behind you—the Grim Reaper is gaining with every puff.

Such was the essence of two separate speeches last week, the major one being given by Dr. E. Cuyler Hammond, director of statistical research for the American Cancer Society, who presented statistics linking cigaret smoking and several diseases, including lung cancer, to a clinical meeting of the American Medical Association in Portland, Ore., last Wednesday (Dec. 4). The presentation led to the decision by the AMA's House of Delegates, the association's policy-making group, to make an all-out investigation of the subject.

The day before Dr. Hammond's speech, the Cancer Prevention Center of Chicago heard an address by Sir Robert Platt, the English physician who chairs the Royal College of Physicians' Committee on Smoking and Lung Cancer. The committee in 1962 published findings linking tobacco and cancer.

Numbers Game ▪ Dr. Hammond's report presented new evidence gathered in a survey covering 422,089 men between the ages of 40 and 89 for an average period of 34.3 months. He said they not only confirmed findings of earlier studies but extended the alleged connection between cigarette smoking and increased death rates.

The new areas of study, Dr. Hammond said, included:

1) The death rate when compared to the degree of inhalation of tobacco smoke (conclusion: a higher death rate when smokers inhaled);

2) The effect of cigarette smoking on men older than 70 (conclusion: a higher death rate among those who smoked, though not as great a difference as that between younger men);

3) The death rates between men who had many similar characteristics, matching those who smoked with the nonsmokers (conclusion: of the 36,975 smokers, 1,385 died in the survey period, compared to only 662 of the same number of nonsmokers);

4) The relationship between smoking habits and hospitalization (conclusion: the percent hospitalized increased with the number of cigarettes smoked, the greater the depth of inhalation and the earlier the age at which the man began smoking.

Dr. Hammond went on to relate statistics which he said show that lung cancer, coronary artery disease and other related diseases are more likely to occur when a person smokes cigarettes. Turning to other tobacco uses, he said that the study showed that pipe

Remember when radio did important things?

When it was the only way to keep a whole nation in touch with one solitary figure in outer space?

When Washington used it to talk to the enslaved people in Cuba?

And remember when our six stations across America pitched in and helped double the number of Peace Corps applicants in a single month?

When was it radio did things like this? In 1963.

ABC OWNED RADIO STATIONS

WABC NEW YORK • KQV PITTSBURGH • WXYZ DETROIT • WLS CHICAGO • KGO SAN FRANCISCO • KABC LOS ANGELES

Radio...one of the good things about America

ABC OWNED RADIO STATIONS

WABC NEW YORK • WXYZ DETROIT • KQV PITTSBURGH • WLS CHICAGO • KGO SAN FRANCISCO • KABC LOS ANGELES

Papaya vs. tobacco

Frito-Lay Inc., Dallas, a heavy user of both radio and television, is investigating the market potentials of a new nontobacco cigarette, it was disclosed last week by John R. McCarty, vice president in charge of advertising and merchandising. Mr. McCarty said the new cigarette uses papaya leaves instead of tobacco.

Frito-Lay plans to acquire 51% of Sutton Research Corp., Los Angeles, if the new product tests out satisfactorily. Sutton is developing the nontobacco cigarette and only laboratory work has been performed so far. Consumer sampling comes next, Mr. McCarty said, before test marketing can be considered. Frito-Lay's national agency is Post-Keyes-Gardner, Chicago.

and cigar smoking did not seem to produce as marked a degree of relationship to a higher death rate as cigarettes did.

He contended that the study refutes arguments raised by the tobacco industry and some scientists who have challenged the validity of earlier surveys.

Tobacco Trap ▪ Sir Robert's speech in Chicago recapped the case against smoking as made by his committee. He explained the public's reluctance "to accept the facts" as being twofold. The "enormous vested interest" of the tobacco industry and its advertising drive to glamourize smoking is one important consideration, he said, but even more important is the "plain fact . . . that smoking is an addiction and a very powerful one. . . ." Smokers simply don't want to quit, he stated, therefore "the really important thing is to prevent, as far as possible, the next generation from developing the habit."

Reaction to the AMA's decision to research further into the relationship between smoking and diseases was swift, and the comments from Senator Maurine B. Neuberger (D-Ore.) were critical. The senator is author of *Smoke Screen*, a book which summarized her views on smoking and health (BROADCASTING, Oct. 21). Mrs. Neuberger charged that the AMA's failure to take a stand on Dr. Hammond's report "could not have been better designed to achieve the objectives of the American tobacco industry." She implied that it is a little late to start beginning research and called for "unequivocal warning to every American that smoking, by whatever mechanism, is a serious threat to health."

George V. Allen, president of The Tobacco Institute Inc., welcomed the AMA decision to probe into "these important health fields, where so many questions remain unresolved. We are gratified that the work is to be undertaken by so widely representative a body as the AMA," the tobacco industry's spokesman added.

Last week also saw the formation of two new groups dedicated to pushing the alleged relationship between smoking and diseases into the public eye. The California Interagency Council on Cigarette Smoking and Health, a tongue-twisting organization formed in Berkeley, is comprised of the California State Department of Public Health, the State Department of Education, the California Medical Association, the California Branch of the American Cancer Society, the American Heart Association and the Tuberculosis and Health Association.

Last Thursday (Dec. 5) Leo Perlis, director of community service activities for AFL-CIO, told the American Cancer Society that the labor group will launch a program next January designed to educate smokers about cancer and smoking.

So good to lunch with . . . 1-1-3



Good things on the table—and good things in the air—on radio **1-1-3**

Detroit's good music station . . .

W-CAR
50,000 watts
1130 KC

One of a series in Detroit newspapers and The Advertiser

Representatives: AM Radio Sales

TvAR comparison report shows decrease in male smokers

The 1963 product usage and brand preference study commissioned by Television Advertising Representatives has shown again this year just what similar studies have shown in the past—that there is a wide variation in market-by-market consumption of particular products and an even more pronounced difference in brand preferences by market.

The 1963 TvAR Brand Comparison Report, researched by Pulse Inc. in the eight markets where there are TvAR represented stations, reflects divergent buying habits in 12 product categories. The study compares consumption in 1962 with 1963.

Significant among the findings was a decrease in male smokers in each of the eight markets. The average drop-off in the male smoker category was 6.15%, the sharpest decline—11.1%—evidenced in Boston, while San Francisco, down 2.1%, showed the smallest loss in this group.

The Pulse findings also indicate a drop in cold cereal consumption, a gain for instant coffee and a decline in purchases of dog food.

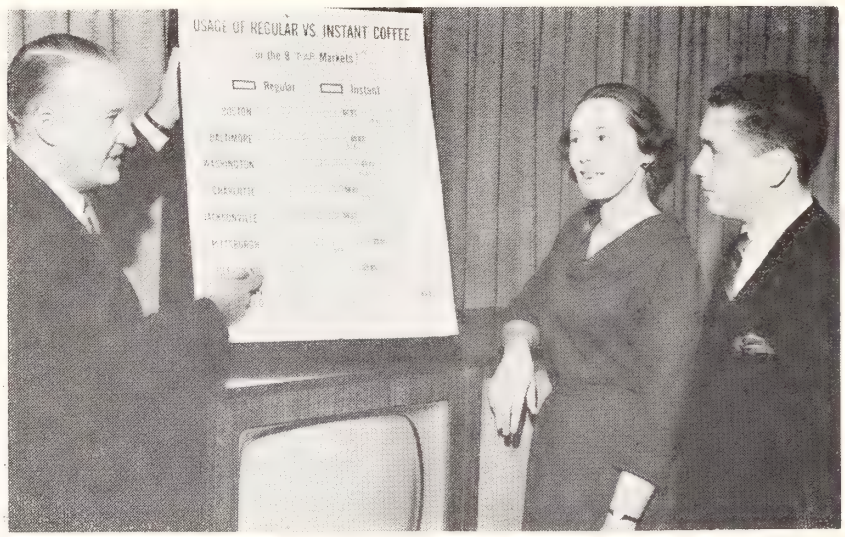
Pulse reached about 5,000 homes in each of two sweeps made in March and May and gathered information on 550 brands. The research technique was an in-home, personal interview with the head of household involved in the purchase of the specific products studied.

Products measured were coffee, cold cereal, cold remedies, dog food, gasoline, headache remedies, hot cereal, margarine, milk additives and tea.

Lager Likers ▪ According to the Pulse data only 26.2% of families in Charlotte, N. C., purchased beer while in San Francisco 50.1% of families were beer purchasers. In the cold remedy category there was a 100% difference in consumption between two metropolitan areas separated by only 120 miles: 26.3% of families in Cleveland were reported to be purchasers of such remedies, but for Pittsburgh the figure is 13.9%.

Looking at the study from a brand preference aspect it is noted that only four brands enjoyed a first place position in all of the markets surveyed. These were Liptons' Tea, Bayer Aspirin, Kellogg's Corn Flakes and Vick cold remedies.

TvAR represented stations are KPIX(TV) San Francisco; KYW-TV Cleveland; KDKA-TV Pittsburgh; WJXT (TV) Jacksonville; WBTV(TV) Charlotte, N. C.; WTOP-TV Washington; WJZ-TV Baltimore and WBZ-TV Boston.



Robert M. McGredy (l) vice president and managing director of Television Advertising Representatives, points to a graphic representation of data from the TvAR 1963 Brand Comparison Report. Following the figures on relative consumption of regular and instant coffees are Grace Porterfield and Alan Pando, time buyer and account executive, respectively on the Instant Maxwell House Coffee account at Benton & Bowles, New York.

B&B gets lion's share of Eastern Air Lines

IMMEDIATE SWITCH GIVES GAYNOR & DUCAS A PORTION

Eastern Air Lines, up in the air since late September over appointment of a new agency, landed the major portion of its $10 million account at Benton & Bowles last week.

The account, formerly at Fletcher Richards, Calkins & Holden had been the object of an eight-agency competition. Its assignment was delayed by recent top-level management changes at the airline (BROADCASTING, Dec. 2).

Benton & Bowles, New York, will place Eastern's TV, radio and print advertising while direct mail, special promotions and some new projects will be handled by Gaynor & Ducas, New York. Eastern bills approximately $4 million in broadcast, about $2.2 million in TV and $1.8 million in radio. The switch to B&B was announced as effective immediately.

It's estimated that Gaynor & Ducas will be assigned no more than 10% of Eastern's total billings.

Original competition for the EAL plum had been among BBDO, Kenyon & Eckhardt, Lennen & Newell, Gaynor & Ducas, Benton & Bowles, Compton, McCann-Marschalk and Tucker-Wayne & Co.

New Bids ▪ K&E and Tucker-Wayne dropped out of the competition and Compton, McCann-Marschalk and B&B were asked to resubmit their presentations for the account following the executive changes at Eastern.

K&E, it appeared, had voluntarily withdrawn itself as a candidate for the Eastern account in anticipation of picking up the billings of another airline: The estimated $4 million National Airlines account, which was announced Nov. 29. About $1 million in radio-TV will move to K&E Jan. 1 from Papert, Koenig, Lois.

Acquisition of the Eastern billings marks the second major account added by B&B during 1963. Earlier the agency had been assigned the $8 million Beech-Nut Life Savers account which moved from Young & Rubicam. Beech-Nut bills an estimated $7.2 million in radio-TV.

A statement issued by Eastern last week said its newly appointed agencies would "work in tandem . . . in a new concept of air transportation" directed toward greater recognition of the consumer.



Close Shave

Mitch Miller today might well be oboist with a major symphony. Or still the busiest A & R (artist and repertoire) man in recording. He's no longer either one—and that's one of television's luckiest breaks. Since Mitch turned to television, the Sing Along Gang has become the country's favorite choral group; such soloists as Leslie Uggams and Bob McGrath have attained stardom; and "Sing Along With Mitch" has become a household term. Which is why the full-hour, color show holds one of television's most devoted followings.

This season, "Sing Along" has new sights and sounds to match its new Monday night time period. For sweetness, the Sing Along Strings ensemble; for spice, a Dixieland combo. And for surprise, a fascinating guest list of stars, musical groups and (decidedly *non*-musical) celebrities.

In addition, Mitch the musicologist has made room for Mitch the modernist. To the good old songs, he is adding the best new ones. After a lifetime in music, he doesn't miss a trick. You can bet your beard on that.

NBC

Look to NBC for the best combination of news, information and entertainment.

Government interference lashed by Duram

AGENCY EXECUTIVE TICKS OFF FCC'S LATEST 'MISTAKES'

Vigorous criticism of FCC interference in the affairs of broadcasting was issued last week by Arthur E. Duram, senior vice president, TV and radio, at Fuller & Smith & Ross.

Mr. Duram also berated continuing adverse comment from print media on the practices of the broadcasting industry but dismissed this as far less important than "our other would-be destroyer—government regulation."

In a talk delivered to the Pittsburgh Radio Television Club, Mr. Duram directed his comment at a commission which he said is "going to continue to make one mistake after another under the illusory guise of protecting the public interest."

Few Complaints ▪ The some 2,500 complaints about radio-TV which the FCC may receive yearly he called "the merest whisper" when the total number of stations operating is considered.

The results of a government-managed broadcast industry, he said, would be at best a "clumsy crippled form of commercial TV," and at worst a disappearance of competitive broadcasting and "emergence of some form of pay television, not available to the advertiser."

Mr. Duram outlined specific government policies aimed ostensibly at the "public interest" which he said are the result of "specious reasoning":

▪ The decision to kill network option time, he said, rather than fostering better local programing is resulting in replacement by local stations of high quality, low-rated network shows with "the only thing available, filmed syndicated programs, mostly re-runs."

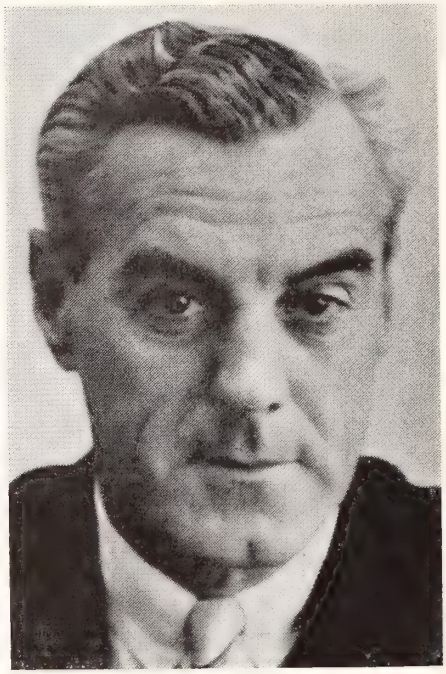
▪ An equal time rule "that makes any airing of political controversy an absolute practical impossibility."

▪ A misplaced concern about violence in programing that has driven the networks "into a feverish spell of buying that most insipid of all art forms, the TV situation comedy," without bringing about a reduction in the number of shows which deal in violence.

▪ The recent ratings hearing which "boomeranged" and "served to heighten outside interest in what has always been pretty much a trade matter" and which has made "ratings fair game for anyone and everyone."

Mr. Duram commended A. C. Nielsen and American Research Bureau for "exposing the terribly inept shows that somehow make their way onto the schedule each year."

He proposed that the FCC ask a group of "insiders" in the broadcasting industry to offer constructive courses of action which would benefit both "public interest" and the broadcasting industry.



Mr. Duram

He further advised a "complete reappraisal of the Communications Act of 1934," which he suggested was conceived when commercial broadcasting was only vaguely understood.

In a parting shot at tight government control he said "only an unregulated industry with strong network structures as its base can serve the public interest properly in this nation."

Cyanamid picking up full tab for 'Alumni'

In its first company-wide television sponsorship in almost two years, the American Cyanamid Co. is underwriting full costs of *Alumni Fun* for 13 weeks on CBS-TV (Sunday, 5-5:30 p.m.), in an $850,000 buy. The program begins on Jan. 5.

Warren Highman, director of corporate advertising for Cyanamid, said the show, in which well-known alumni of one college will compete against counterparts from another college, combines education, fun and competition and should project an aura of "public service" in which the company is "highly interested." He stressed that the commercials on the show will be of the "sell" variety and will include many of the company's divisions.

"We feel the show itself amounts to corporate advertising for Cyanamid, while our commercials should be exposed to a good-sized, responsive audience," Mr. Highman added.

American Cyanamid was a sponsor of CBS-TV's *Eyewitness to History*, which went off the air in the spring of 1962, and since that date the company itself has been absent from TV, although its Breck Division has been active in the medium. Like *Eyewitness*, *Alumni Fun* is a "merchandisable and promotable property," Mr. Highman noted, and tie-ins with universities and alumni clubs are being arranged.

Executive producer of the program is John Cleary. The producer is John A. Aaron, who was co-producer of CBS's *Person to Person*.

On the first program the University of the Pacific, Stockton, Calif. (Janet Leigh, actress; Wayne Hardin, Navy football coach, and Richard Pederson, assistant to the Ambassador to the UN) will meet the University of Wisconsin (David Susskind, TV producer; Elroy Hirsch, Los Angeles Rams general manager, and W. Beverly Murphy, Campbell Soup president).

Programing key factor

A survey conducted among 142 agency buyers in the Los Angeles area indicates that programing values are "more important" than ratings in selecting radio stations for advertising schedules.

The survey, which was ordered by KNX Los Angeles and carried out by the Los Angeles research firm of John B. Knight Co. in early November, shows that 67.5% of the buyers said that programing was more important than ratings in choosing a station; 10.3% said it was "less important," and 22.2% said they were "about the same."

James Ingraham, sales manager of KNX, said the study will be published and made available to agencies. Call letters of all stations covered in the study and the names of agency buyers will be identified.

Print gets more Zenith cash

Zenith Radio Corp., Chicago, which spends the lion's share of its multimillion dollar advertising budget in newspapers to sell radio-TV sets, announced last week an additional $1 million plum for print in a special six-week campaign to stimulate local dealer traffic.

The special six-week drive is over and above Zenith's already announced record fall print campaign, the company said, and represents the "greatest local concentration of advertising dollars ever allocated by Zenith for use in a six-week period."

THE NEWS:

THE BOSTON HERALD

Baker Scandal Getting Names of 2 Senators

Williams Testifying In Secret

By SETH KANTOR
Scripps-Howard Newspapers

WASHINGTON, Nov. 14. — Sen. John J. Williams (R., Del.) went before a closed door meeting of Senate

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THE EPISODE: THE INVISIBLE GOVERNMENT

Lobbyists with power of political life or death force certain legislation. Result: huge profits to an organized racketeer.

THE NEWS:

JOE VALACHI:

The killer who told on the mob

In all of his violent life, Joseph Vala done little that would make him st from the crowd. Then last summer a and fascinated nation learned that f than a year he had been telling fede cials everything he knew about the nat crime cartel he calls *Cosa Nostra*. Su this obscure hoodlum became al famous as Al Capone. Not o did

THE EPISODE: PRISON EMPIRE

A racket boss, who after a conviction for extortion, continues operating his corrupt empire from within the prison.

THE NEWS:

NEW YORK DAILY NEWS

Indict 13 Men & 2 Firms in Stock Fraud

Thirteen men and two defunct broker age houses were indicted by a federal grand jury yesterd

THE EPISODE: BABES IN WALL STREET

Fast buck operators, con men and boiler room operators fleece the gullible public.

THE NEWS:

NEW YORK DAILY NEWS

Shocked Judge Holds 4 In 40c Mug-Killing of Boy

By THOMAS PUGH

Warned by the court that "you are

THE EPISODE:
THE MALIGNANT HEARTS

The wanton and brutal murder of a teen-ager by a pack of young hoodlums, triggers a trial equally as shocking.

TARGET: THE CORRUPTORS IS TIMELY

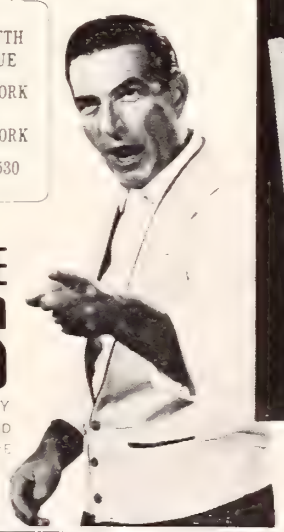
it mirrors today's headlines

Every episode of TARGET: THE CORRUPTORS dramatizes crime and corruption as it is happening **now.** It deals with fiction but tells the truth.

This series also offers a great star, fine casts and flawless productions. TARGET: THE CORRUPTORS is **realistic, current** and **explosive** and most important, is superb television entertainment.

"PROVEN PROGRAMMING" FROM FOUR STAR DISTRIBUTION CORP.
A SUBSIDIARY OF FOUR STAR TELEVISION

600 FIFTH AVENUE
NEW YORK 20
NEW YORK
LT 1-8530



35 ONE HOUR EPISODES

TARGET: THE CORRUPTORS

STARRING STEVE McNALLY
CO-STARRING ROBERT HARLAND
TECHNICAL ADVISOR: LESTER VELIE

THE NEWS:

NEWARK EVENING NEWS

Probe Passaic Police

Grand Jurors Act After Bets Raid

THE EPISODE: TO WEAR A BADGE

Legal gambling becomes the excuse for the import of illegal activities of every form in a small community.

THE NEWS:

PEOPLE OF THE WEEK

EX-DICTATOR IS FORCED TO LEAVE U.S.

Marcos Pérez Jiménez once more is

THE EPISODE: YANKEE DOLLAR

A Latin American country accepts American dollars and yet is extremely anti-American and threatens cooperation with the "other-side".

THE NEWS:

BOSTON TRAVELER

Boxer Ernie Knox Dies From KO Brain Injuries

BALTIMORE (AP) — Heavyweight Baltimor

THE EPISODE: LICENSE TO STEAL

A top racketeer and matchmaker, who controls the fight game sets up a fight in which a boxer dies.

THE NEWS:

The basketball mess

The FIX was on

Gamblers have had little trouble finding players who'll throw games.

by JIMMY BRESLIN

THE EPISODE: TOUCH OF EVIL

A College basketball star is forced to accept money from professional gamblers and is driven to near suicide by shame and exposure.

THE NEWS:

NEW YORK MIRROR

Seize 60 Lbs. More of Dope

THE EPISODE:
CHASE THE DRAGON

An army hero, who was forcibly addicted to drugs by the Chinese is involved in a dope smuggling ring.

THE NEWS:

Jail Slum Landlords In Own Properties, Mayor Tate Suggests

THE EPISODE: A MAN'S CASTLE

A teen-age Puerto Rican boy is trying, single-handed, to raise his younger brother and sisters in a poor neighborhood.

THE NEWS:

NEW YORK JOURNAL AMERICAN

'Super-Cop' Set To Move in On Pier Rackets

By WILLIAM McCULLAM

The pier th

THE EPISODE: PIER 60

A crooked labor racketeer on the docks costs the taxpayers untold millions in graft and kickbacks.

FCC stakes its claim to ad control

IT ASSERTS ITS LEGAL RIGHT TO IMPOSE COMMERCIAL LIMITS

If the FCC can consider the amount of commercials carried by a broadcast station in determining whether it is serving the public interest—and the commission says it can—it also can adopt a general rule setting commercial limits for all broadcasters.

This is one of the key arguments made in a memorandum prepared by the FCC general counsel's office detailing the commission's legal authority to adopt as a rule the National Association of Broadcasters' commercial standards code or a variant of it.

The memorandum was filed last week with the House Communications Subcommittee, which is considering legislation to prohibit the commission from adopting commercial-limiting rules. The subcommittee had asked the commission for the statement.

The NAB, which is leading the attack on the proposed rulemaking, expects to file an answering memorandum later this month.

The commission's statement seeks to answer many of the legal challenges to its authority over commercials that have been made by broadcasters and members of the House subcommittee. These challenges are expected to be heard again in the oral argument on the controversial proposal to be held before the commission en banc this week (see story below).

The rulemaking was issued last spring by a 4-3 vote of the commission (BROADCASTING, May 20). Since then, one or more commissioners who voted to request industry comments on the proposal have indicated they might not support a commercial-limiting rule. However, the commissioners appear unanimous in the view that the agency has the legal authority to adopt one.

Communications Act Cited ▪ The memorandum asserts that ample authority is to be found in the Communications Act. It adds that administrative and judicial precedent, as well as the legislative history of the Communications Act, provide additional support for that authority.

The memorandum stresses the commission's authority, under the Communications Act's "public-interest" standard, to consider the amount of time a broadcaster devotes to commercials. "If, for example, an applicant proposed to devote 90% of its broadcast time to commercials, the commission . . . would have to consider whether this proposal was in the public interest," the memorandum said.

And this authority to consider advertising practices on a case-by-case basis, the memorandum adds, "comprehends" the commission's authority to establish a general rule. It quotes the Supreme Court as holding that "there is no reason why [its policies] may not be stated in advance by the commission in interpretative regulations defining the prohibited conduct with greater clarity.'" It says the Supreme Court took this position in cases involving NBC, ABC and Storer Broadcasting Co.

The memorandum adds that those who dispute the commission's position must be able to establish that the FCC "would be powerless to deny" an application as inconsistent with the public interest "even if the applicant specified over 50% of his time [would] be devoted to commercials."

Precedent And History ▪ Besides the public interest standard, the memoran-

FCC may be on sustaining TV as commercial hearing opens

The FCC will hear the views of 42 organizations and individuals today and tomorrow (Dec. 9-10) in the oral argument on the commission's controversial proposal to adopt a rule setting limits on commercials.

With most of the participants representing various segments of broadcasting, the commission is expected to be bombarded with arguments for abandoning the proposed rulemaking, which has disturbed broadcasters as have few other agency proposals in recent years.

However, because of the large number of participants, their arguments will be brief. The 30 minutes allotted to the National Association of Broadcasters is the most time granted any of the speakers.

Besides NAB the participants include members of Congress, the four major networks, multiple owners, station officials, church groups, state broadcaster associations and communications lawyers.

The proposed rulemaking is expected to be supported by various individuals, including Mrs. Clara S. Logan, of the Association for Better Radio and TV, and Steven R. Finz, representing a group called The League Against Obnoxious TV Commercials.

The oral argument, involving a proposal that has not only stirred broadcasters but led to bills in Congress to limit the FCC's authority and to editorial comment in the press, will be heavily covered by news media.

The three television networks will cover it on film or tape, and a horde of print reporters are expected. To accommodate the television equipment and provide space for the reporters as well as the public, the commission has moved the site of the oral argument from its hearing room to a more spacious one used by the Interstate Commerce Commission.

Conditions Removed ▪ The FCC, at the request of network newsmen, also has removed some of the conditions it had originally imposed on TV coverage. With the FCC hearing room set as the site, the commission had proposed requiring pool coverage and prohibiting any additional lighting.

There were two reasons for this. One was that, initially, only CBS-TV expressed an interest in covering the event, and indicated it would do so with live cameras, which wouldn't require additional lighting. The other was that the commissioners had been annoyed by the lights during the television coverage of the network hearing in February 1962.

However, the situation changed after ABC-TV and NBC-TV indicated their interest. Their newsmen, meeting with the staff, said that pool coverage would not be satisfactory and that they wanted to cover the event on film with their own cameras.

Result: The hearing room was changed, and the commission agreed to allow the networks to boost the lighting in the ICC hearing room to the 64-foot candlepower required for film. Efforts will be made to reduce the glare, however.

The newsmen also regarded as petty a condition that agreements be signed which would protect the government from claims for personal

dum sites as a basis for the commission's authority over commercials, Section 303(b) of the Communications Act. This empowers the FCC to "prescribe the nature of the service to be rendered by each class of licensed stations and each station within any class."

The "plain meaning" of this language, the memorandum says, gives the commission "a broad grant of authority." It says this section provided the authority under which the commission limited the use of noncommercial educational FM stations "to the advancement of an educational program" and prohibited sponsored or commercial programs.

"Similarly," the memorandum adds, "we believe that the commission has the *authority* to prescribe the nature of the 'commercial' broadcast service so that such stations may not devote to commercials, for example, more than 50% of their time (to choose a very high, noncontroversial figure as an example)."

The memorandum also denies that commercial time limit rule would constitute either censorship or rate fixing, as alleged by many of the critics of the proposed rule. The document notes that the courts have held that denial of a license upon a ground "reasonably related to the public interest" is not censorship.

Rate Making Not Involved ▪ As for the ratemaking charge, the memorandum says nothing in the proposal would prohibit the broadcaster from charging whatever he wishes for time. It acknowledges, however, that this ratemaking allegation is based mainly on the contention that any forced reduction in commercials would require broadcasters to boost their charges to maintain present revenue levels.

The memorandum said this means the FCC could never take an action, "however much in the p ublic interest, which affect revenues."

The memorandum also cites a long line of administrative and judicial precedent as well as legislative history which, it says, further supports the commission's position. It says the Federal Radio Commission, forerunner of the FCC, was concerned about licensee advertising practices "from the beginning."

The memorandum concedes that a "bare majority" of the five-man Radio Commission in 1932 asserted that the agency needed more legislative authority to set limits on commercials by rule.

However, the memorandum noted that the majority, at the same time, asserted the commission had the authority to deal with overcommercialization on a case-by-case basis. And since then, it added, various court decisions have established that "authority which can be exercised on a case-by-case basis . . . can be exercised by a rule."

injury or property damage. They said they had never been required to sign such statements in covering any event in Washington, including the White House. "It's understood," they said, the government would be protected from such claims.

There were indications late last week the commission would not insist on the signed agreements.

The list of participants in the two-day oral argument, as announced by the FCC:

Monday, Dec. 9

Representatives Odin Langen (R-Minn.) and Albert Watson (D-S. C.); Mrs. Clara S. Logan, Association for Better Radio and TV; Steven R. Finz, League Against Obnoxious TV Commercials; Richard Nicodemus, National Recreation Association; Reverend Everett C. Parker, The United Church of Christ; Reverend David Colwell, National Council of Churches; Peter Goelet, National Audience Board Inc.

ABC, CBS, MBS, NBC, National Association of Broadcasters, Metromedia, and Westinghouse Broadcasting Co.

Tuesday, Dec. 10

F. W. Ziebarth, dean, College of Liberal Arts, University of Minnesota; Colorado Broadcasters Association; Georgia Association of Broadcasters; Illinois Broadcasters Association; Maryland-D. C.-Delaware Broadcasters Association; Texas Association of Broadcasters; Virginia Association of Broadcasters; Edwin T. Elliott, WHIH Norfolk, Va.; John D. Kennedy, WDRK Greenville, Ohio; Gene Amole, KDEN Denver; M. H. Blum, WANN Annapolis, Md.; R. B. McAlister, KESL Lubbock, Tex.; Howard B. Hayes, WPIK Alexandria, Va.

A. E. Tatham, Tatham-Laird Inc., and chairman of the American Association of Advertising Agencies; Sidney R. Katz, New York City; C. Osiecki, Woodside, N. Y.; Alfred D. Rosenblatt, Laconia, N.H.

Communications attorneys and law firms: Cohn and Marks; Dow, Lohnes and Albertson; R. Russell Eagan; Andrew G. Haley; Ernest W. Jennes; Krieger and Jorgensen; Pierson, Ball and Dowd; Keith E. Putbrese; George O. Sutton and Fisher, Wayland, Duvall and Southmayd, all Washington.

Double billings cases get FCC's attention

The FCC's ambition to stamp out double billing, dormant since early last year (CLOSED CIRCUIT, Nov. 4, BROADCASTING, March 19 and 12, 1962), flared into the open again last week as the commission zeroed in on WILD Boston and WFHA-FM Red Bank, N. J.

If a station sends an advertising agency two bills, one for the true amount and one marked up to bilk the national cooperating advertiser on the agency's commission, that is double billing and a practice designed to send the FCC into a genteel frenzy.

The FCC last week set WILD's license renewal application for hearing, and double billing led the commission's list of issues to be resolved. Also in question: ". . . broadcast of lottery advertising, failure to withhold federal income taxes and social security deductions from certain employes, financial qualifications, false and misleading financial reports and misrepresentation of facts to the commission." WILD, licensed to Noble Broadcasting Corp., is a 1 kw daytimer on 1090 kc.

The more serious of the FCC's double billing inquiries last week involved the Red Bank FM. The commission sent a letter to Frank H. Accorsi, licensee of WFHA-FM, which said that his application for license renewal would also be held up until double billing questions are answered. The commission revealed that in March of this year it investigated the station's billing practices and found indications that it was involved in double billing with the New York agencies of Beston Advertising and Beston's successor, Mark Mitchell.

Admits Discrepency ▪ Mr. Accorsi, the commission noted, denied he was double billing since he issued only one bill. But, the FCC said, he "acknowledged that the bills . . . specified a rate approximately 10 times as great as the rate . . . being paid by the agent for the advertising." The FCC then defined double billing in terms that could leave little doubt that even one bill, if inflated for purposes of deception, could constitute a double billing infraction.

"Although you stated that you considered your transactions with the Beston and Mark Mitchell agencies as merely involving a discount to the agencies," the FCC wrote Mr. Accorsi, "you should be aware that the customary agency discount does not exceed 15%, and that supplying bills and invoices to these agencies which indicate that you are charging 10 times as much for advertising as you actually receive constitutes participation in a fraudulent scheme and raises serious questions as to your character qualifications to be a



Mr. Lester Burnham
Executive Vice President
Albert F. Goetze, Inc.

"For years our advertising theme has been, 'Don't Guess . . . Get Goetze's', and when we buy radio time in Baltimore, we don't guess . . . we buy WFBR."

Albert F. Goetze, Inc., one of the largest meat packing firms on the east coast, is a longtime advertiser on WFBR, Baltimore, which carried more local advertising volume during the first eleven months of 1963 than during any corresponding period in the station's 41 year history.

You, too, can sell an important segment of the Maryland market on WFBR. So join our host of friendly and happy local advertisers. Call your Blair man today.

RADIO WITH REASON

WFBR

BALTIMORE

licensee of this commission."

The FCC then asked Mr. Accorsi for a sworn statement on the following, adding that his license renewal application will be deferred until they are satisfactorily answered:

- Whether the station has ever issued bills of differing amounts for the same advertising and, if so, the differences between the amounts listed on the bills and the payment actually received by WFHA-FM. He must tell whether the practices are still in use and, if not, when they were discontinued.
- What efforts he has made, if he still issues inflated bills, to determine that they are not being used "to deceive or defraud advertisers or those who contribute to the cost of advertising. . . ."
- His "future intentions" on double billing or issuing single bills for excessive amounts.

U.S. Steel buys NBC-TV World's Fair special

United States Steel Corp., Pittsburgh, returns to network TV in 1964 but in no way comparable to its past network association.

NBC-TV said last week that U. S. Steel will sponsor, through BBDO, New York, a 90-minute special on the opening night of the New York World's Fair April 22 (Wednesday, 7:30-9 p.m. EST).

It was U. S. Steel that for years had the *U. S. Steel Hour*, on CBS-TV. After the steel pricing crisis in the spring of 1962, U. S. Steel's advertising strategy underwent a change. With the recommendations the advertiser decided to drop out of network TV and the *Steel Hour* became history.

NBC-TV will cover with color cameras, providing viewers with what the network pointed out last week will be rare, live color TV coverage of an outdoor event at night. Three mobile color units utilizing more than a dozen cameras will be spread about the 656-acre fair site to capture opening night events.

Agency appointments...

- Castleberry's Food Co., Augusta, Ga., names Tucker-Wayne & Co., Atlanta.
- Vacuum-Electronics Corp., Plainview, N. Y., to Dunwoodie Associates, Garden City, N. Y. Veeco manufactures high vacuum systems, evaporators, high vacuum gauges, gauge controls and related vacuum components.
- Fireside Tobacco Corp., New York, has appointed The Zakin Co., New York, as advertising agency for Fireside Pipe Tobacco, a Danish import. A campaign in the consumer and trade media is now being prepared, and consideration is being given to the use of radio and television.

AFTRA-SAG, admen agree 'in principle'

An agreement in principle has been reached by the American Federation of Television & Radio Artists and the Screen Actors Guild with advertising agencies and advertisers on a new pact governing performers appearing in TV commercials.

Negotiations will continue with the networks covering codes involving staff announcers and newscasters.

Neither union nor management sources last week would reveal details of the proposed agreement in the TV commercial area, though reports circulated that performers have gained substantial boosts in fees. An AFTRA spokesman said that any final overall contract must await an agreement with the networks on staff codes, and said "we are still far apart in this area."

In the commercial area, considered the most critical phase of negotiations, it is known that SAG and AFTRA were able to press their point and retain the present 13-week cycle of fee payment, rather than the 8-week cycle sought by the agencies and advertisers.

The unions also managed to raise the session fee from $95 to $105, and use payment from 15% up to more than 100% in some instances.

Negotiations with the networks were not held last week but will resume in New York today (Dec. 9).

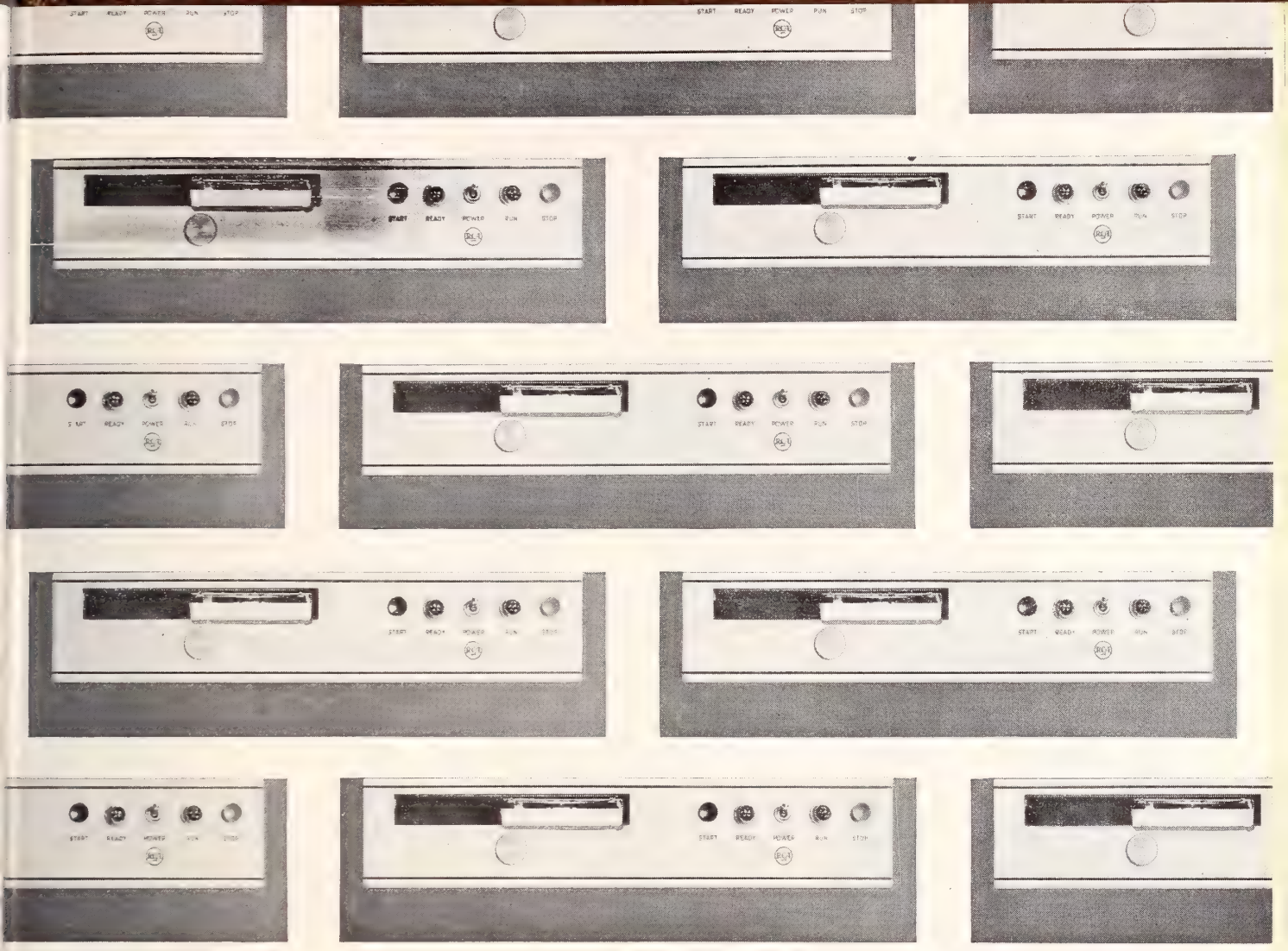
Eldon using road race films in 50 market buy

Eldon Industries Inc., through Klau-Van Pietersom-Dunlap, Milwaukee, will sponsor TV films of four automobile road races in more than 50 markets during 1964 to advertise its miniature road race sets.

Davis Factor Jr., Eldon vice president, said that the company has purchased the exclusive TV rights to color films to be made by the radio and television division of Triangle Publications of the 250-mile Nassau Trophy Race; Sebring, 12-hour endurance race for sports cars; a choice between the Watkins Glen and Little Indie, and a major stock car race to be made on the basis of visual quality. Each program will carry four Eldon commercials, plus opening and closing billboards.

Use of actual road races to promote the sale of its sets "is just about a perfect marriage between product and promotion," Mr. Factor said. "There is no waste, People interested in the film will be interested in the product."

This year, Eldon has sponsored two Triangle road race films—of the 1963 Sebring and Little Indie—on eight stations, "so we know how well Triangle's racing films pull and what kind of audiences we are getting," Mr. Factor said.



RCA CARTRIDGE TAPE SYSTEM

Automatically Triggers Playback Units, Tape Recorders, Turntables, and Other Devices



Here's a unique built-in feature! The Recording Amplifier of the RT-7B Cartridge Tape System generates two kinds of cue signals. One is used to automatically cue up each tape, at the beginning of a program, the same as in ordinary units. The other signal, a special Trip-Cue, can be placed anywhere on the tape. This will cause the playback unit to trip and start other station equipments.

You can preset two, or a dozen or more RCA tape units, to play sequentially. You can play back a series of spots or musical selections, activate tape recorders, turntables, or other devices capable of being remotely started. (In TV use Trip-Cue is ideal for slide commercials. Tape announcements can be cued to advance the slide projector.)

You'll like the RT-7B's automatic, silent operation, its compactness, high styling, perfect reproduction. Cartridge is selected, placed in playback unit, forgotten until "air" time, then instantly played. Cueing and threading are eliminated. Cue fluffs are a thing of the past!

Transistor circuitry, good regulation for precise timing, low power consumption, are among other valuable features.

See your RCA Broadcast Representative for the complete story. Or write RCA Broadcast and Television Equipment, Dept. DB-22, Building 15-5, Camden, N.J.

RCA®

THE MOST TRUSTED NAME IN ELECTRONICS

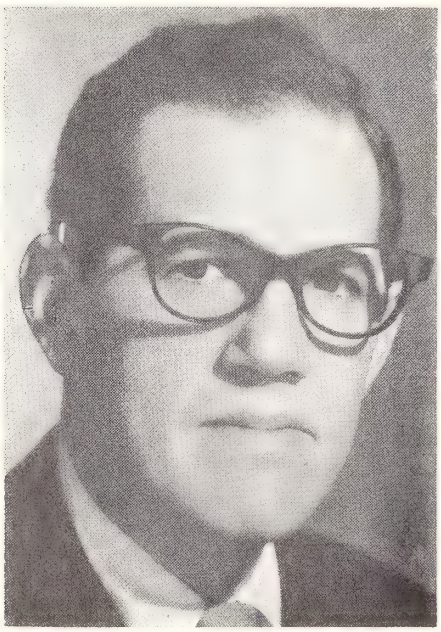
Negro radio needed for top sales results

HOWARD TELLS OF $22 BILLION MARKET WITHIN MARKET

Today's national advertiser must have the support of the Negro market in major cities in order to achieve top sales results, Bernard Howard, president of the New York representative firm which bears his name, told a Baltimore audience last week.

At a luncheon given by Negro-programed WEBB Baltimore, Mr. Howard told 80 guests representing national advertisers, agencies and station reps that such a format "supplies to the Negro the magic formula for reaching him—recognition, identification and invitation."

The Negro today is making more money, seeking and achieving a better education and has attained better living conditions than ever before, he said. It



Mr. Howard

is an accepted fact that the Negro population of a city constitutes a separate market within a market, with the Negro looking to his own "group for communication, common interests and hopes for the future," Mr. Howard said. "The Negro is developing more pride in his color and his identity with a proud racial and cultural heritage."

To reach this vast audience (20 million Negroes in the U. S. with $22 billion in available purchasing power), the successful advertiser must use Negro radio, he said. Many "blue-chip" advertisers now use Negro radio, the best measurement of its effectiveness, Mr. Howard noted.

Howard & Co., which represents 33 Negro programed stations, commissioned a study by the Center for Research in Marketing which disclosed the Negro radio (1) is the only medium available on a day-to-day basis which specifically attempts to place an advertiser's message before the Negro; (2) 60-80% of the available Negro audience listen to stations directed toward them; (3) Negroes are so strongly concerned with their identity that they feel obliged to listen to such a station, and (4) Negroes recall more commercials heard on Negro radio than stations directed toward the general public.

Alan Cowley, advertising director of Pharmaco, Kenilworth, N. J., told the WEBB luncheon how his company has successfully used Negro radio with products designed for Negro consumers. If used and promoted properly, the Negro market "will deliver a rewarding experience never experienced in any other medium," he said.

Negro publisher D. Parke Gibson, president of the New York public relations firm of the same name, told the advertisers in the audience that "the Negro dollar is no different from any other dollar but you have to get off your seat and go after it." He concentrated on the Baltimore area, seventh largest Negro market (360,000) in the country, and the successful sales promotions on behalf of clients by WEBB.

NBC-TV gets $8 million 20-advertiser order

NBC-TV last week announced that record first quarter sales for 1964 were assured with orders from 20 advertisers representing more than $8 million in business for eight daytime programs.

Like the network's new game show, *Let's Make a Deal*, which premieres Monday, Dec. 30 (2-2:25 p.m. EST), most of the programs will kick off new sponsor campaigns around the first of the year.

The other daytime programs to receive new or renewed sponsorship are *Loretta Young Theater, Missing Links, Merv Griffin's Word for Word, Say When, Your First Impression, Make Room for Daddy* and *The Match Game*.

The advertisers and their agencies: American Cyanamid, Post-Keyes-Gardner; American Home Products, Ted Bates; Block Drug Co., Foote, Cone & Belding and Grey Advertising; The Borden Co., Young & Rubicam; Bristol-Myers Co., Foote, Cone & Belding; Calgon Co., Ketchum, MacLeod & Grove; Dow Chemical Co., Norman, Craig & Kummel; R. T. French Co., Kenyon & Eckhardt; General Mills, Needham, Louis & Brorby; Gillette Co., Maxon; Gold Seal Co., Campbell-Mithun; Grove Laboratories, Grey Advertising; Kraft Foods Division of National Dairy Products Corp., Foote, Cone & Belding; Lever Bros., J. Walter Thompson, and BBDO; McKesson & Robbins, Kastor, Hilton, Chesley, Clifford & Atherton; John Morrell & Co., Geyer, Morey, Ballard; Simoniz Co., Dancer-Fitzgerald-Sample; Sunkist Growers Inc., Leo Burnett; Warner-Lambert Pharmaceutical Co., J. Walter Thompson, and William Underwood Co., Kenyon & Eckhardt.

Harper to be chairman for AFA's D.C. meeting

Marion Harper Jr., chairman of the board and president of Interpublic Inc., New York, will be chairman of the Advertising Federation of America's Midwinter Legislative Conference, Feb. 4-5 in Washington.

In a new format, the 1964 conference will have two first-day afternoon panels of government leaders speaking to the advertising delegates. The first session will feature regulatory agency members and the second will have representatives of key congressional committees.

Commercials helped by some spoken words

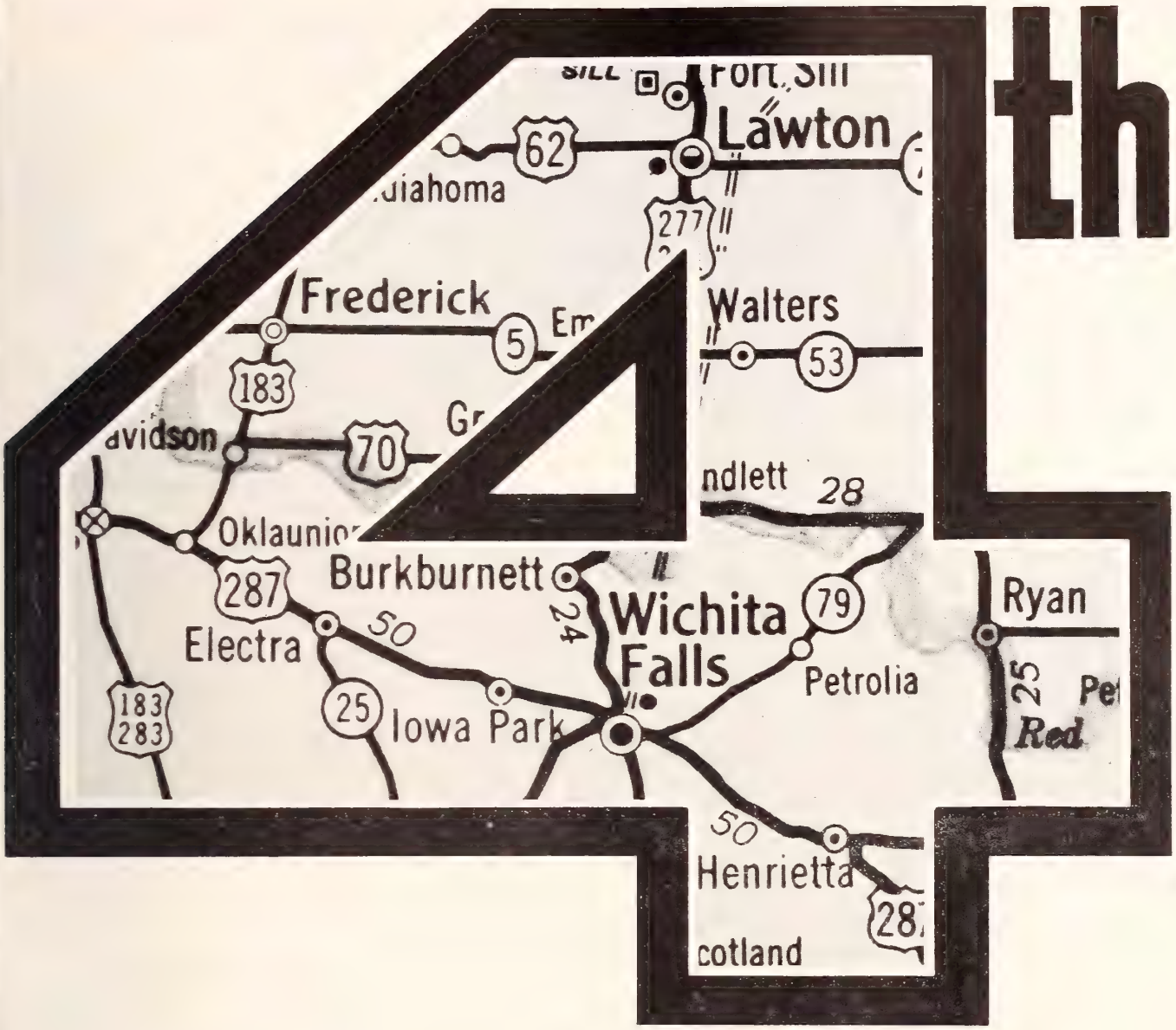
The Schwerin Research Corp. reported last week that a study of commercials using fewer or no spoken words indicates that odds are against success for the completely speechless sales message. The study suggested that it is apparently desirable to use enough spoken words to convey an adequate thought about the product.

Schwerin studied 14 commercials relying on music and action to carry their message. Four of the commercials were completely soundless except for a musical background. The study indicated that viewers liked the quiet commercials better than the regular kind, but there was a drawback, in that those viewers not paying close attention to their sets would not get even a radio-type message. The study also indicated that further experimentation along this line might be profitable.

FTC dulls knife spot

The Federal Trade Commission last week ordered Winston Sales Inc., Chicago, to discontinue "misleading product demonstrations" on TV commercials for a kitchen knife.

The commission said the commercials, purportedly showing a kitchen knife cutting through a 2-inch box nail, misrepresent the knife as never getting dull. Hearing Examiner Walter K. Bennett in his initial decision filed April 2, also had found that the purported regular retail price quoted for the knife was excessive.



Top 10 Texas Market Rankings

*Average ¼-hour Audience (total)

1. Dallas-Fort Worth
2. Houston
3. San Antonio
4. **WICHITA FALLS**
5. Beaumont
6. Amarillo
7. El Paso
8. Lubbock
9. Corpus Christi
10. Austin

*ARB TV Market Digest 1963

FOURMOST in TEXAS*

WICHITA FALLS

According to the 1963 ARB TV Market Digest, Wichita Falls, Texas, came in a resounding FOURTH in the state, in quality TV homes delivered with 89,400!

What does this mean to you? It means that right now Wichita Falls, in addition to delivering the FOURTH MOST viewers in Texas, is the 93rd market in the nation.

Whether it's a test market you need or just an all-around good viewer-delivering buy, Wichita Falls, Texas, is the FOURmost buy in the book.

KAUZ-TV

Represented Nationally by ATS
ADVERTISING TIME SALES, INC.

KFDX-TV

Represented Nationally, Jan. 1, 1964, by Peters, Griffin, Woodward, Inc.

THE SECRET'S OUT!

RADIO DRAMAS ARE BACK ON THE AIR

On November 25, 1963 Radio Daily reported:

"NBC-Radio's 'Experiment in Drama' provided a resounding ballot-box on the radio-drama question the network's execs are still trying to tally the 3000 mailed-in votes sent directly to New York. Though only half of these have been tabulated, with more due from affiliates, returns indicated the 'ayes' have it. Radio listeners DO want drama on the air."

Similar comments were recently voiced by the N. Y. Times, Newsweek and Holiday magazines.

What were forecasts are now realities. Recordings of half-hour Radio mystery dramas that held listeners spellbound for 18 years are now making their comeback on radio to a brand new teen-age audience, not to mention the band of loyal adult fans of yesteryear. In limited areas during the past few months, we have been testing these programs with resounding success . . . shows such as, THE SHADOW, THE GREEN HORNET, THE BEST OF SHERLOCK HOLMES, FAMOUS JURY TRIALS, THE CLOCK and others.

Here are proven, successful shows noted for their ability to build audiences. Build your schedules around them. Get the facts NOW!

Minimum sale, 52 half-hours of any series except THE BEST OF SHERLOCK HOLMES, which are 15 half-hours. All sales exclusive—one station in each city. All offers subject to prior sale. Rates upon request. Supplied on tape or transcription discs.

CHARLES MICHELSON, INC.

ESTABLISHED 1938

45 West 45th Street

New York 36, N. Y.

PLaza 7-0695

Was there any doubt?

ABC Radio account executive Robert Fountain, who put his money where his faith is—in radio, has sold his house after having more than doubled the "traffic" of would-be purchasers. Mr. Fountain reported he had consummated a sale on Dec. 4.

Mr. Fountain in an effort to sell a house in New York's Westchester county, had purchased time in a broadcast of the Nov. 2 Dartmouth-Yale football game on WICC Bridgeport, Conn. (BROADCASTING, Nov. 4).

CONGRESSIONAL NUDGE

Another Hill look at ratings if self-regulation bid fails

Members of the House Special Subcommittee on Investigations are becoming restive over the industry's efforts toward self-regulation of audience measurements and their use.

The subcommittee, which made headlines last spring and shook broadcasting and advertising through its investigation of ratings services, has asked the National Association of Broadcasters Ratings Council for a report on the status of its work toward improvements. A subcommittee member said if there is no significant progress by the end of the year, further hearings may be in order.

Donald McGannon of Westinghouse Broadcasting Co. and chairman of the council, received a letter from the subcommittee last week asking for a report on the current situation. Congressman John E. Moss (D-Calif.), a subcommittee member, said that abuses of ratings disclosed by the investigation have continued, and charged there has been "no diminishing of the industry's almost-worship of ratings. I think the subject bears another look."

The NAB council was busy in the area last week even without the congressional prodding. Executives of the five major survey firms—A. C. Nielsen Co., Pulse Inc., American Research Bureau, Hooper and Albert E. Sindlinger & Co.—met with seven companies which are bidding for the right to audit the researchers' research. The session was held to give the bidders an idea of the costs involved in auditing the research firms, which will bear the expenses.

Melvin Goldberg, NAB vice president for research, said the criteria and standards which the research firms will follow are in their final form and have been submitted to the council for approval. It is hoped they will go to the companies involved next week, he said.

Portable recorders give hot items a boost

A portable TV tape recorder is the easiest, surest way for an advertiser, agency or local TV station to provide instant commercials which have to get on the air while the item is still available (such as a particular car in a used car lot), George B. Storer Jr. president of the Storer Broadcasting Co., told the Hollywood Advertising Club on Monday (Dec. 2).

Mr. Storer illustrated his informal talk with a recording taped by personnel of WGBS Miami for the Jordan Marsh department store ("We used one recorder, one station wagon, two people and got 15 commercials for five departments in two hours, all done with the existing light in the store"), at a used car lot and on a golf course ("We had the golf pro tape us on the practice tee, then look at the tape with us and tell us what we'd done wrong"). The portable is valuable for programing as well as for commercials, Mr. Storer noted, as it affords a chance to try out new ideas or to see what other stations are doing at low cost ("The tape costs $70 for an hour's programing and can be used up to 300 times") and yet with quality so good that "no viewers and only a few engineers can tell the difference from a tape made by a big studio-type."

Storer Programs Inc. is sales representative for Machtronic portable TV tape recorders.

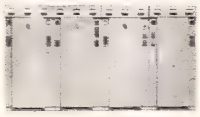
Also in advertising . . .

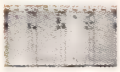
New firm ▪ Clark, Hill Associates has begun operations at 5600 West Adams Boulevard, Los Angeles, offering management, sales, research and PR services on the Negro consumer market. Principals are Herman Hill formerly West Coast editor of the *Pittsburgh Courier*, and Libby Clark, formerly women's editor of that publication. New firm's telephone is Webster 6-2223.

Agency switch ▪ Sudler & Hennessey, New York, has resigned the Airequipt account effective Dec. 31. Airequipt, manufacturer of slide projectors, viewers and other photographic accessories, has been at S&H since 1960.

Coffee take-over ▪ Procter & Gamble last week announced acquisition of J. A. Folger & Co., leading coffee firm, for approximately 1,650,000 shares of P&G common stock (BROADCASTING, Sept. 2). New Folger promotion plans have not been announced, for the coffee firm which has been a heavy user of broadcast. Folger business has been transferred to a newly organized P&G subsidiary, The Folger Coffee Co., which is incorporated under Ohio law.

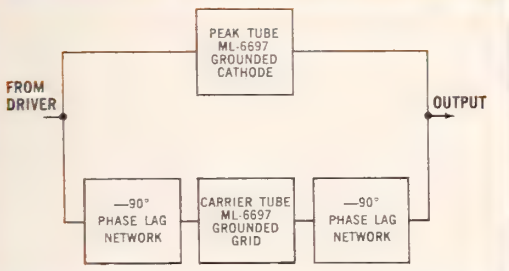
Continental's 50 kw AM Transmitter uses "Weldon Grounded Grid*" high efficiency power amplifier.

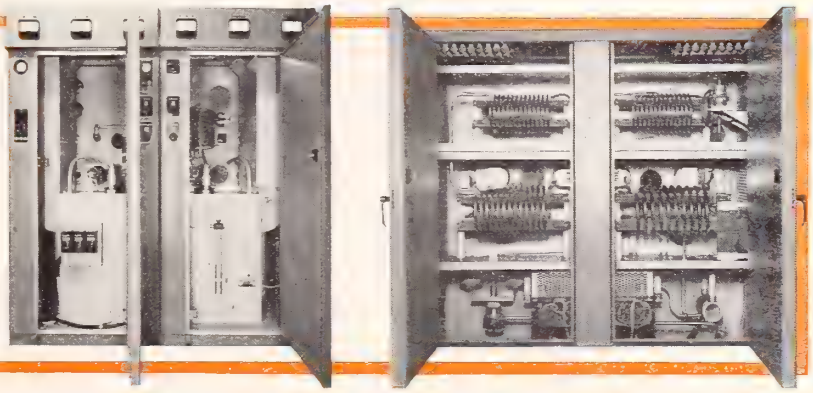


It is an efficient, reliable, stable system for high power broadcasting that is free from surge conditions and does not require protection against excessive modulation peaks or transients.  Ease and permanency of circuit adjustments assures minimum maintenance time. High-power modulation transformers are not required. Grid-swamping resistors are eliminated, allowing most of the driver power to be delivered to the antenna, thereby improving over-all efficiency. 

Negligible carrier shift assures full utilization of assigned carrier power of the station. Use of over-all feedback from transmitter output to audio input results in very low noise and harmonic distortion.  End result? The sound of quality.

*U.S. Pat. No. 2,836,665





Continental Electronics

MANUFACTURING COMPANY • MAILING ADDRESS: BOX 17040 • DALLAS 17, TEXAS
4212 S. BUCKNER BLVD. • EV 1-7161 • LTV SUBSIDIARY OF LING-TEMCO-VOUGHT, INC.
Designers and Builders of the World's Most Powerful Radio Transmitters

Ranges alone do not a rating make

ARF COMMITTEE URGES REPORTING OF 'BEST ESTIMATE'

The Advertising Research Foundation appeared last week to prefer to avoid the reporting of broadcast (or print) ratings in ranges in preference over precise figures.

ARF's technical committee reported it has had near unanimity of its members recommending that in the reporting of research data the "best estimate" should always be published and ranges —or "confidence limits"—of estimates should not be reported alone.

The ARF committee position was announced by William M. Weilbacher, chairman of the technical committee.

Earlier this year, Charles P. Howze Jr., chief counsel of the House Subcommittee on Investigations, and the Television Bureau of Advertising, had joined those who have urged the reporting of broadcast ratings in ranges rather than in precise figures. Mr. Howze revealed his position in a speech before the ARF in New York (BROADCASTING, Oct. 7).

It had been indicated earlier that ARF would appear to be acceptable to the reporting of ratings in ranges. ARF's statement last week, while not placing the foundation in outright opposition to such reporting, was explicit in recommending however, that figures not be expressed in ranges *alone*.

Other research authorities—James Seiler of the American Research Bureau among them—took a position against the concepts of reporting the range of a broadcast rating figure.

Complex Topic ▪ The subject of ranges and "best estimates" has had its complexities even as to the strength of support. Only recently, it was reported that Mr. Howze had suddenly wavered and was giving more weight to arguments of some leading researchers against ranges (CLOSED CIRCUIT, Oct. 27).

The ARF committee also voted in favor of including a full description of both sampling and nonsampling errors in "published advertising research reports and of any presentation format which would call attention to those errors."

The committee said it had agreed that "standard errors should be computed in accordance with a precisely applicable formula or a reasonable approximation thereof."

The ARF group said it had endorsed the section of the Madow report to the Harris committee on advertising broadcast research that had stipulated that pocket-piece reports and other such ratings reports should discuss—in addition to summarizing the survey design—the sizes and probabilities of possible differences between estimates and "quantities estimated." The Madow report said this should be done for the individual rating and sampling errors, and also for other specific data.



Radio-TV to get $18 million from Pepsi

The Pepsi-Cola Co. and its bottlers will spend almost $36 million in advertising and promotion during 1964, it was announced last week by Philip B. Hinerfeld, vice president-advertising. This is a $1 million increase in 1963 expenditures.

No breakdown of the budget was provided, but the company is expected to be heavy in local TV and local radio and will invest in national spot and network television. Mr. Hinerfeld noted that media expenditures will be divided evenly between broadcast and print.

Pepsi-Cola, through BBDO, New York, will continue its "Now It's Pepsi for Those Who Think Young" campaign. On TV almost 400 stations will be used on a local and national spot basis, and network participation will be in four shows each week in a 26-week series. More than 3,000 radio stations will carry spots for the campaign.

Mr. Hinerfeld, however, reported that Pepsi-Cola will not be represented on network radio in 1964, a medium in which the company has invested about $500,000 in 1963.

Faberge using net, spot for preholiday TV push

Faberge Inc., New York cosmetic firm, announced last week that it plans a three-week, pre-Christmas campaign that will feature heavy use of network and spot television. The firm's men's and women's lines will be advertised on 20 second spots in 13 major U. S. markets, and the women's line will add Buffalo to this schedule.

Both the men's and women's lines were scheduled for participations on ABC-TV's *Jerry Lewis Show* Dec. 7 and Dec. 14. The men's line was also scheduled for mention on ABC-TV's daytime programs, *The Price Is Right* and *Trailmaster*.

Agency for the men's line is Pritchard, Wood, New York, while agency for the women's line is Taplinger-Millstein, New York.

Business briefly . . .

C. Schmidt & Sons Inc., Philadelphia, will sponsor regionally the Mummers Parade of Philadelphia on Jan. 1 (noon-1:30 p.m.) on ABC-TV. Agency is Ted Bates & Co.

The Highland Church of Christ in Abilene, Tex., through Fidelity Advertising in that city, has renewed for another 52-weeks the MBS program *Herald of Truth*. Renewal of the Sunday evening discussion show will become effective Jan. 5, 1964.

The Ralston Purina Co., St. Louis, through Gardner Advertising Co., that city, plans to launch a midwinter promotion campaign that will feature participations in CBS-TV's *Jackie Gleason Show* and *Danny Kaye Show*, starting

You can't appreciate the new WABC if you don't dig the new American...



They're as different from anybody who lived before them as Telestar is from tom-toms. They golf, skin dive, twist, dig aerodynamics. Unusual? Not a bit. We know this, and because we know it, we can program for them and hit the target every time.

We give them the upbeat sound they want in the bright easy style that reflects the way these new Americans live. We know too that they are concerned with their community and their world. So we give them news every half-hour, Broadway reviews, news from Wall Street, and sports. We editorialize on their city and its problems. We give the new Americans a radio sound that is in tempo with their lives. And they listen.

One more thing about them: their standard of living is the highest this planet's ever seen. They buy things every day, from tooth brushes to golf clubs to new cars.

Got the picture? Give them the word on . . .

WABC/NEW YORK

AN ABC OWNED RADIO STATION

Represented by Blair Radio

WIDE COUNTRY



ADULT
ACTION—
ACROSS TODAY'S
WIDE COUNTRY!

28 FULL HOURS
Available Immediately for
Local Programming



starring
Earl Holliman/Andrew Prine
With special Guest Stars in every hour!



PROVEN ADULT APPEAL
NETWORK TOP 100 MARKET-BY-MARKET ANALYSIS (ARB)

IN 4-CHANNEL MARKETS –	36% of ALL WOMEN 36% of ALL MEN viewers in the time period
IN 3-CHANNEL MARKETS –	36% of ALL WOMEN 38% of ALL MEN viewers in the time period
IN 2-CHANNEL MARKETS –	57% of ALL WOMEN 67% of ALL MEN viewers in the time period

mca INC.
TV FILM SYNDICATION

FIRST SALES: WNEW-TV, New York / KTTV, Los Angeles / WTTG, Washington, D.C. / KGNC-TV, Amarillo / WSJV-TV, South Bend

in January. The drive, aimed at Purina Dog Chow and Purina Cat Chow, will be tied in with a premium offer of inflatable toy cats and dogs.

Texaco Inc., began sponsorship of Metropolitan Opera broadcasts last Saturday (Dec. 7, 2 p.m.-conclusion) on 116 radio stations in U. S., Puerto Rico and Canada. This is the 32d year Texaco has sponsored the opera broadcasts. Agency: Benton & Bowles, New York.

General Electric, through Maxon Inc., will sponsor "Return to Oz," an hour-long animated musical fantasy in color on NBC-TV Sunday, Feb. 9 (5-6 p.m.). Original script, lyrics and songs are based on L. Frank Baum's classic, *The Wonderful Wizard of Oz.*

Block Drug Co., Jersey City, N. J., through Grey Advertising, New York, has placed a majority of its 1964 nighttime television advertising on NBC-TV's *Saturday Night at the Movies, International Showtime, The Jack Paar Show* and *Sing Along with Mitch.* The new Block promotion campaign will run through mid-September.

Rep appointments . . .

▪ KNOX-TV Grand Forks and KEND-TV Fargo, both North Dakota: Blair Television, BTA Division, New York, as national sales representative, effective immediately.

▪ WADK Newport, R. I.: Eckels & Co., Boston, appointed New England sales representative.

▪ WAVZ New Haven, Conn.: McGavren-Guild Co., New York, as national representative.

▪ KEZI-TV Eugene, Ore.: Venard, Torbet & McConnell named exclusive national sales representative.

▪ KHAT Phoenix, Ariz.: Roger O'Connor Inc., New York, as national sales representative, effective immediately.

▪ KTRG-TV Honolulu: Weed Television Corp. appointed national sales representative.

CHIP CHOMPING WINS

L.A. Art Directors Club medal goes to noisy spot

The Laura Scudder "noisiest potato chip in the world" TV commercial won Art Directors Club of Los Angeles medal awards for art director Jack Sheridan and producer Dave Nagata of Doyle Dane Bernbach, Los Angeles. Maryellen Flynn, copywriter, and N. Lee Lacy & Associates, photographers, also shared in the credits.

These and six other medals were presented Wednesday (Dec. 4) at the ADCLA annual awards luncheon at the Statler Hilton, Los Angeles, at which the best complete unit design, photograph, motion picture film, painting, poster and campaign in *Media Agencies Clients* were also honored. Merit awards were also presented in various categories of advertising and editorial art created in the West. From more than 5,000 entries, 600 pieces have been chosen for exhibit at the California Museum of Science and Industry in Exposition Park, Los Angeles, where they will be on display to the public for five weeks, starting Jan. 28, 1964.

DISTINCTIVE MERIT AWARDS

Art director, Saul Bass; producers, Saul Bass & Associates/WCD Productions; agency, Grey Advertising, Los Angeles; client, Mennen baby products.

Art director, Jim Morrison; producers, Jim Morrison/Gerald Schnitzer Productions; photographer, J. Peverell Marley; copywriter, Fenton Calhoun; agency, Campbell-Ewald, Detroit; client, General Motors—Chevrolet Division.

Art director, Marvin Wartnik; producer, Bud Davis; artist/photographer, PM Productions/Ed Morgan; copywriter, John Calnan; agency, Foote, Cone & Belding, Los Angeles; client, Purex Corp.

Art director, Gerry Sieverson; producer, Norman Toback; copywriter, Ed Reich; director, WCD/Robert Carlyle; agency, Young & Rubicam.

Art director, Gordon Bellamy; producer, John Orloff; artist/photographer, Ed Morgan; copywriter, Maxwell Arnold, Jr.; agency, Guild, Bascom & Bonfigli, San Francisco; client, Foremost Dairies.

Art director, Vance Jonson; producer, Richard Perkins; artist/photographer, Hal Adams/Kent Wakeford/Herb Klynn; copywriter, Cynthia Lawrence; agency, Carson/Roberts, Los Angeles; client, Max Factor.

THE MEDIA

Cooperation is urged over control

PRESIDENT TELLS AGENCIES TO RE-EVALUTE REGULATORY ROLES

Has President Johnson pulled the reins on the FCC and other regulatory agencies which seemingly have been bent on more regulation and more control over the industries they regulate?

Some observers believe he has. They read this into the President's remarks to the chiefs of the regulatory agencies whom he called to the White House last week.

In one paragraph President Johnson set what some believe is the tone of his administration in the regulatory field; he called for more cooperation rather than more controls. This is what he said:

". . . You and I and the Congress and the people and all of the special constituencies of your agencies are challenged today to re-examine and to reassess and to re-evaluate the regulatory role. We are challenged to elevate our sights, to measure our performance by quality rather than quantity; to concern ourselves with new areas of cooperation before we concern ourselves with new areas of control; to take pride in how much we do rather than how much there is to do."

Kennedy's Wish ▪ In another paragraph, the President continued this apparent line:

". . . He [the late President Kennedy] wanted the people to have, from the government which serves them, a standard of excellence which would inspire their confidence instead of provoking their carping, which would justify their faith instead of evoking their fear."

The President met with the chiefs of the regulatory agencies in the Cabinet Room of the White House late in the afternoon of Dec. 3. He spent about 20 minutes with them, conveying to them his "deep sense of reliance upon you and your agencies in discharging the responsibilities which have been thrust upon me."

He also stated that in the regulatory field "the work John F. Kennedy had begun is work that I intend to continue."

The late President Kennedy, President Johnson said, felt that "one of the most important areas of unfinished business on the agenda of American government lies in the concept and the conduct and the conscience of the regulatory function."

President Johnson quoted from one of Mr. Kennedy's messages to Congress:

"The preservation of a balanced, competitive economy is never an easy task, but it should not be made more difficult by administrative delays which place unnecessary obstacles in the path of natural growth or by administrative incompetence that has a like effect."

The Kennedy words come from the late President's message in April 1961 to Congress on regulatory agencies.

The President, it is reported, told the assembled regulatory chairmen and directors that he was refusing all offers of resignation.

Among those attending were FCC Chairman E. William Henry and Federal Trade Commission Chairman Paul Rand Dixon.

HAS COLLINS GOT POLITICAL ITCH?

He won't deny report he's thinking of running for Senate and he takes strong stand on key issues of 1964 campaign

LeRoy Collins, president of the National Association of Broadcasters, refused to comment last week on a published report—written by a trusted friend who is a prominent Florida newspaper editor—that he is considering running for the United States Senate in 1964.

The former governor of Florida stood on the same no-comment position when asked directly if he was thinking of entering any political race in 1964.

Whatever his thoughts about his own future, Governor Collins concentrated on political issues in two major speeches last week. In Columbia, S.C., last Tuesday (Dec. 3) he vigorously championed civil rights, and in Los Angeles Sunday (Dec. 8) he was prepared to deplore the invocation of states' rights as a means of delaying racial integration. In both speeches he aligned himself squarely with the Kennedy civil rights program that President Johnson has vowed to pursue.

In neither prepared text did the president of the broadcasters' national association talk about broadcasting.

The newspaper report that Governor Collins was considering a Senate race was published Nov. 30 in the *Miami News*. It was written by Bill Baggs, editor of the paper, after Mr. Baggs had paid what he told BROADCASTING was a "courtesy call" on the NAB president during a trip to Washington to attend President Kennedy's funeral.

Revival Of Thoughts ▪ In his report, Mr. Baggs wrote that the assassination of President Kennedy had caused Governor Collins to reconsider an earlier decision not to enter the Democratic primary against 71-year-old Senator Spessard Holland who reportedly intends to run for re-election.

"I just don't know how to comment," Governor Collins said of the Baggs column last week. He declined to go beyond that statement when asked whether he was considering running for any office in Florida next year.

Both the U.S. Senate seat and the Florida governorship will be featured in the 1964 elections. Candidates for the Democratic primary election, which will be held in Florida in May, must file between Feb. 18 and March 3.

The NAB board of directors will hold its winter meeting in Sarasota, Fla., Jan. 27-31. Presumably Governor Collins will have to come to a decision before then.

In his Nov. 30 column, the *Miami News* editor said that the NAB president, who was chairman of the 1960 Democratic convention that nominated President Kennedy, is brooding over the assassination and his "thoughts rather invite him to make a campaign for the federal Senate in 1964. . . . Before the assassination, Governor Collins had decided not to run for the Senate. A friend, Spessard Holland, sat in the chair and the former governor respected Senator Holland, although he disagreed with the conservative policies of the [incumbent] senator.

"The murder of the President . . . has stoked new thoughts by LeRoy Collins," Mr. Baggs said. "The former governor sits in his house in Washington and considers these thoughts, measures them, and it would seem that he might become the candidate. Surely it is more likely now, since the death of the President."

Mr. Baggs pointed out that Governor Collins enjoyed a personal relationship with the late President and had been asked to become ambassador to Canada. He also said the NAB president was one of three men considered for appointment as secretary of health, education and welfare last year.

A Draft ▪ Questioned by telephone last week, Mr. Baggs said the reaction in Florida to his column had been "very good. . . . If there is such a thing as a people's draft, it is building for Governor Collins," he said.

Mr. Baggs said that during his "courtesy call" on Governor Collins two weeks ago in Washington politics was not discussed. Neither did he tell the NAB president about the Nov. 30 column in advance.

In addition to the possible Senate race, Mr. Baggs pointed out that considerable pressure is being put on the former governor to seek a return to that office. "I don't believe he knows in his own mind," Mr. Baggs said. "I believe that he is seriously considering the Senate race . . . but that he has been unable to get away from the labors of the NAB long enough to seriously meditate. . . ."

A Florida Democrat who is in the Holland camp said last week that the Baggs column "is a trial balloon if I ever saw one. They put it up there to see who would try to shoot it down." Senator Holland, a member of the Senate since September 1946, has not officially announced that he will stand for re-election but has told close associates that he intends to do so (CLOSED CIRCUIT, Dec. 2).

The senator also is a former governor of Florida and was the state's chief executive when Governor Collins served in the state senate.

Governor Collins has said publicly in the past that he would not be a candidate against Senator Holland.

Not Forgotten ▪ Ever since he came to Washington in January 1961 as president of the NAB, immediately after he completed six years as Florida's

It's Claghorn, I say; I say, Claghorn

A South Carolina grandmother threatened last week to "sue the skin off" LeRoy Collins, president of the National Association of Broadcasters, for what she considered a derogatory reference he had made to the "distinguished name of Claghorn."

Mrs. Ruth Claghorn Safford deTreville of Beaufort, S. C., said she was going to sue the NAB president on behalf of Claghorns everywhere because of remarks he made in Columbia (see story this page). In urging the South to accept civil rights, Governor Collins said Southerners for too long have allowed the extremists to speak for them.

"How long are the majority of Southerners going to allow themselves to be caricatured before the nation by these Claghorns?" he asked in a reference to the mythical senator of the late Fred Allen's radio program.

"I'm going to sue the skin off him," Mrs. deTreville countered the next day. "Claghorns have been in this country since the beginning and have made a distinguished name for themselves." Mrs. deTreville said she telephoned Governor Collins in Washington and he said he was sorry and would not use the name again. "But he said he couldn't do anything about it now and that's what made me mad," she said. "I think some retraction should be made. I'm going to sue big."

chief executive. Governor Collins has received a steady stream of letters urging him to run again. The volume of mail always picks up noticeably after he has made a major speech or returned to Florida. "I beseech you" to return to Florida and run for governor again, one woman wrote from Tallahassee last week. Governor Collins has maintained his legal address in Florida since joining the NAB.

A Floridian who has urged NAB president Collins to run for governor said last week that the NAB president was put under heavy pressure toward that end following the NAB fall conference in Miami six weeks ago (BROADCASTING, Oct. 28). It is known that privately the NAB president is displeased with the administration of his successor in the Florida executive mansion, Farris Bryant.

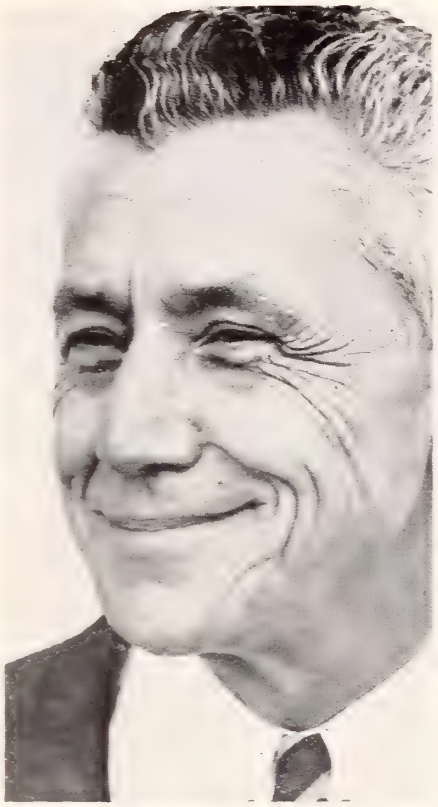
Columbia Reaction ▪ In his talk Tuesday before the Greater Columbia Chamber of Commerce, Governor Collins urged the South to tell the "bloody-shirt waver to climb down off the buckboards of bigotry" and accept equal rights for all. "We have allowed the extremists to speak for the South—the very ones against whom we in the South have had to struggle in our towns and in our state capitals for much of the progress we have made," he said.

"They have done it in speeches on the floor of Congress which have sounded like anti-American diatribes from some hostile foreign country. . . . And all the while, too many of the rest of us have remained cravenly silent or lamely defensive while Dixie battle cries have been employed to incite sick souls to violence." The South, he said, must become a full partner in a nation in which racial justice is recognized as a national commitment.

Reaction to the governor's speech was immediate and mixed. Dozens of letters from all parts of the nation had poured into the governor's Washington office by late Thursday praising his stand. A majority of the letters were from the South, many from Columbia and Florida.

But South Carolina broadcasters accused the governor of backing out of a commitment to "deal with the government threat to the broadcasting industry" and newspapers of the area claimed that Governor Collins's speech had blamed President Kennedy's murder on "Dixie battle cries." The *Greenville (S. C.) News* headlined its news coverage of the NAB president's speech: "Collins Says Dixie Helped Kill JFK."

Speech Broadcast ▪ A statewide network of 26 radio stations carried the speech live and the South Carolina Broadcasters Association, in urging stations to join the special hook-up, said the address would deal with the government threat. "Every station is urged to carry this important feature," the SCBA said in a bulletin to members.



Governor Collins
What's his secret thought?

Governor Collins said upon his return to Washington, however, that there had been "no prearrangement whatever as to what I was to speak about." The actual subject of his address had been known in Washington for several weeks.

Walter J. Brown, president of WSPA-AM-TV Spartanburg, S. C., and former president of the SCBA, said: "Governor Collins broke faith with those of us who broadcast his speech when without warning he chose the occasion to impugn the motives of most Southern leaders over a statewide broadcast which had been set up with the written commitment that 'Governor Collins would deal with the government threat to the broadcasting industry.' "

Mr. Brown, former assistant to the secretary of state during the Truman administration, said he resented most the NAB president's attempt to "link opposition to the so-called civil rights program to the tragic assassination of President Kennedy. Everyone knows he was killed by a known Communist and Castro sympathizer."

High Praise ▪ Senator Wayne Morse (D-Ore.) took the Senate floor Wednesday to praise Governor Collins for his South Carolina remarks. "What a great Southerner," he said of the NAB president. "What a great American. What a refreshing new voice to be heard in the South. I congratulate Governor Collins." He told the Senate he had asked the NAB for the full text of the speech and planned to comment further.

The NAB also received many requests for the speech in letters praising the governor. A southern Virginia broadcaster, in asking for 10 copies, told President Collins his speech is one that "Southerners should read again and again, and we in broadcasting should take stock of many of your positions."

"Please let me thank you, deeply and sincerely," wrote a Columbia minister. A Florida preacher said the speech was "highly significant and will have great impact." From a Midwest broadcaster: "As a citizen, I thank you and as a broadcaster I'm proud that you head our association."

"That was a magnificent speech," wrote a Tallahassee couple.

"You had the raw courage to say what must be said and resaid," a Texan told the NAB president.

But the South Carolina newspapers were highly incensed. Several, in both news accounts and editorials, accused Governor Collins of impropriety and insult in linking the Southern attitude with the President's death.

"I didn't say that at all," Governor Collins said later in the week. "What I said was that these acts of violence [Sunday school bombings; shootings, and assassinations] are products of environment where people had been encouraged to hate."

A Collins Regret ▪ In a speech prepared for delivery Sunday (Dec. 8) before the Center for the Study of Democratic Institutions in California, the NAB president said he regretted that, as governor of Florida, he first opposed the Supreme Court's 1954 decision on school desegregation. He noted that the Florida legislature adopted the "Southern Manifesto" which declared the Supreme Court decision void under the doctrine of interposition. He said he opposed the resolution because it declared a court decision null and void but at the same time he accused the court of usurping the powers of the states.

"I do not feel that way now," he said in Los Angeles. "But since I did, and feel differently now, I think I should say so."

In the Los Angeles talk, a discussion of states' rights versus federal rights, Governor Collins also reversed an earlier position on federal reapportionment of state legislatures. In this area, he said, the Supreme Court may "well have saved the state governments from being wrecked by those who profess to be their strongest defenders."

He recommended the development of an annual national federal-state conference, called by the President, with representatives from the executive branch, Congress and the 50 states to help generate a better understanding of the state-federal relationship.



The NAB code authority changes hands

The old and new in code authority for the National Association of Broadcasters discuss the changing of the guard in Washington last week as Howard Bell (r) succeeded Robert D. Swezey as director of the NAB Code Authority. Mr. Bell officially moved up from NAB vice president for planning and development Monday (Dec. 2), and Thursday President LeRoy Collins and NAB staff executives held a goodbye luncheon for Mr. Swezey. The veteran broadcaster plans to retire, but only temporarily, to his farm which is near Leesburg, Va.

TV'S N.Y. STRIKE GAINS

Columbia University study shows mixed media diet is still the choice of most people

Television and radio emerged from last winter's 3½-month newspaper shutdown in New York entrenched as the average New Yorker's "primary" communications media, with newspapers accorded "a secondary yet highly valued" role.

Television appeared to be "the chief gainer," but the shutdown also demonstrated that people would prefer "their normal diet" of TV, radio and newspapers in combination.

Both radio and television already had such high audience levels before the strike started, that there was no room for them to score more than "limited" gains during the newspaperless period.

These were among the key findings of a study reported last week in the fall issue of the *Columbia Journalism Review*. The study was directed by Professor Penn T. Kimball of the Columbia Graduate School of Journalism in New York, which publishes the *Review*.

Simple Math ▪ Professor Kimball's report acknowledged at the outset that the broadcast media could not—as a matter of simple arithmetic—have made major numerical gains:

"During the initial interviews, a month before the newspaper stoppage began, we found that 75% of the sample were already habitual television viewers and 68% regularly listened to radio. These broadcast consumers, in point of fact, were so numerous before the shutdown began that there could be only a limited increase in the proportion using each broadcast medium after the major newspapers disappeared.

"Since nearly half the television viewers conceded that they watched their sets three hours or more a day and a comparable number listened to radio two hours or more, there was limited room for expansion in listening and viewing time, too."

One of the principal effects of the shutdown, according to the report, was to reduce the number of people who felt they could give up newspapers more easily than radio or TV. Nevertheless, the report continued:

"By the time the papers were ready to publish again the prototype New Yorker was one who had settled firmly on television or radio (more often the former) as his primary communication medium—but supplemented by one or more newspapers as a secondary yet highly valued part of his daily experience."

The study was based on three waves of interviewing: one a month before the strike started, one in the first week of the blackout in December and one as the shutdown went into its third month.

Which Means Most? ▪ One question asked panelists in each wave to name the order in which, if they had to, they would give up the three principal media: radio, television, newspapers.

Before and during the first week of the strike, newspapers were named somewhat more often than TV as the medium to be given up "last." But after two months without newspapers, TV emerged clearly as the one the panelists would hold onto longest.

"A full 60%," Professor Kimball's report said, "never budged from their original attitudes. Among those who did alter their order of priority, those who felt they could more easily do without papers than they had expected (23%) slightly out-weighed those who valued papers more (17%). Television, on the other hand, became more valued by panel members by the end of the survey than at the beginning."

Here is the breakdown:

Would give up last (percent):	month before	first week	third month
Newspapers	40.9	42.8	36.6
Television	36.7	37.8	45.1
Radio	22.4	19.4	18.3

The report found television's showing surprisingly strong as compared to radio's, because in the prestrike interviewing radio outdistanced TV by a wide margin as the source from which panelists expected to get their news in a newspaperless city.

Repetition No Solution ▪ One explanation, the report suggested, might be that TV stations expanded their news coverage substantially, while "many" radio stations "were inclined to simply repeat their usual coverage more often."

But New Yorkers showed themselves "highly aware of those stations that did make special efforts to expand their news," and "many . . . spoke approvingly of the extra service."

Yet many of the panelists developed dissatisfaction with radio and particularly with TV coverage, as well as with



Your listening audience is the most valuable asset you have. Keeping them happy and loyal is a combination of many things, not the least of which is the equipment you have in your station. Happy listeners mean happy advertisers. ☐ With Collins equipment, you broadcast the cleanest signal on the air. We've added two new pieces of equipment to our line... the 900C-1 FM Stereo Modulation Monitor and the 26U-2 Stereo Limiting Amplifier. ☐ When quality sound is what you're after, go Collins. Let us tell you what Collins transmitters, stereo generators, broadband exciters, the new monitor and limiter can do for your station. Call or write today.

COLLINS RADIO COMPANY
Cedar Rapids • Dallas • Los Angeles • New York • International, Dallas

COLLINS

BUYING POWER *and* SELLING POWER



you get both on WLIB

The buying power of the greater New York Negro Community is an enormous $2.25-billion.

As for "selling power" the facts here, too, speak for themselves. WLIB has more national advertisers than any other Negro-programmed station in the market. Often — more than all the rest combined. It's been that way year after year for almost a decade. There's just no other Negro station in the same league.

More — WLIB is the ONLY station in New York City that programs to the Negro Community 7 days a week, 365 days a year. Today it is almost standard practice to include it as one of the "must-buy" stations in the market.

WLIB Harlem Radio Center

310 LENOX AVENUE, AT 125th ST. NEW YORK 27, N. Y.

all other sources of information during the blackout.

"By far the most common reasons for being dissatisfied with information supplied by the broadcast media, volunteered without prompting, were (1) lack of detail (32%), and (2) dislike of being tied down to broadcast time schedules (11%)," the report said.

"Other criticisms included: lack of follow-up; insufficiently varied points of view; absence of columnists and lack of specialized coverage such as sports, financial and theater news. . . .

"That television could be the subject of such laments while being rated the most indispensable of the three media further illustrates the diversity of the audience. The paradox is further illuminated when one brushes aside the assumption that the news function dominates the relationship between the broadcast media and their audiences. Nearly 20% of those who had watched television the day before they were interviewed said they had seen no news program."

Radio Holds Its Own ▪ People with the strongest ties to radio, the study indicated, were least likely to shift their loyalty to newspapers. Those who originally had "very weak ties to radio and relied especially heavily on television" were found to dominate the group who came to prefer newspapers more and more as the strike progressed.

During the second wave, at the height of the Christmas shopping season, ads were mentioned twice as often as any other item as the newspaper element that was "missed most." But "this unusual predominance" did not persist in the third wave, although ads continued to be "among the most frequently mentioned parts of the paper specifically missed."

The study also developed profiles of audiences oriented toward radio-TV and of those oriented primarily toward newspapers:

"Those most loyal to newspapers included a preponderance of men (57%), although men generally exhibited more tendency than women to change their minds about newspapers—pro or con—during their absence. Three times as many hard-core newspaper readers had been to college as those who remained primarily loyal to the broadcast media. . . .

"Those most loyal to the broadcast media included a high proportion of young married women, busy with the children and complaining that they had 'no time' for the papers. Papers were usually brought into such households by the husband. Those broadcast-loyal women who said they missed the papers during the shutdown most often mentioned the ads.

Access Plays Part ▪ "Among men, the hard-core broadcast types were frequently those whose job gave them access to the radio during the day—postal worker, pharmacist or shopkeeper.

"To them daytime radio was companion, entertainer and news source wrapped up in one. Their loyalty to single stations was extraordinary. At night they turned on television. Their interest in newspapers focused heavily on sports.

"Radio for music, television for free entertainment—these were the dominant themes expressed by the broadcast-loyal."

The interviews totaled 295 in the first wave, 311 in the second and 212 in the third. But Professor Kimball noted that 99 of these were interviewed in all three waves, and that 113 others were included in two of the three waves. Thus, he said, "the analyst had the advantage of being able to study the behavior of the same panalists at different points in time, rather than being forced to rely only on purely statistical comparisons."

Texas broadcasters form JFK memorial committee

Three Texas broadcasters have formed the Texas Kennedy Memorial Organizing Committee and suggested that their fellow Texas broadcasters should lead the way in such a project.

The three—John J. Coyle, KVIL Highland Park-Dallas; W. D. (Dub) Rogers, Lubbock; and Vann M. Kennedy, KZTV(TV) and KSIX, Corpus Christi—said the memorial should perform a continuing useful service and be located in Dallas near the site of the assassination of President Kennedy.

The organizing committee has headquarters in the Fidelity Union Life Building, Dallas.

MBS adds 2 affiliates

Mutual has added two new affiliates to its radio network: KAMY McCamey, Tex. and KRFM Salina, Kan.

KAMY, formerly unaffiliated, operates fulltime with 250 w on 1450 kc.

KRFM, a daytimer, operates with 5 kw on 550 kc. The station switched to MBS from ABC, which last month picked up the former MBS affiliate, KSAL Salina, a fulltime station (BROADCASTING, Nov. 18).

Meeting rescheduled

Initial meeting of steering committee to oversee joint industry study of radio research methodology, originally scheduled for last Friday (Dec. 6) in New York (BROADCASTING, Dec. 2), has been postponed until Thursday (Dec. 12). The committee is composed of representatives of the National Association of Broadcasters and the Radio Advertising Bureau.

CAN YOU PASS THIS AIR TRAVEL QUIZ?

(ANSWERS AT LOWER RIGHT)

1. Which airline has the world's largest jet fleet?
UNITED ☐ TWA ☐ AMERICAN ☐

2. Which airline serves the most U.S. cities by jet?
UNITED ☐ TWA ☐ AMERICAN ☐

3. Which airline operates the only commercial jet ever to fly faster than the speed of sound . . . the DC-8?
UNITED ☐ TWA ☐ AMERICAN ☐

4. Which airline offers flights with a single class of service that combines a first class feeling with a close-to-coach price?
UNITED ☐ TWA ☐ AMERICAN ☐

5. Which airline flies the quietest jet in the world, the Caravelle?
UNITED ☐ TWA ☐ AMERICAN ☐

6. Which airline was the first to take delivery of the tri-jet Boeing 727, the newest airliner in the world?
UNITED ☐ TWA ☐ AMERICAN ☐

7. Which airline operates the most complete variety of jets?
UNITED ☐ TWA ☐ AMERICAN ☐

8. Which airline flies the jet that holds the long-distance record for nonstop flight, the DC-8?
UNITED ☐ TWA ☐ AMERICAN ☐

9. Which airline offers the most jet service throughout the nation?
UNITED ☐ TWA ☐ AMERICAN ☐

10. Which airline serves the most U.S. vacation areas, including Hawaii?
UNITED ☐ TWA ☐ AMERICAN ☐

11. Which airline is chosen by more people than any other airline in the world?
UNITED ☐ TWA ☐ AMERICAN ☐

{Answer to questions 1 through 11: United Air Lines.}

HARRIS COMMITTEE'S WEEK

Fairness, equal time suspension, license fees and commercial time limits are on agenda

The House Commerce Committee, which has grappled intermittently with the major regulatory issues faced by broadcasters this year, is scheduled to review at least four in meetings this week.

On the agenda are legislative measures for dealing with FCC proposals on commercials and license fees, a resolution to suspend equal-time requirements for the presidential and vice presidential races next year plus the whole question of fairness as interpreted by the FCC.

All have been controversial, and even the equal-time resolution, HJ Res 247, passed overwhelmingly but in slightly different versions by the House and the Senate, may now be complicated by the assassination of President Kennedy, a key advocate.

The Communications Subcommittee is to meet in executive session today (Dec. 9) to consider fairness and license fees. The parent Commerce Committee is scheduled to hold a closed-door session of its own Tuesday (Dec. 10) on commercial limits and equal time.

Representative Walter Rogers (D-Tex.), subcommittee chairman, said last week that although the panel has considered the FCC's fairness doctrine as it relates to broadcast editorials (BROADCASTING, July 29, et seq.), it has not had an opportunity to review the commission's July 26 public notice, a statement intended to clarify the FCC's position but which set off a new controversy on free versus paid time.

Street Search ▪ Broadcasters have opposed the statement, saying that a literal interpretation urging licensees to go out into their communities to seek opposing views on controversial issues would tend to discourage such broadcasts. Further, they have said, it would require them to provide free time for views opposing those expressed on paid broadcasts of a controversial nature.

Representative Rogers said the subcommittee will review all ramifications of the fairness problem and may issue a report. A bill to protect broadcasters from giving free time to answer paid programs, introduced by Representative J. Arthur Younger (R-Calif.), ranking subcommittee Republican, had not been referred to the panel as of last week.

The subcommittee also will examine the status of the FCC's license fee schedule, which is to become effective Jan. 1. The commission has turned down Representative Rogers's request that the fees be suspended until he can conduct a hearing on whether the agency has authority to set them (BROADCASTING, Dec. 2). Such a hearing is in the offing for early next year, he said.

(Senators A. S. [Mike] Monroney [D-Okla.] and Peter H. Dominick [R-Colo.] co-sponsored a bill last Tuesday [Dec. 3] that would prevent the FCC from charging fees against licensees who are required by law or regulation to have radios in the interests of safety. This bill would not exempt broadcasters, however. The Rogers bill would prohibit all license fees.)

Commercials And Equal Time ▪ The full committee now faces the whole question of whether Section 315 should be suspended for 1964's presidential and vice presidential races all over again. The Senate passed the House's own version of a suspension resolution in October (BROADCASTING, Oct. 7) but made two amendments which are subject to House approval.

In the interim, a new President has taken office. CBS also has offered unlimited free prime time to the Democratic and Republican candidates.

The suspension had the full support of President Kennedy, who had publicly committed himself to participate in joint television appearances with his Republican opponent were he a candidate next year. Whether the succession of President Johnson, not similarly committed, will affect the House committee's action was the subject of speculation last week. It was thought by some that President Johnson would not want to debate his opponent on television if he runs next year.

The White House had not clarified the question as of last Thursday (Dec. 5).

Representative Oren Harris (D-Ark.), committee chairman, said he could not speak for the White House. But when asked whether he might check with the President before bringing the matter before his committee, Representative Harris said "that would be a reasonable assumption."

Representative John Bell Williams (D-Miss.), second ranking committee Democrat, who opposes the resolution, said he would vote against it again, but would not try to obstruct its passage in view of the large support it already had received from the House and Senate. The House approved it 263-126 and it passed the Senate without objection.

Representative John E. Moss (D-Calif.), who has proposed legislation that would amend Section 315 to permit candidates to personally answer editorial attacks, said he would seek a separate hearing on that matter early next year and would not want to relate it to the suspension resolution.

Official Praise ▪ Two resolutions



Commission gives Cox a farewell fete

Robert W. Cox, who left his position as deputy executive director of the FCC last week, was feted by members of the commission and its staff at a luncheon Thursday (Dec. 5). (L-r): Commissioners Frederick W. Ford and Robert E. Lee, Mr. Cox, Commissioner Rosel H. Hyde and former Commissioner E. M. Webster. Mr. Cox, who served on the commission staff for 15 years, is now chief of the operations analysis staff in the office of the secretary of Health, Education & Welfare.

Focal faoi leit dib-se, mar sin, a Ghaeilgeoiri: Go gcuire Dia sonas agus rath oraibh; agus gur mór agaibh tréite teanga bur sinsir.*

With this Gaelic greeting by President Eamon De Valera of Ireland to the citizens of Boston, WHDH-TV begins its seventh year of "Dateline Boston", a unique series of daily television programs in the public interest.

"Dateline Boston" is seen each night of the week, Monday through Friday, from 6:05 to 6:30 PM on Channel 5. Produced in association with the Massachusetts Department of Education, "Dateline Boston" has presented more than fifteen hundred different programs in its long and illustrious career. The result has been an outstanding contribution to the New England community in the fields of art, science, music, medicine, theater, and education.

"The Green Roots", a new "Dateline Boston" series from which President De Valera's greeting is taken, will become part of the heritage of WHDH-TV programming. Filmed in color on location in Ireland by a WHDH-TV production unit, the five programs will be seen on successive weeks including a special program on Christmas Day. The series will explore Ireland today — its people — its customs — its hopes for the future — and the warm personal ties that exist between Ireland and countless New England families.

"The Green Roots" has been produced in the same tradition that resulted in the WHDH-TV UNICEF series of ten programs filmed by a Channel 5 production unit in Asia and the internationally successful series of program exchanges with Brazil. The Brazilian series, a number of locally produced programs by WHDH-TV, has met with unusual response from the United States Government and is now being adapted by WHDH-TV for use in Japan.

"The Green Roots" joins a distinguished number of programs that have dramatically used the power of television to further international understanding among peoples of many lands.

WHDH-TV is proud of its ability to produce programs of this magnitude and to offer to New England viewers unusual television programs of lasting value.

"A special word, then, for you, speakers of Irish: — May God grant you happiness and prosperity; and may you esteem the traits of the language of your forebears."

WHDH-TV CHANNEL **5**

which would give official congressional commendation to broadcasting for its coverage of the events surrounding the assassination of President Kennedy were referred to the Commerce Committee (BROADCASTING, Dec. 2).

The committee's agenda includes a bill that would prohibit the FCC from regulating the length and frequency of commercials. The subcommittee approved it last month after conducting a three-day hearing in which the FCC's proposal was attacked by more than 30 broadcasters and congressmen (BROADCASTING, Nov. 18, 11). The FCC is scheduled to hold an oral argument on its proposal today (see page 42).

Representative Durwood Hall (R-Mo.) asked FCC Chairman E. William Henry last Thursday (Dec. 5) to withdraw the commercial proposal before the oral argument. Representative Hall noted that "no government compulsion was required to free the airwaves of all commercials in order that radio and TV might keep the public informed" during the four days following the assassination on Nov. 22. "It is quite possible," he continued, "that if the FCC proposals had been in effect it would not have been possible for the broadcasting industry to furnish the type of coverage it did. There would have been no opportunity for flexibility."

Words from the chief

The heads of the three TV networks received warm thanks and praise from President Johnson on their coverage and handling of the Kennedy assassination and funeral, it was learned last week.

The President on Nov. 29 personally called and spoke to Leonard H. Goldenson, ABC; Frank Stanton, CBS, and Robert E. Kintner, NBC.

Congress continues praise for industry

Praise for broadcasting's coverage of the events surrounding the assassination of President Kennedy continued in the House and Senate last week.

Some of broadcasting's congressional friends and most outspoken critics offered similar tribute two weeks ago (BROADCASTING, Dec. 2).

Last week's roll included:

▪ Representative William H. Ayres (R-Ohio): Broadcasting "well earned the title of a great American institution —one to be saluted by all of us." The coverage helped avert a serious crisis in demonstrating the orderly transition of government.

▪ Senator J. Glenn Beall (R-Md.): "This was surely the broadcast industry's finest hour. . . . It is laudable that the industry has pledged itself anew to ever greater efforts to preserve that stability in the free enterprise system and to protect it against bureaucrats who continually harass the industry and often seek to burden and hinder it with the crippling hand of unwarranted and unnecessary control."

▪ Senator Hubert H. Humphrey (D-Minn.): "A supreme tragedy was covered with supreme distinction by all forms of journalism." Television particularly, "because of its scope and immediacy," involved "every adult American and every American child old enough to understand . . . those almost unbelievable events." The media "showed us tragedy, but they have helped us triumph over it." *That Was the Week That Was*, a BBC tribute rebroadcast here by NBC, was "remarkable," a show "of reverence and respect."

▪ Senator Claiborne Pell (D-R.I.): "Economic sacrifices of broadcasters were indeed considerable, yet what they [broadcasters] did was done without question and without complaint in fulfilling their responsibility to the public and to our society. . . . In all fairness, they deserve the public respect and commendation due them at this time."

▪ Representative George M. Rhodes (D-Pa.): "We all owe to the broadcasting industry our deep thanks for the preservation and protection of free speech and the people's right to know. It is an example which the publishing industry would do well to follow."

▪ Representative James Roosevelt (D-Calif.): "The radio and television industries as well as all who devoted themselves so completely to providing these services to the American people deserve the highest praise."

Changing hands

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 88).

▪ KTVE(TV) El Dorado, Ark.—Monroe, La.: Sold by Veterans Broadcasting Co. and William H. Simons to J. B. Fuqua for $1.5 million and agreement not to compete. Mr. Fuqua, in the insurance business, Democratic state chairman and a state senator, owns a string of bakeries and WJBF-TV Augusta, Ga. Price included obligations of $850,000. Veterans owns WROC-AM-FM-TV Rochester, N. Y. KTVE, founded in 1955, operates on channel 10 and is

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Specialized daytimer in major growth market. Needs new ownership with plenty of ideas and energy, but only limited capital. This can be swung for $50.000 cash and assumption of liabilities.	SOUTHEAST $225,000
Owner-operator is making profit and showing good increases, but finds himself under-capitalized. Will sell 50% interest to working or non-active partner for $25.000, most of it as loan to corporation. This is excellent fulltime facility in metro area of over 125.000.	SOUTHEAST (50%) $25,000

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affiliated with NBC and ABC.

▪ KOME Tulsa, Okla.: Sold by Franklin Broadcasting Co. to Polaris Corp. for $315,000. Polaris owns WTVW(TV) Evansville, Ind.; KCND-TV Pembina, KNOX-TV Grand Forks and KEND-TV Fargo, all North Dakota; KXOA-AM-FM Sacramento and KJAX Santa Rosa, both California. KOME is a fulltimer on 1300 kc with 5 kw day and 1 kw night.

▪ WLAQ Rome, Ga.: Sold by Mitchell Melof to Clarke Broadcasting Co. for $150,000. Buyers are Randolph Holder and Thomas Lloyd, who also own WGAU-AM-FM Athens, Ga. Mr. Melof also owns WSMA Smyrna, Ga. WLAQ operates fulltime on 1410 kc with 1 kw.

KWK goes to court protesting FCC order

KWK St. Louis has asked a federal court to reverse the FCC's decision revoking its license.

In a notice of appeal filed with the U. S. Court of Appeals in Washington, KWK claimed the commission's decision is erroneous and contrary to law because the FCC failed to issue a warning permitting the station to correct the alleged misconduct; it failed and refused to give KWK an "adequate" statement of charges and a bill of particulars, and it denied the station's request for a list of witnesses to be called by the commission. KWK also said that FCC erred when it refused to consider a fine rather than the revocation penalty.

Last month the FCC by a 3 to 2 vote turned down the station's petition for reconsideration of its revocation order issued May 29 (BROADCASTING, Nov. 4, June 3).

The FCC charged KWK with "willful misconduct" in connection with the broadcast of two "fraudulent" treasure hunt promotion campaigns in 1960. A hearing examiner recommended that the revocation charges be dismissed as not warranted by the evidence. The commission overruled the examiner on a 3-2 vote in adopting a revocation order.

Although the commission's latest action gave the station 30 days to wind up its affairs, the appeal automatically stays this deadline until after the court procedure is completed.

WDOK, WFBM to join CBS Radio in January

CBS Radio last week announced two new affiliates, WDOK-AM-FM Cleveland and WFBM Indianapolis.

WDOK, slated to start its CBS affiliation Jan. 12, is currently an MBS affiliate with a contract running until July 15, 1964. Mutual last week said it was expected that, until that time, the station would be operating under a "dual affiliation," whereby both networks would supply some programs. A CBS spokesman indicated that an arrangement has been made to allow WDOK to honor its commitments to both networks. An MBS replacement in Cleveland has not been named. WDOK on 1260 kc, is a 5-kw fulltimer, owned by Transcontinent Television Corp. WDOK-FM is on 102.1 mc with 31 kw.

WFBM is scheduled to start its CBS affiliation Jan. 5. WFBM, owned, by Time-Life Broadcasting Inc., operates fulltime on 1260 kc with 5 kw. The station is resuming a CBS affiliation which was in effect between August 1929, and June 1955.

CBS had been affiliated with WISH (now WIFE) until that station's sale by Corinthian Stations to Star Stations last month.

ABC-TV to switch Portland, Ore., outlets

ABC-TV last week announced a switch in its affiliation in the four-station Portland, Ore., market.

The network said it would discontinue its association with KPTV(TV) in that market and pick up KATU(TV) effective March 1. KATU, operating on channel 2, was previously unaffiliated. It is 60% owned by Fisher's Blend Station Inc. which also owns KOMO-TV Seattle, a primary ABC-TV affiliate.

KPTV(TV) which broadcasts on channel 12 is owned by Chris Craft Industries. Other stations in Portland are KGW-TV (NBC-TV) and KOIN-TV (CBS-TV).

Chicago, Ft. Worth U's sought by Warner Bros.

Warner Bros. Pictures Inc., after a 13-year absence from broadcasting, moved last week to re-enter the field, filing for UHF channels in Chicago and Fort Worth. The combined cost of building the two stations, the company estimated, will exceed $3 million.

Warner Bros., which asked for channel 38 in Chicago and channel 20 in Fort Worth, had owned KFWB Los Angeles until the station was sold in 1950. The motion picture firm applied for television outlets in Los Angeles and Chicago when it owned KFWB, but in 1946 it asked that the applications be dismissed.

Jack L. Warner, president of Warner Bros., is also the largest single stockholder of the firm with 23.6%.

The Chicago application filed last week asks for 451 kw visual and 226

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kw aural, with an estimated construction cost of $1,486,397. Estimated first year operating cost and revenue are balanced at $800,000 each.

Warner Bros. figures it will cost $1,530,096 to build the Fort Worth station, with operating cost and revenue each $850,000. The application asks for 463.9 kw visual and 232 kw aural.

Congress moving forward appropriations bills

Fiscal 1964 appropriations for the FCC, Federal Trade Commission and the U.S. Information Agency were in the works last week as Congress put on a last-minute drive to complete its work before Christmas on money bills that were set for disposition before July 1.

Funds for the regulatory agencies have been approved by the House and the Senate, but their appropriation bill was sent to conference between the Senate and the House last Thursday because the two bodies differed on individual budget items.

Conferees of the respective appropriations committees agreed on a $15.6 million budget for the FCC, compromising between the House's $15.8 million and the Senate's $15.4 million.

A compromise also was reached on the FTC's budget: $12,214,750.

The Senate Appropriations Committee recommended $138,500,000 for the USIA, representing $7.5 million more than the House approved and $15,355,000 more than the agency's current budget. The bill was referred to the Senate Thursday.

Meanwhile Senator Clifford P. Case (R-N.J.) joined a Senate fight about modification of that body's rules and charged chairmen of committees and subcommittees handling some key legislation, including eight huge money bills, with a "deliberate slowdown." Senator Case noted that these appropriation measures should have been passed six months ago.

WSAU-TV, WLUK-TV object to channel plan

A proposal by Representative Alvin E. O'Konski (R-Wis.) that channel 12 be reallocated from Hurley to Merrill, Wis., and that he be granted a construction permit for the channel has come under close questioning by two area television stations. Representative O'Konski holds a CP for channel 12 in Hurley.

In comments filed with the FCC last week, Wisconsin Valley Television Corp., licensee of WSAU-TV Wausau, urged that proposal be held in abeyance until the commission resolves the presently pending channel 9 Wausau case. And M&M Broadcasting Co., licensee of WLUK-TV Green Bay, warned that channel 12 in Hurley would adversely affect its own operation.

WSAU-TV is a party in the Wausau proceeding in which the commercial permittee for WCWT(TV) wishes to receive an extension of its construction deadline and sell the channel 9 station to another commercial party. But the University of Wisconsin is also interested in the channel and filed a proposal that it be reserved for noncommercial educational use.

WSAU-TV feels that the commission should await settlement of the channel 9 case—in which an initial decision favoring the sale to the commercial party was issued (BROADCASTING, Oct. 28)—because of the proximity of Merrill (16 miles) to Wausau. If WCWT remains commercial and Representative O'Konski brings in his WAEO-TV on channel 12 there would be too many stations for the area to support, and a VHF ETV station would be shut out.

WSAU-TV also questioned the public interest criteria of reallocating a third VHF to Merrill at the expense of the Hurley area.

WLUK-TV suggested that the commission consider using channel 4 in Merrill rather than channel 12 which could interfere with WLUK-TV's channel 11 coverage of the area. Representative O'Konski originally asked for channel 4 but later altered his proposal in favor of channel 12 (BROADCASTING, Nov. 4). WLUK-TV also said this would allow the congressman to use a VHF satellite station at Hurley in place of a channel 31 operation as proposed by Representative O'Konski.

Cash and carry

The FCC changed its procedure for the filing of hand-carried applications last week, and implicit in the new ruling is the commission's intention to enact its proposed filing fee schedule.

Personally-delivered applications, the FCC said, "that are accompanied by fee payments for filing with the commission will be delivered to its Mail and Files Division, office of executive director, room 7226 in the New Post Office Building, Washington. . . ." The new procedures will take effect Jan. 1, 1964.

Other hand-carried filings, the commission noted, should continue to be delivered to the office of the secretary, and filings sent by mail still are to be addressed simply to the FCC.

Applications for amateur, interim ship stations and Alaskan public fixed and coastal stations are excepted from the procedural rules, as they come under the authority of field offices.

Capitol willing to take channel 46 instead of 40

Capitol Television Co., licensee of KVUE(TV) Sacramento, Calif., and hopeful applicant for an authorization of a pay TV test, last week told the FCC that it doesn't wish to contend for the channel 40 facility it has been licensed on but would just as soon accept a permit for channel 46 in that city.

KVUE originally filed a request for a subscription TV authority for a three-year period on channel 40, but had this application refused by the commission for failure to provide the required information. Camellia City Telecasters then filed an application for a new station on channel 40 to compete with KVUE's pending renewal application.

KVUE now contends that all concerned would be best served by avoiding a "costly hearing" over channel 40 and allowing Camellia City to get the channel on the air as soon as possible. KVUE has been dark since March 19, 1960. KVUE said it would dismiss its channel 40 renewal application after receiving a permit for channel 46.

The prospective pay TV operator said the channel 46 proposal offers better engineering conditions and a greater coverage of the Sacramento area. KVUE asked the commission to reconsider denial of the pay TV trial. As an indication of the feasibility of pay TV KVUE referred to $15 million sale of stock in Subscription Television Inc., which plans to operate a wired system in Los Angeles and San Francisco. KVUE feels the same enthusiasm will be shown for its proposed system.

Another extension

KCTO(TV) Denver has been granted its fourth request for more time to begin its pay TV test. The station will use the time to file an application with the FCC for modification of its permit to authorize scrambling of its video transmission (BROADCASTING, Dec. 2).

The extension was granted for 60 days, but KCTO said that it will need possibly as much as six months more before the subscription TV tests begin. The lack of video security KCTO is seeking was described by the station as one of the reasons it has had difficulty obtaining program material.

AFTRA, WJW-AM-TV agree

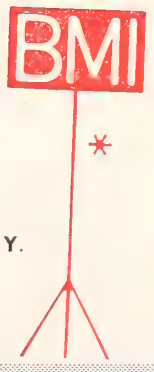
A new contract calling for a salary increase and a new system for payment of commercial and talent fees, has been signed by the Cleveland local of the American Federation of Television and Radio Artists and WJW-AM-TV Cleveland. The new contract ended a 12-day strike against the Storer stations on Friday, Nov. 27.

Competition is good for everybody

In 1939, before BMI, the rates paid by broadcasters to a single monopoly for the use of its music were far higher than the rates paid since to all music licensing organizations combined.

Despite lower rates, in the years since BMI came into existence, more performance rights money has been received by more writers and more publishers for more music than ever before.

Competition by BMI not only broke the music licensing monopoly, but proved again that competition is good for everybody.



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Slower rise seen for electronic sales

$16.3 BILLION TOTAL PREDICTED FOR 1964 BY EIA PRESIDENT

Consumer products in the electronics field have increased their dollar volume by virtue of higher ticket merchandise in the face of declining unit sales due to imports, Charles F. Horne, president of the Electronic Industries Association, said last week.

But, he warned, 1964 may see a decline not only in monochrome TV dollars but also in units as imports increasingly penetrate the domestic market. This is true also of radio, he added.

Total electronic sales at the factory level will top $15.3 billion this year, up about 11% from the 1962 record of $13.8 billion, the EIA president predicted at the winter EIA conference in Los Angeles.

Further Advance ▪ The climb, he predicted, will continue next year, but at a slower pace. He estimated the 1964 total level at $16.3 bililon.

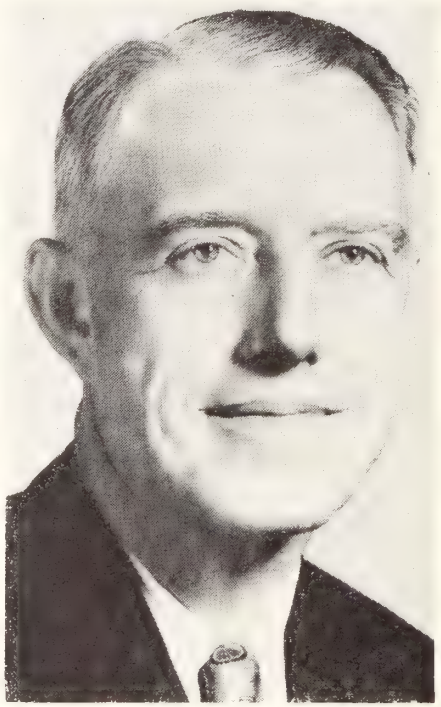
On the consumer products front, Mr. Horne said, 1963 sales are expected to pass $2.5 billion, the highest level to date, and $1 mililon above 1962's.

Color TV sets and smaller screen receivers enabled U. S. manufacturers to meet foreign competition in the year just ending, but he noted that "the dollar value of domestically produced monochrome TV sets has declined as imports have risen sharply."

Domestic radio production will drop 1 million units this year "in the face of heavy imports" but the average dollar value per unit was raised with FM stereo and more AM-FM auto radios, Mr. Horne reported. "The public will have bought more than 30 million radios of all types if the 18 million produced in this country and the 14 million imported are indicative of the market."

Market Intrusion ▪ But imports are beginning to cut into the domestic market, the EIA president said. Imported TV sets, totaling 128,000 in 1962 and mostly small receivers, more than doubled in the first nine months of this year to 273,000, with a total that may reach 450,000 by the end of the year. Furthermore, 16% of the domestic market for TV set components went to foreign producers in the first half of 1963 and 50 million receiving tubes had been imported by the end of September, versus 52 million for all of 1962. The possibility of a further reduction in tariffs, which EIA will oppose, could increase foreign competition even more in the year ahead, he noted.

The requirement that only all-channel TV sets be produced after April 30, 1964, will push the cost up and "the net result could be a decline in TV receiver sales once the inventory of VHF sets made before the deadline is exhausted," Mr. Horne said. However, EIA looks for the total consumer products dollar volume to rise from 1963's $2.55 billion to $2.65 for 1964.



Mr. Horne

The federal government has been the biggest buyer of electronic wares in 1963, accounting for $9.4 billion, or about 60% of the industry's sales. Electronic industrial products reached a new high of $2.7 billion and electronic components, also affected by foreign competition, rose to $3.8 billion.

The executive committee of the EIA consumer products division is recommending a visual-audio ratio of five to one for VHF broadcast signals and is opposed to the FCC proposal for a ratio of 10 to one, chairman Morris Sobin reported Wednesday, following a three-hour committee session.

The committee also:

▪ Agreed with a recommendation of the EIA engineering committee to petition the FCC to extend the temporary permission for radiation limitations on TV receivers of 1,000 microvolts per meter at 1,000 feet for an additional year, or until April 1965, to allow time for manufacturers to test the reduction in radiation achieved by the use of transistors in the TV set tuners.

▪ Re-endorsed the EIA definition of high fidelity filed with the FCC and went on record as opposing coding system.

▪ Decided to ask manufacturers of FM stereo receivers to monitor broadcasts in their communities to make sure the stereo stations are meeting EIA performance requirements (which are now being updated by the engineering committee of the EIA engineering department).

▪ Authorized funds to underwrite publication of a booklet explaining all-channel sets in non-technical language for dealers, distributors and prospective purchasers of all-channel sets which TV manufacturers will be required to produce starting in May. (Like previous EIA educational publications, the all-channel booklet will be sold to manufacturers and others for their own distribution and is expected to be self-liquidating.)

▪ Authorized breakdown of statistical information about production and sales of TV receivers by such categories as color sets, small-screen sets, etc., starting Jan. 1, with provision that if a single manufacturer produces half or more of the sets in any category he shall have the right to decide whether to allow the publication of data for that category or have it lumped into the overall figures.

A look at the future taken by Sarnoff

What is the ultimate in the field of communications?

According to Brigadier General David Sarnoff, RCA board chairman, it will "probably arrive when an individual carrying a vest-pocket transmitter-receiver will connect by radio with a nearby switchboard and be able to see and speak via satellite with any similarly equipped individual anywhere on this or other planets."

In a speech Dec. 1 in New York at the American Friends of Hebrew University-Scopus Award dinner honoring Columbia University law professor Milton Handler, General Sarnoff spoke of the promise of fantastic material and technological development in the future and the necessity of educating humanity to be ready for it.

Among the technological developments, he said, was the probability that



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in as few as 10 years "satellite television will be able to transmit on a worldwide basis, directly to the home, without the need of intermediate ground stations." Thus with the help of automatic translators, audiences of a billion people could watch the same program at the same time.

"Our grandchildren's world will be one in which it will be possible to communicate with anyone, anywhere, at any time, by voice, sight, or written message, separately or as a combination of all three," General Sarnoff said. He prophesied the use of manned satellites as switchboards in space, enabling people to talk to each other and see each other on television screens though they may be on different continents or even different planets.

FAA-approved antenna farms in the wind

The Federal Aviation Agency has announced proposals which would establish antenna farms in Portland, Ore., and Wichita Falls, Tex. The FAA said establishment of an antenna farm at Wichita Falls would signal the first such action taken by the agency.

The Wichita Falls site would cover a generally rectangular area beginning at the western outskirts of the city and extending about 8.7 statute miles southwest. The area will extend to an altitude of 2,049 feet above mean sea level. The minimum "on route altitude of surrounding airports is 3,000 fee the FAA said, and would not be a fected by the proposed antenna farm KFDX-TV and KAUZ-TV are included i the "substantial number of tall tower presently in the proposed farm area.

The Portland farm would be estal lished in the southwest area of the city, about eight miles southwest of Portland International Airport and three miles northeast of Bernard Airport, but would not be in a control zone, the FAA said. The area would extend 2,049 feet up and have a radius of 6,500 feet. The FAA said there are presently two tall towers in the area, the tallest being 1,773 feet, and a third is proposed for 2,049 feet.

FCC Christmas Dance

honoring

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Fairness Doctrine no cause for alarm

FCC'S FORD SAYS 1949 POLICY UNALTERED BY JULY CLARIFICATION

FCC Commissioner Frederick W. Ford said last week that broadcasters who are alarmed about the commission's fairness doctrine, as a result of the July 26 notice clarifying it, should relax. The notice affirms—it doesn't modify—the doctrine under which broadcasters have lived for 14 years, he said.

But at the same time, he expressed criticism of portions of the July 26 notice, which, he indicated, are not the most reliable guide to the commission's views on fairness.

Commissioner Ford, speaking before the Arizona Broadcasters Association in Phoenix on Friday (Dec. 6), said the commission does not regard the July 26 statement as a "regulation" or as a change in the basic fairness doctrine contained in the FCC's 1949 report on editorializing.

"The greatest significance this notice has," he said, is in its statement that "The commission adheres to the views expressed" in the 1949 report—"'namely, that the licensee has an affirmative obligation to afford a reasonable opportunity for the presentation of contrasting viewpoints on any controversial issue he chooses to cover.'"

Fairness History ▪ The commissioner, who reviewed the history of the fairness doctrine and discussed the changes in its implementation over the years, defended the document as "sound in concept and thus fair in development and execution."



Commissioner Ford

He said no license has been revoked or denied renewal because of questions under the fairness doctrine. He added that the predictions that "national tragedies" would occur unless the doctrine were abrogated "stem from a furious chain of reasoning based on a series of false premises drawn from a misunderstanding of the meaning of our advisory notice."

But he also indicated the notice could have been drafted with greater care. The notice sought to express the commission's view of how the fairness doctrine should be applied to three situations. Two dealt with specific cases on which the commission had ruled. One involved personal attacks on persons or groups; the other, partisan stands on political issues or candidates by someone other than a candidate.

The commissioner found no fault with these. But the third related to the presentation of views on issues of "current importance, such as racial segregation," which was not based on an actual case. The notice said Negro leaders must be given an opportunity to express their views if a station carries programs on the segregation issue.

Media raked over the coals for Oswald play

Lee Harvey Oswald, accused assassin of President John F. Kennedy, could not have received a fair trial anywhere in the U. S. and a conviction likely would have been overturned because of prejudicial publicity, the American Civil Liberties Union charged last week.

Oswald "was tried and convicted many times over in the newspapers, on the radio and over television by the public statements of the Dallas law enforcement officials," ACLU said in a 3,500 word statement.

And, because of the Oswald publicity and his murder before a live, nationwide TV auidence by Jack Ruby, the San Francisco Bar Association has called for a police-news media-legal committee to establish guidelines to cover a similar emergency in San Francisco.

Despite an "exemplary performance" by news media in covering the two assassinations in Dallas, "we are nevertheless deeply concerned about what we saw and heard in Dallas," the SFBA said in an open letter to news media and law enforcement agencies of the city.

An official of the American Bar Association also expressed "great concern" over the Oswald-Ruby publicity but said he did not know if the ABA would take any action.

The ACLU applauded the appointment of a federal commission to investigate the assassination of President Kennedy and the events that followed it. But the ACLU asserted there seemed to be "gross departures from constitutional standards" in the handling of Oswald. ACLU added, "Lee Harvey Oswald, had he lived, would have been deprived of all opportunity to receive a fair trial by the conduct of the police and prosecuting officials in Dallas, under pressure from the public and the news media."

Thorough Investigation ▪ Referring to the commission named by President Johnson to investigate the assassination, ACLU pointed out the "public interest would be served" if the commission were to make "a thorough examination of the treatment accorded Oswald, including his right to counsel, the nature of the interrogation, his physical security while under arrest and the effect of pretrial publicity on Oswald's right to a fair trial. . . .

"Under the best of circumstances, the enormity of the crime, which so enflamed the community, would have made it very difficult to find an unbiased jury. But the vast publicity in which the law enforcement officers participated made it simply impossible for Oswald to have received a fair trial on any of the charges against him."

Media's Cross ▪ TV, radio and the press must bear a portion of the responsibility for the Oswald treatment "which falls primarily on the Dallas law enforcement officials," the San

Error of Commission ▪ "Regardless of the appropriateness or inappropriateness" of the example, Commissioner Ford, said, it should not have been included in the notice. He said that although the example was adapted from the 1949 report, "it was not based on a factual situation and therefore represents a departure from the case-by-case approach." He said this approach is "essential to the proper development of the doctrine."

He expressed the same criticism of a passage in the notice expressing the commission's view that it is concerned with substance not form—that regardless of the label attached to a program, dealing with a controversial subject, a licensee is obligated to present all sides of the issue.

The commissioner said "certain issues" are now before the commission in which this question is involved. He said it would have been more appropriate "to await their resolution before generalizing in this way."

"The industry," he said, "could then have been more fully informed on a set of specific facts in order to judge the application of this concept." He expressed the hope that broadcasters would read the entire 1949 report setting forth the policy and the specific facts on which the rulings are based "rather than rely on the notice for a statement of any part of the fairness doctrine."

Commissioner Ford said that all members of the commission have sought to encourage broadcasters to editorialize and that in recent years there has been an increase in the number of broadcasters who editorialize and present controversial issues.

"It would indeed be ironical," he added, "if it [the July 26 notice] were to cause broadcasters to retrench in this very important element of their public service."

Congressional Approval ▪ The commissioner took note of the recent congressional criticism of the commission's interpretation of the fairness doctrine. But, he said, Congress "has approved the basic principles of the fairness doctrine. This is evidenced, he said, by the language of a 1959 amendment to the political-broadcasting section of the Communications Act which embodies the principle of the doctrine.

He said "any important differences" between Congress and the commission will be composed either by the agency in the case-by-case application of the doctrine or by legislation. He referred specifically to bills introduced by Representatives John E. Moss (D-Calif.) and J. Arthur Younger (R-Calif.)

The Moss bill (HR 7072) would require broadcasters who permit an attack on a political candidate or an endorsement of one to give time for reply to the candidate opposed or to the opponent of the one endorsed. The Younger bill (HR 9158) would prohibit the commission from requiring broadcasters who carry sponsored programs dealing with controversial issues to carry, at no charge, a statement of contrasting views.

In a panel discussion on Friday, Representative George F. Senner Jr. (D-Ariz.) praised broadcasting's coverage of the assassination of President Kennedy and its aftermath. He said the coverage might have represented the industry's "coming of age."

Support From Senner ▪ The congressman also said that he supported broadcasting's efforts to police itself and that he opposed the extension of federal regulation.

He appeared on a panel with Commissioner Ford and Hollis M. Seavey, member of the government affairs staff of the National Association of Broadcasters.

Harry Bannister, NBC vice president for station relations, addressed the association Friday night.

The association's 1963 officers are C. Van Haaften, KTUC Tucson, president; Homer Lane, KOOL Phoenix, vice president; Ray Smucker, KTAR Phoenix, secretary-treasurer. Board of directors members are Sheldon Engel, KALF Mesa; Edwin Richter Jr., KGUN-TV Tucson; Wallace Stone, KAAA Kingman, and Williard Shoecraft, KIKO Globe, KATO Safford; and KING Winslow.

Francisco bar said. This responsibility must be exercised by the media themselves through self-restraint, and both news media and law enforcement officials must seek to protect the rights of accused persons. Improper disclosures "may in times of stress lead to acts of violence" or may jeopardize a defendant's rights to a full and fair trial, SFBA said.

To help San Francisco lead the way in "the solution of these difficult matters," the SFBA asked news media and police officials to "formulate a system of self-regulation related particularly to the dissemination of information regarding persons being held for trial."

Douglas Anello, general counsel for the National Association of Broadcasters, said the plan has a "germ of good thought." He said he agreed with the idea in principle and that it is time for the industry to take a new look at the potential differences between newspaper and television reporting to determine if the impact of the latter calls for different treatment.

Networks praised by a grateful public

The unprecedented network coverage of the events concerning President John F. Kennedy's assassination has resulted in a spontaneous influx of public praise.

Network officials had to go back to the death of President Franklin D. Roosevelt for any comparison to the size of public response. ABC, CBS and NBC each reported receipt of as many as 5,000 letters, telegrams and phone calls, with the mail last week still pouring in. A few people even sent token amounts of money to defray broadcasters' expenses—money that was promptly returned.

Ranging in length from several pages to one line (ABC reported the shortest note, which read: "Thank you for your fine coverage of our tragedy."), the letters probably represented the public's most expressive appreciation for services the networks have performed. A CBS official said that the "people really sat down and thought about how they wanted to say this," and that the letters were "much deeper" than the ordinary letters of praise that the network might receive for a program.

Along with the superlatives like "magnificent service to the public" and "inspired coverage," came the observation that television's "tact and consideration was of inestimable value in reassuring us and comforting us in our hour of need." Another man wrote that he and his family had a "sense of sharing" the events as Americans, and that television's immediacy "drew us all closer together." Perhaps it was best expressed by one Californian, who wrote, "thanks are in order at a time like this . . . the most soul searching and soul searing time of our lives."

NBC reported that it had received nearly 3,000 requests for excerpts from the coverage, such as the rebroadcast of the British *That Was the Week that Was* tribute to President Kennedy.

Some money for the families of the accused assassin, Lee Oswald, and slain Dallas policeman J. D. Tippett was received, as well as a few nominal checks from people who said they wanted to contribute to the cost of TV coverage.

The networks also reported that occasional protests were received but they were buried in the avalanche of favorable mail that has come in. Most of the complaints were directed to specific things and written during the weekend of the tragedy. For example, NBC reports receiving one complaint from a viewer who wanted to see France's President Charles de Gaulle, who probably was shown arriving in Washington only hours after the letter was written. Such protests were duly noted by the networks.

Better programs for have-not stations?

NETWORKS CALLED TO DISCUSS HELP FOR UHF AND OVERSHADOWED AREAS

Top network officials and members of the FCC and its staff will meet next week in a commission-sponsored effort to find means of providing television network programing to stations that do not ordinarily get it.

The commission has been concerned for some time about the availability of such programing for the UHF stations that the all-channel law is expected to help bring into existence. And the meeting with the network officials was originally proposed by the commission to discuss this problem (BROADCASTING, June 3).

This remains the commission's major concern. However, the lengthy meeting agenda submitted to the networks indicates the commission is also interested in the programing problems of VHF stations in "overshadowed" markets, that is, those in areas adjoining markets with network-affiliated outlets.

The network officials expected to attend the meeting, scheduled for Dec. 16, include Thomas W. Moore, ABC-TV president; and David C. Adams, NBC senior executive vice president. CBS is to be represented by Frank Shakespeare, vice president and assistant to the president of the television network; William B. Lodge, vice president in charge of TV affiliate relations and engineering; Carl Ward, vice president and director of TV affiliate relations; and attorneys Richard Forsling and Leon Brooks.

Commissioners Attending ▪ The commissioners scheduled to attend are Kenneth A. Cox and Robert E. Lee. They will be joined by James Sheridan, Broadcast Bureau chief; Hyman H. Goldin, assistant bureau chief; Henry Geller, deputy general counsel; and Arthur Schatzow, chief of the research and education division.

A commission official said that quality programing is of critical importance to stations and that the purpose of the meeting is to find ways of making network programs available to stations that do not normally get it—"primarily UHF stations."

He did not rule out the possibility that the commission might consider action to require networks to make programing available if it considers that necessary.

He described the meeting as "a vehicle for expressing the commission's concern and for learning the facts about the network policies." Then, he added, "there is a question of whether the networks could or would do anything, or whether the commission should determine whether it might do anything, by rule or whatever."

One problem that has particularly troubled commissioners is that of sustaining network public affairs programs that are rejected by affiliates. Some commissioners would like to see machinery developed for assuring independent stations in the affected markets of an opportunity to carry those programs. They feel this would be in the public interest, as well as the interest of the non-affiliated stations.

The agenda for the meeting contains three main topics—the network's affiliations policies, network program opportunities for UHF stations and the opportunities for placing additional network programs on stations in overshadowed markets.

Other Items ▪ Agenda items also include special plans devised by CBS and NBC in the late 1950s to make their programing available to affiliates that were not usually purchased by an advertiser and a question as to whether such plans might be adopted for UHF stations.

Other topics include:

▪ Actions taken by networks to offer programs not cleared by affiliates to other stations in the same or nearby communities.

▪ Conditions under which a network will permit per-program arrangements.

▪ Opportunities for UHF stations competing with VHF outlets to carry network programing.

▪ Opportunities for UHF stations to carry programs not cleared by regular affiliates.

▪ Possibilities of second-run UHF presentations.

▪ Network sharing of time in two-VHF-station markets to offset current shortages of outlets in such markets and to create additional opportunities for UHF stations.

30 hours hath Christmas

An experiment in marathon programing was announced last week by the Triangle Stations. The taped show, *The 30 Hours of Christmas*, is to be aired beginning Dec. 24 at 6 p.m. through midnight Dec. 25 on five Triangle AM outlets. Six segments with themes ranging from religious music to children's Christmas stories make up the show. Commercial and news time has been allotted throughout the tape. The program will be made available for syndication in 1964, according to Thomas B. Jones, program coordinator for the station group.

Triangle also announced last week that its syndicated daily news program, *Window on Washington*, has been made available to Radio Free Europe. RFE will begin broadcast of the series today (Dec. 9).

Broadcasters seek exemption from bill

A former FCC chairman and an NBC lawyer urged a Senate committee last week to exempt broadcasting from an antiobscenity provision of an omnibus crime bill because licensees already are adequately covered by the Communications Act.

John C. Doerfer, general counsel of the Maryland-D. C.-Delaware Broadcasters Association and former head of the FCC, and Howard Monderer, Washington attorney for NBC, also urged that the bill's provision on obscenity raised a spectre of censorship.

They testified Wednesday (Dec. 4) before the Senate District of Columbia Committee, which is considering new curbs on crime in Washington. The bill (HR 7525), passed by the House this summer, includes references to broadcasting as well as print media and motion pictures, and is opposed by the National Association of Broadcasters and five Washington stations (BROADCASTING, Dec. 2, Aug. 19).

Mr. Doerfer said the bill "would give a judge the power to censor" by giving him authority to issue temporary restraining orders "upon the petition of the U. S. attorney and the corporation counsel for the D. C., of any wire tape, film or recording which to him may appear, at first blush, to be obscene, lewd or indecent."

The D. C. commissioners urged the committee to adopt amendments to the section, which would place sole responsibility for petitioning on the U. S. attorney and would restrict forfeitures of property only to "the obscene and indecent material itself."

Mr. Doerfer also stressed the importance of a jury, not a judge alone, determining whether matter is obscene.

Mr. Monderer pointed out that House supporters of the bill fail to mention "any need for such a law insofar as broadcasting is concerned."

Broadcasters "make special efforts"

An Appreciation

We have never been more proud of our association with the television medium. Nor, thinking back upon the tragic days of late November, have we ever been more aware of the technical perfection of the electronic equipment, or the professional ability of all the men who plan and participate in the coverage of important events.

Faced with responsibility to report on one of the least expected, most important stories of our time, television newsmen responded by achieving new journalistic heights of visual reporting, simple, unpretentious coverage that was thorough, meaningful and almost invariably in impeccable taste.

Eventually some will be singled out for specific feats of reporting. That time has not yet come, for the shock of losing our young President is still too much with us for anyone to be congratulated for telling how he was murdered and was buried.

Television is an industry, a profit-making enterprise devoted chiefly to entertainment and advertising. For three-and-one-half days, and at a cost no one apparently bothered to count up until those days were over, television became a pure information medium.

Cooperation between competitors was the unquestioned order of the day. Pool arrangements were made quickly and smoothly. Networks fed programming to educational and independent stations in cities where there were competing network-owned or network-affiliated stations.

Station and network heads made their decisions unhesitatingly. The medium did much more than it was obliged to do—by any standards except those of unselfish public service, of dedicated citizenship.

This is one time when we will presume to speak for our readers and for all viewers. On their behalf, as well as our own, we express sincere appreciation to television for a task well done.

TV GUIDE **The Editors**

This editorial appears in the December 7 issue of TV Guide magazine.

to avoid use of obscene materials, he said, and noted that "NBC, along with many other broadcasters, subscribes to the radio and TV codes of the NAB." The network alone spends "about a half-million dollars a year in establishing and enforcing its broadcast standards," Mr. Monderer said.

If local communities were to make their own laws regulating broadcasting, and thereby upset the intent of Congress in the Communications Act, diverse applicable laws would have to be applied to programs, "making unworkable any national system of broadcasting," he said.

Mrs. Evelyn Freyman, executive secretary for the Washington-Baltimore area of the American Federation of Television and Radio Artists, said "fear of the police censor would completely inhibit the artist and our culture and artistic achievements would suffer accordingly."

Senator Thomas J. McIntyre (D-N. H.), a committee member, said he favored the broadcasters' position "as long as there are adequate safeguards, and the record of the industry being what it is."

The committee plans another session with other broadcasting witnesses, possibly this week.

New ratings system to debut in fall

A new TV ratings system said to be able to cover viewing in 50,000 homes across the country in each half hour has been developed by Electro-Communications, Los Angeles, according to Jeff M. Schottenstein, president. Called Electro-Rate, the new system will be operational to report on viewing for the 1964-65 season. The service will be available to advertisers, agencies, networks and individual stations.

Heart of the Electro-Rate system is an electronic device that dials a telephone number, asks a prerecorded question, records the answer, then disconnects itself and repeats the cycle. The phone numbers are preprogramed on punched tape. If a number is busy or does not answer after a prescribed number of rings, the unit automatically goes on to the next number, returning later to the call not completed the first time.

"We will have over half a million telephone numbers on tape by the time we are ready to roll," Joe G. Fischer, director of sales and promotion, said. "We have recently completed an extensive market research program to make certain that our final tabulations are accurate cross-sections of the country with regard to age groups, income brackets, etc." Mr. Fischer added that families not wishing to be called would be removed from the list immediately.

ABC-TV LOOKS TO 1964-65

Affiliates get review of strengths this year, run-down on future programs at regional meets

ABC-TV last week underscored its program strengths of the current season and talked a little ahead about its programing possibilities for the next (1964-65) season to primary affiliates.

The network held a meeting in New York on Dec. 2, the first in a series of regional sessions to be attended by executives of ABC-TV and its affiliated stations.

Most of the plans discussed for the next season have been revealed over the past several months (BROADCASTING, Aug. 26 et seq.) among the shows discussed:

Alexander the Great, one-hour series with pilot in color—though not necessarily for telecast in color—to be produced by Selmur Productions, an ABC production subsidiary.

Voyage to the Bottom of the Sea, of which the pilot would be filmed in color, would be produced by 20th Century-Fox and star Richard Basehart.

Another Maverick? ▪ *Destry* is an hour western that is said to have *Maverick* ingredients. Revue Productions, the TV film producer making the series, reportedly has filmed a number of episodes. At least in its titling, the series is based on the "Destry Rides Again" motion picture and stars John Gavin and is directed by Howard Browne.

Great Bible Adventures is an MGM-TV production for ABC-TV and which also may be in color. This one-hour series will have four initial episodes telling the story of Joseph (probably played by Hugh O'Brian, at least in the pilot) and his brothers.

Peyton Place is a half-hour series being prepared by 20th Century-Fox and initially was to be filmed as a twice-weekly prime-time vehicle. Dorothy Malone, it was revealed, is expected to be in a starring role.

Mickey is a new series being projected by Selmur. In its comedy-type half-hour format, Mickey Rooney would have the featured role and current plans are to have his son, Timmy, also appear in the film.

A newly offered program series, *Tycoon,* of one-hour duration, is being produced by Sheldon Leonard for Danny Thomas Enterprises. Walter Brennan would star in this series as the chairman of the board of a huge corporation.

Crosby MC ▪ It also was revealed after the New York regional session that on Jan. 4, the date on which the new program, *Saturday Night at the Hollywood Palace,* replaces Jerry Lewis (BROADCASTING, Nov. 25), Bing Crosby will act as the first master of ceremonies on the variety show that will start at 9:30 p.m. It is expected ABC-TV will rotate a group of name performers from week to week as hosts of the program.

Other regional affiliate meetings were held on Dec. 4 in San Francisco and on Dec. 6 in Chicago. In New York, ABC executives prominent in the discussions included Thomas W. Moore, president, Julius Barnathan, vice president-general manager, and Edgar J. Sherick, vice president in charge of programing, all ABC-TV; Elmer Lower, president, ABC News, special events and public affairs; Chester R. Simmons, vice president-general manager, ABC's Sports Programs Inc.; Armand Grant, vice president, TV daytime programing, and Robert Coe, vice president, TV station relations, both ABC-TV.

The day before the meeting, affiliate executives were guests of ABC-TV for breakfast and the American Football League game between the New York Jets and the Kansas City Chiefs at the New York Polo Grounds. Plaques went to Bernard Berk, WAKR-TV Akron; Don Perris, WEWS(TV) Cleveland; Howard Maschmeier, WNHC-TV New Haven, Conn., and Sam Elman, WATR-TV Waterbury, Conn., to mark the stations' primary affiliation with ABC for 10 years.

Mr. Coe said the meeting was one of the most productive regional sessions ever held and that affiliates indicated enthusiasm over this season's strengthened schedule.

Big Ten wants to pick best games for TV

Prospects of TV exposure for the hottest "Big Ten" college football games during the season rather than the present rigid preselected schedule—a possibility that would delight sponsors as well as network and viewers—were discussed in Chicago Thursday during the Big Ten's annual winter meeting.

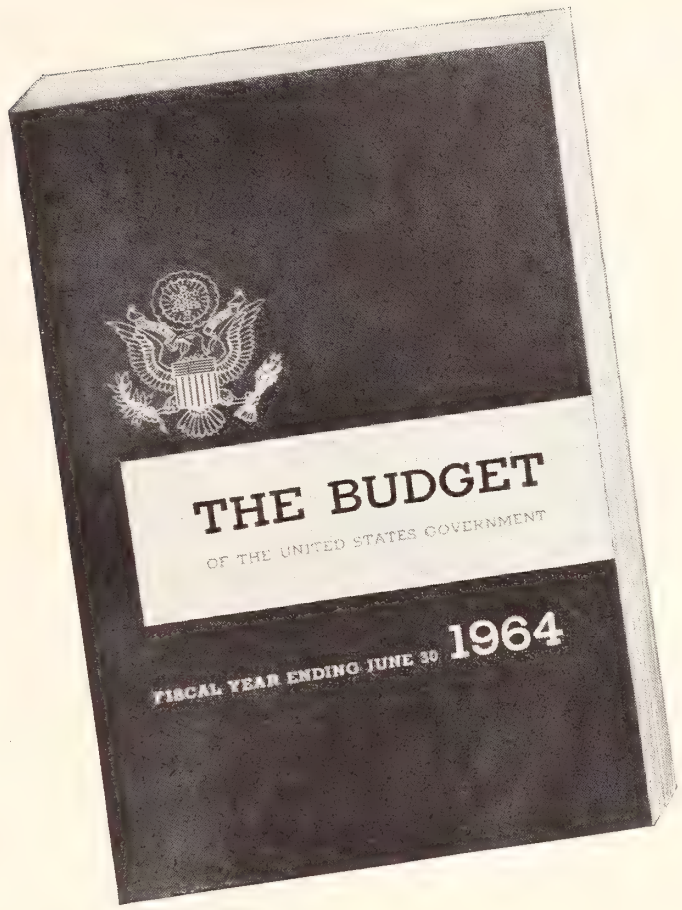
Big Ten Commissioner Bill Reed announced that he plans to contact the Television Committee of the National Collegiate Athletic Association to urge "that it permit our conference to determine which of our games be televised."

If this flexibility were already a fact, he said, it would have allowed telecasting this year of the Michigan State-Illinois game and last year's Wisconsin-Minnesota title match. Because of fixed schedules, the viewers saw contests between lower ranking teams instead.

CBS-TV's two-year $10.2 million con-

Dear Uncle Sam:

May we ask about an item on page 167?



Under "Rural Electrification Administration" an item calls for $425,000,000 in loans to rural electric cooperatives.

And by referring to previous editions of your budget book, we note that this amount has been steadily and sharply increasing over the past several years. As an example, in 1952 the appropriation amounted to $175,000,000.

Yet electricity now flows in plentiful supply throughout rural America. To accomplish this, investor-owned power companies worked together with co-ops financed by the Rural Electrification Administration (REA), a lending bureau of the Federal Government.

Except for the necessary maintenance and "heavying up" of existing REA-financed systems to provide for increasing use of electricity, the mission of getting electricity to rural America is accomplished.

What then explains this massive and continually increasing expenditure for the REA?

We realize this is not a simple, black-and-white matter. But we do believe this item ought to be carefully evaluated.

REA loan money is put out at 2% interest, and electric co-ops pay no Federal income tax. Are loans being offered under these conditions to encourage the building of power plants and transmission lines where they are not needed?

Are REA appropriations being used, contrary to the intent of Congress, to help develop a Federal power system?

Are REA-financed co-ops being urged to expand into urban and industrial service not contemplated by their original authorization?

Is REA money being passed on unnecessarily to industrial plants to finance power-using equipment?

We have two reasons for urging a close examination of these matters. First, we have worked with the co-ops harmoniously and in the public interest for many years. And in the interests of continuing that excellent relationship, we believe a clear understanding of what the REA in Washington is trying to do will help both the co-ops and ourselves.

Second, Uncle Sam, you're asking us citizens for more than a hundred billion dollars this year, and even that won't pay the bills. So shouldn't every nonessential expense be eliminated? To paraphrase a saying, if we look after the millions, the billions will take care of themselves.

Investor-Owned Electric Light and Power Companies... *more than 300 companies across the nation*

Sponsors' names on request through this magazine

tract expires this year. The NCAA TV committee is to meet in New York Dec. 17 to consider network bids for a new two-year pact.

Commissioner Reed said the idea would not cause any major change in the NCAA television policy. "It's just that once it is determined a Big Ten game is to be televised, we would like to be able to decide which one."

According to his proposal the network would continue to determine on which weekend a Big Ten game should be carried, "just as it does now," Commissioner Reed said, "but on the Sunday prior to that weekend, let us decide which game it will be. That way the really important game will be televised. Everyone would benefit from this."

The Big Ten official noted that in previous years the NCAA TV committee has resisted policy modifications. But, he added, "such a turmoil developed this year because the Michigan State-Illinois game wasn't televised that maybe it will bring a change." He said he is hopeful.

JURY FINDS CHARLIE WALKER GUILTY

Former WDKD DJ will appeal conviction on obscenity charge

A jury in Florence, S. C., last week found one-time radio disc jockey Charlie Walker guilty of using obscene and indecent language on the air.

He was found guilty of one of the five counts on which he was indicted. This referred to a broadcast he made over WDKD Kingstree, S. C., on April 25, 1960. He was found not guilty of the other four counts. The FCC in 1962 refused to renew the license of WDKD because of Walker's broadcasts. The WDKD-FCC case is now in the courts.

Walker said he would appeal the obscenity conviction.

The trial, which ran Dec. 4 and 5, took place before U. S. District Judge J. Robert Martin. The all-male jury was out for 2 hours and 40 minutes.

The chief witness against Walker was James O. Roper, now general manager of WYMB Manning, S. C., but previously employed by WJOT Lake City, S. C. It was while Mr. Roper was at WJOT that he taped some of Walker's broadcasts. The jury heard four hours of tape recordings during the trial. Walker did not take the stand.

U. S. Attorney Terrell Glenn in his final argument for the prosecution charged that the jury must find Walker guilty of obscenity because of "that sort of stuff" going over the air.

George Keels, defending attorney, told the jury in his summation that one "must put his mind in the gutter to get an obscene meaning from this jabbering." He also said that anyone would have to go to a "sour swill barrel" to construe the Walker chatter to mean sex.

Judge Martin warned in his charge to the jury that it had to consider the broadcasts as a whole as an appeal to the prurient interests of the average person in the community to find them obscene. "Obscenity," he emphasized, "is not a matter of individual taste," but of the contemporary standards of the community.

The penalty for uttering obscene, indecent or profane language over the air from a broadcast station is punishable by a fine of not more than $10,000 or two years in jail, or both, according to Section 1464 of the U. S. Criminal Code.

Court Ruling Awaited ▪ The Walker broadcasts were the basis for the FCC's decision in 1962 not to renew the license of WDKD. It also ruled that E. L. Robinson Jr., owner of the station, had made misrepresentations to the commission when queried on the matter.

Mr. Robinson appealed the commission decision to the U. S. Court of Appeals in Washington, charging that the failure to renew his license was in conflict with the First Amendment. The commission had found that Walker broadcast programs that were "coarse, vulgar and suggestive of indecent double meanings." Argument on the appeal took place Nov. 19 (BROADCASTING, Nov. 25).

Film sales . . .

The Truth About Communism (Documentary Films Inc.): Ronald Reagan as host, sold to Public Service Co. of Arizona and Valley National Bank of Arizona for two statewide runs in prime time, Nov. 10, 17; Life and Casualty Insurance Co. for use on WLAC-TV Nashville Nov. 28; WRBL-TV Columbus, Ga., Nov. 30; Minneapolis Federal Savings and Loan, for two broadcasts on WTCN-TV Minneapolis-St. Paul, the first on Dec. 8. Now in 25 markets.

Biography (Official Films): Sold to KID-TV Idaho Falls, Idaho; WCCA-TV Columbia, S. C.; WATE-TV Knoxville, Tenn.; WSAZ-TV Huntington-Charleston, W. Va.; KVIQ-TV Eureka, Calif.; KRON-TV San Francisco; KCMT(TV) Alexandria, Minn.; KOTA-TV Rapid City, S. D.; KTBC-TV Austin, Tex.; KOB-TV Albuquerque, N. M.; KXAB-TV Aberdeen, S. D.; WPSD-TV Paducah, Ky.; KGNC-TV Amarillo, Tex.; KFBC-TV Cheyenne, Wyo.; KONO-TV San Antonio, Tex.; KOMU-TV Columbia, Mo.; WOOD-TV Grand Rapids, Mich.; WOW-TV Omaha; KBMT(TV) Beaumont, Tex.; KIMA-TV Yakima, Wash.; WRBL-TV Columbus, Ga., and WKOW-TV Madison, Wis.

Films of the 50's, Volume 1 (Seven Arts Associated): Sold to CFCN-TV Calgary, Alberta and CHSA-TV Lloydminster and CHOV-TV Pembroke, Ont.

Films of the 50's, Volume 2 (Seven Arts Associated): Sold to CFCN-TV Calgary, Alberta; CHSA-TV Lloydminster and CHOV-TV Pembroke, Ont., and CFPL-TV London, Ont.

Films of the 50's, Volume 3 (Seven Arts Associated): Sold to CFCN-TV Calgary, Alberta; CHSA-TV Lloydminster and CHOV-TV Pembroke, Ont., and CFPL-London, Ont., and CFCF-TV Montreal.

Will Success Spoil Rock Hunter? Volume 7 (Seven Arts Associated): Sold to KGMB-TV Honolulu.

Rifleman (Four Star Distribution Corp.): Purchased by Kroger Co. for presentation on WDBJ-TV Roanoke, Va., and *The Detectives,* purchased by Monarch Wines for broadcast over WAII-TV Atlanta.

Paar peeved again; threatens to quit

NBC-TV last week said it will schedule the satirical news revue program *That Was the Week That Was* starting Jan. 10, an announcement that apparently prompted comedian Jack Paar to say that he does not plan to appear on NBC-TV during the 1964-65 season.

That Was the Week That Was, which originated in England and received great approval during a recent NBC preview, is being fitted into the Friday, 9:30-10 p.m. EST time period held by *Harry's Girls,* which the Colgate-Palmolive Co. will discontinue after Jan. 3. Published reports had indicated that the time period might be added onto an extended Jack Paar show which now runs 10-11 p.m., especially since Colgate declined to sponsor the new show.

The network's decision to program a new show ending any further speculation of expanding Mr. Paar's program apparently was a major reason for his telegram to NBC, which said in part: "On two different occasions, I had been promised a realignment to a favorable time period. The network has chosen otherwise on both occasions." He also said: "If a full release cannot be obtained, then I will not appear on any television until my contract ends with NBC in 1965."

Mort Werner, NBC-TV vice president in charge of programing, was to discuss the situation with Mr. Paar. Mr. Werner said he was confident that "we can straighten things out to both his and the network's satisfaction."

EASIEST CONTEST IN HISTORY—Here Are All The Answers!

5 FREE TRIPS TO EUROPE FOR 2!



ENTER

PARADE

"Target ◎ Marketing"

SWEEPSTAKES

155 PRIZES!









5 FIRST PRIZES!

TRIP TO EUROPE FOR 2—ENTIRELY FREE

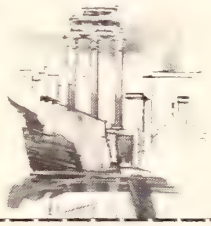
Including transportation from your home to New York and back!

Fly TWA Starstream Intercontinental Jet to Milan, Italy. Then enjoy any 12-day tour you arrange, for which Parade provides $30 per person per day. Return to Rome for flight home.

150 MORE PRIZES!

10 SECOND PRIZES	$100 Savings Bond to each
30 THIRD PRIZES	$ 50 Savings Bond to each
110 FOURTH PRIZES	$ 25 Savings Bond to each







WHAT'S IN IT FOR US? 10 minutes of your time to alert you to unique marketing opportunities in Parade. Your own answers will tell you why Parade makes ad dollars work harder where you sell goods!

WHAT'S IN IT FOR YOU? 12 days in Europe or a bond up to $100! And you discover how Target-Marketing cuts media fat—concentrates your dollars where market-size concentrates your customers!

THE ANSWERS

Lean, powerful Parade Target-Marketing gives you cannonball coverage in the kind of markets in which your customers concentrate. Targeting your markets cuts the fat you get in media big on figures, but light on coverage where you sell goods.

You have 7 ways to buy Parade but an infinite number of ways to use it. Parade's 73-market Jumbo Network hits 12 million homes. Studies shows 2 adults read each copy. Of these 24 million readers, an average of 75% reach each page, say independent surveys. Thus Parade Jumbo brings 18 million people to your message!

Big-city marketers can buy the 20-city Big-Top Network sell 6,650,000 families, 80% in Nielsen "A" counties. In 53 other key markets, Parade Bandwagon Network brings your message to 5,400,000 families, 2 out of 3 in Nielsen "B".

Parade Western Network covers 2 million homes in 14 West Coast markets. Combine Western with Big-Top or Bandwagon, or buy Jumbo without Western. Choose the network or combination that concentrates your dollars—targets the markets where you sell goods!

THE RULES

1. Anyone may submit an entry if employed by an advertiser or advertising agency using national advertising media, and who is in a position involving the marketing or advertising of goods or services. Employees of Parade Publications, Inc., and its advertising agency, or other media are not eligible, nor are members of their families.

2. Entrants must fill out correctly and mail an official entry blank from a Parade advertisement or one secured from a Parade representative.

3. Entries must be postmarked by December 31, 1963, and received by January 7, 1964.

4. Correct entries will participate in a drawing conducted by D. L. Blair Corporation, an independent judging organization. Judges' decisions will be final on all matters relating to this offer. Winners will be notified in person or by mail within 30 days of the close of the offer.

5. Travel prize must be taken on date specified. Trip is scheduled to start on March 27, 1964, and return 12 days thereafter.

6. All entries become the property of Parade Publications, Inc., and none will be returned. This offer is subject to all federal, state, and local regulations.

B-2

OFFICIAL PARADE "Target ◎ Marketing" SWEEPSTAKES ENTRY BLANK

(check box next to correct answer)

1. How many million homes does Parade Jumbo Network reach? ☐ 2 ☐ 6 ☐ 12

2. What percentage of Big-Top Network lies in Nielsen "A" areas? ☐ 20% ☐ 40% ☐ 55% ☐ 80%

3. How many million homes does Bandwagon Network cover? ☐ 2.2 ☐ 3.6 ☐ 5.4 ☐ 8.0

4. How many million readers does Parade Jumbo Network deliver? ☐ 4 ☐ 12 ☐ 24

5. The only readers who pay off are those who reach **your ad**. How many millions **reach your ad** in Parade Jumbo Network? ☐ 8 ☐ 12 ☐ 18

6. How many different ways can you now buy Parade? ☐ 3 ☐ 5 ☐ 7

7. What is Parade's great exclusive difference from other media?
☐ regional breakdowns ☐ city-zone only
☐ choice of Nielsen "A" or "B" concentration

YOUR NAME_____

POSITION_____

EMPLOYER_____

BUS. ADDRESS_____

CITY_____ ZONE____ STATE_____

MAIL THIS ENTRY BLANK TO: Parade Target-Marketing Sweepstakes, Box 145, New York, N. Y. 10046

ASCAP radio negotiations move forward

BUT SUPREME COURT ASKS FOR BRIEFS ON TV CASE

Efforts to reach new contracts for broadcast use of ASCAP music moved a step ahead last week in the case of radio stations but encountered a temporary delay in the case of television stations.

In the radio negotiations, for agreements to succeed those that expire Dec. 31, there was a meeting, an exchange of views and an agreement to hold another meeting on a date to be determined.

The meeting was—and the further meeting will be—between the negotiating committees of the All-Industry Radio Music License Committee, headed by Robert T. Mason of WMRN Marion, Ohio, and of the American Society of Composers, Authors and Publishers (ASCAP), headed by President Stanley Adams.

Although no details of last week's discussions were given out, it was reported that they definitely had not reached an impasse that could, as in the TV case, turn the negotiations into a ratemaking proceeding in court.

The ASCAP TV case has been in the courts for two years—since December 1961. In last week's development the U.S. Supreme Court asked for briefs on a procedural question raised by ASCAP.

On Time ▪ The question was described as whether the All-Industry Television Stations Music License Negotiating Committee had acted within prescribed time limits in filing an earlier notice of appeal to the U. S. Second Circuit Court of Appeals and, if not, whether this would bar the circuit court from passing on the merits of that appeal now—as the Supreme Court has ruled that it should?

The notice in question was filed at a time when the committee was also appealing to the Supreme Court. The Supreme Court ultimately ruled that it lacked jurisdiction at that time and the committee went back to the circuit court, which ruled that it, too, lacked jurisdiction.

The committee then appealed this ruling back to the Supreme Court, which held that the circuit court should have passed upon the case and that, subject to the usual provisions for motions for reconsideration, it would remand the case to the circuit court for consideration on the merits.

At this point ASCAP asked the Supreme Court to modify its demand to permit the circuit court to consider, first, whether the committee had filed its notice of appeal on time. It was on questions surrounding this point that the Supreme Court asked the committee to file briefs.

The Initial Decision ▪ The decision that was the subject of all these appeals was a ruling by the U.S. Southern District Court in New York that ASCAP could not be required to grant the limited form of license sought by the TV stations committee.

What the committee is seeking is a license that would not require stations to pay ASCAP directly for the use of ASCAP music played in future syndicated programs and feature films. ASCAP's alternative, under this form of contract, would be to license music for these films "at the source," via contracts with the program producers at the time of production.

The all-industry committee representing TV stations is headed by Charles Tower of Corinthian Broadcasting, who succeeded Hamilton Shea of WSVA-TV Harrisonburg, Va., in the chairmanship a few weeks ago. The New York law firm of Donovan, Leisure, Newton & Irvine is counsel to the TV group.

The radio committee is counseled by Emanuel Dannett, William W. Golub and Bernard Buchholz of the New York law firm of McGoldrick, Dannett, Horowitz & Golub.

Now in new offices and studios . . .

SWEDISH BROADCASTING CORPORATION

Sveriges Radio

1290 AVENUE OF THE AMERICAS

New York 19, N. Y.

41st floor CI 7-6565

—•—

CLAES DAHLGREN
Administrative Director

ARNE THOREN
Chief Correspondent

Gleason sued

Jackie Gleason, star of the *Jackie Gleason Show* on CBS-TV, Saturday 7:30-8:30 p.m., has been sued for $500,000 by George (Bullets) Durgom, his former manager. The complaint, filed Tuesday (Dec. 3) in Los Angeles Superior Court, alleges that Mr. Durgom was seriously injured last June 25 when he was riding in a golf cart operated by Mr. Gleason "in a reckless and erratic manner." Mr. Gleason is also charged with being intoxicated at the time. Paramount Pictures and Allied Artists were named as co-defendants, charged with negligence because the cart's steering mechanism malfunctioned and the cart overturned.

Program notes . . .

Directors move ▪ Directors Guild of America may soon be moving from its present building at the corner of Sunset Boulevard and Hayworth Street to a new $12 million, 18-story building across the street. Arthur Froelich, architect of the present nine-year-old DGA building, is working on preliminary plans for the new structure, which is to house a theater, restaurant and cutting and screening rooms in addition to office space for guild executives.

Great paintings ▪ NBC-TV will show several great American art collections in color in a special telecast, "The Art of Collecting," Sunday, Jan. 19 (10-11 p.m.). The NBC news program will be narrated by art critic Aline Saarinen and written and produced by Robert Northshield.

Broadway musical ▪ "Foxy," a new David Merrick musical production scheduled to open on Broadway Feb. 13, will be recorded later in February by RCA Victor Records for release as an original cast album. The new show has lyrics by Johnny Mercer, music by Robert E. Dolan and will star Bert Lahr.

KEX, KVI buy mysteries

Charles Michelson Inc. reported last week it has completed a sale on its "Mystery Package" of five half-hour radio series to the Golden West Broadcasters for use on KEX Portland, Ore., and KVI Seattle.

Charles Michelson, president, said *The Shadow* is now in more than 30 markets, while the remaining series have been sold in from 20 to 25 markets. Others include *The Green Hornet*, *Sherlock Holmes*, *Famous Jury Trials* and *Dangerous Assignment*. Sales are on a 52 week basis and have been made in 20 of the top 25 markets, according to Mr. Michelson.

BROADCASTERS HAVE A PUZZLEMENT

FCC applying pressure on cross-ownership of properties

A financial donneybrook between the investing public and the FCC may be in the making in the light of the commission's actions in the last two weeks involving cross-ownership by investment firms and mutual funds in broadcasting properties.

For the second time in as many weeks the commission has brought up the question of investment money in broadcast groups and conflict with its multiple ownership rules.

The first was last month when the commission, in approving the purchase of WCBM-AM-FM Baltimore by Metromedia Inc., conditioned the acquisition on the clearing up of interests held by two investment funds in Metromedia and in other broadcast entities (BROADCASTING, Dec. 2).

The second, announced last Thursday (Dec. 5), came when the FCC approved the sale of KOME Tulsa to Producers Inc., a subsidiary of Polaris Corp. (see CHANGING HANDS, page 62). An investment firm having stock ownership in Polaris also has holdings in another broadcast property, it is understood.

The question of the interownerships of investment firms and mutual funds in broadcast groups, under study by the FCC staff for the last six months (CLOSED CIRCUIT, Oct. 14, July 15), has raised hackles among broadcasters who sell their securities on the open market.

Among those considered affected by what seems to be a more rigid policy by the FCC, are blue-ribbon broadcasters:

American Broadcasting-Paramount Theatres, CBS, NBC (part of RCA), Westinghouse, General Electric, Avco (Crosley Broadcasting), Storer, Taft, Capital Cities, Transcontinent, Wometco, Rollins, Reeves, Goodwill Stations, Gross Telecasting and others.

The Problem ▪ At issue is the policing stations would have to undertake to ensure that their stockholders do not have interests in other broadcast properties which would conflict with the FCC's multiple ownership rules.

"What makes this even more serious," said one broadcaster who is frankly alarmed at the implications of the FCC's actions in the last two weeks, "is that we cannot tell investors what to do. We have no control over individual investments."

Another aspect of the commission's action in the last two weeks, a communications lawyer observed, is the legality of the FCC's action which, in essence, is an attempt to force an investor to dispose of his holdings in a broadcast group or station to meet commission regulations on dual ownership. "This could be considered confiscation," he said.

First dividend declared

MacFadden-Bartell Corp., last week announced the first dividend in the company's history since the merger of Bartell Broadcasting with MacFadden Publications in February last year.

The M-B board declared a 5% stock dividend payable to stockholders of record Dec. 19, 1963 on Jan. 2, 1964.

Gerald A. Bartell, board chairman, said the dividend decision had been based on a "sharp rise in sales and earnings thus far in 1963" (BROADCASTING, Nov. 11).

TV brightens MGM's $17.5 million loss

Metro-Goldwyn-Mayer issued an annual financial statement last week showing a loss of nearly $17.5 million, brightened only by the company's television and music operations and an attitude of "better things to come" in the area of future film production.

In spite of the large net operating loss, the MGM board continued its quarterly dividend policy, voting a dividend of 37½ cents per share, payable to stockholders of record Dec. 20 on Jan. 15.

In its report to stockholders for the fiscal year ended Aug. 31, 1963, MGM said its licensing of features to TV continued as a major source of revenue last year although there had been a decline from the previous year, "because some of the original license deals for the pre-'49 films were approaching expiration."

MGM President Robert H. O'Brien cited the company's six series currently on TV networks (five on NBC-TV, one on ABC-TV) and licensing of post-'48 features to NBC-TV as causes for an anticipated MGM-TV best-year-to-date.

MGM has commitments with networks and advertisers for production of seven pilots planned for the 1964-65 season.

The heavy overall losses through the fiscal year just ended were blamed on the company's feature film enterprises which encountered some losses in medium budget pictures and "severe losses in a few, high budget productions."

Year ended Aug. 31:

	1963	1962
Earned (loss) per share*	$ (6.79)	$ (1.01)
Income**	136,219,455	136,999,002
Expenses***	167,998,420	131,709,733
Net income (loss) before U.S. and foreign income taxes	(31,778,965)	5,289,269
Provision (credit) for U.S. and foreign income taxes	(14,300,000)	2,700,000
Net income (loss)	(17,478,965)	2,589,269

*Based on 2,668,388 shares outstanding.
**Gross television income includes $6,321,706 in 1963 compared to $8,777,252 in 1962 for the licensing of feature films and shorts to TV stations, and $14,641,000 and $12,397,243 respectively for series and commercials produced for television.
***Costs of production, distribution and administration for all TV operations aggregated $15,663,501 in 1963 and $13,618,608 in 1962.

Rollins 6-month report shows earnings increase

Rollins Broadcasting Inc. reported a 50% increase in net earnings on an increase of 8% in revenues for six months ended Oct. 31. The board also declared a regular quarterly dividend of 10 cents a common share, payable Jan. 24 to stockholders of record Dec. 26.

Six months ended Oct. 31:

	1963	1962
Earned per share*	$ .51	$ .34
Revenues	4,252,750	3,948,919
Operating expenses	2,649,827	2,524,974
Operating profit before depreciation and amortization	1,602,923	1,423,945
Operating profit after depreciation and amortization	1,023,250	753,461
Other deductions	63,107	69,619
Earnings before federal income taxes	960,143	683,842
Net earnings	486,385	323,200

* Based on 958,838 shares outstanding as of Oct. 31, compared to 956,783 outstanding for same period last year.

Screen Gems reports record first quarter

Screen Gems reported last week that its 20 cents per share earnings for the first three months of fiscal 1964, ending last September 28, represented the highest first quarter earnings in SG's 15-year history. All directors were re-elected at the annual stockholders meeting in New York Nov. 26.

Annual stockholders meeting of Columbia Pictures Corp., which owns 89% of Screen Gems Inc., will be held in New York on Dec. 18.

Three months ended Sept. 28:

	1963	1962
Earnings per share*	$ .20	$ .18
Profit before taxes	1,009,000	958,000
Estimated federal, state and foreign income taxes	494,000	490,000
Net profit	515,000	468,000

*Based on 2,538,400 shares outstanding.

ROME ADOPTS PAPER ON MEDIA MORALS

Bitterly contested decree passed by Ecumenical Council

Final approval of a document establishing the moral use of the communications media (radio, TV, press, movies) was reached last Wednesday (Dec. 4) in Rome on the closing day of the Ecumenical Council Vatican II.

The communications decree adopted last week, or as more formerly titled by the council, "Decree on the Media of Social Communications," has been bitterly criticized by conservative elements of the council as "unbefitting" such an important gathering and barely received the needed two-thirds vote (1,598 to 503) required for its enactment into the laws of the Roman Catholic Church.

Calling for freedom of information throughout the world and the highest standards of morality and truth to be observed by all forms of communications media, the decree repeatedly stressed the urgency of the news and entertainment media to produce and present material with "special care . . . to safeguard young people from printed matter and performances which may be harmful at their age." Also contained in the decree was the desire for increased number of schools and institutes "where newsmen, writers for screen, radio and television . . . can obtain a sound training that is imbued with the Christian spirit . . ." and for the establishment of Roman Catholic radio and television stations and information offices throughout the world.

Canadian measurement reports to be doubled

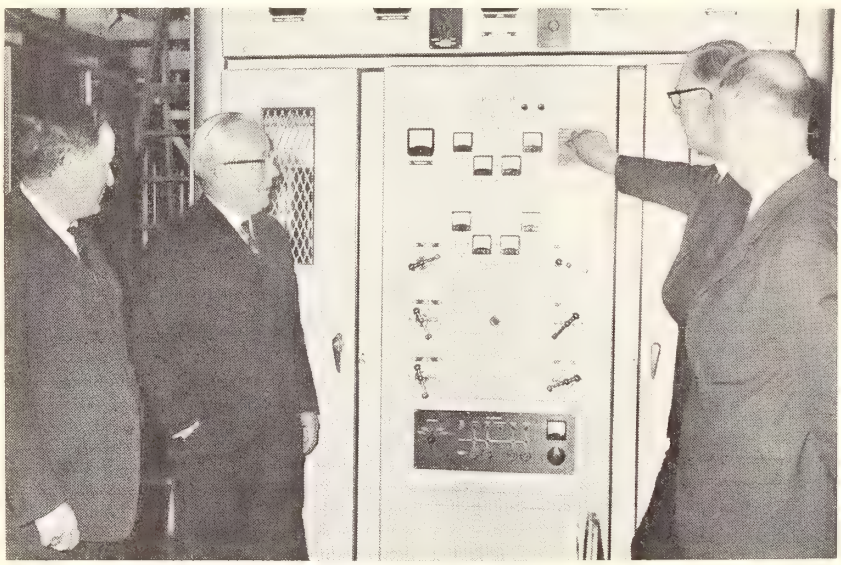
The cooperative Bureau of Broadcast Measurement, Toronto, has announced that it will have four reports annually for over 30 markets, comprising nearly 100 radio stations and 50 television stations, instead of the previous two reports annually.

In addition to these reports based on diary surveys, there will be telephone coincidental surveys in 15 major markets, varying from three a year to six a year, depending on the size of the market.

For these extra services the industry-owned BBM will not charge additional fees to members.

The four annual diary-supplied reports will have audience composition figures showing tuning by men, women, teen-agers and children. They will be based on a four-week tabulation instead of one week as heretofore, to reduce the effects of possible distortions created by promotional programs during the survey week. The markets, outside the 30 selected for the four reports annually, will receive two reports, and will be in the smaller and rural market areas.

The four reports based on the diary survey will be tabulated by computers of International Business Machines. The telephone coincidental survey will be done for BBM by Elliott-Haynes Ltd., Toronto, which has done such surveys since 1940. The firm will discontinue doing independent coincidental telephone survey reports.



New VOA transmitters in Britain

The Voice of America, which has been leasing BBC facilities since 1942, announced last week that it had begun operation from the first of six new 250 kw transmitters it is installing at Wooferton, Shropshire, England.

VOA, radio arm of the U. S. Information Agency, said when all six transmitters are in operation at the end of 1964, they will operate with five times the power of the present BBC facilities. The stronger signal is beamed to Europe and behind the Iron Curtain. Its increased power is expected to help overcome anticipated solar activity next year, a spokesman said.

The new VOA installation will, as the BBC operation does now, relay Voice transmissions from the U. S. for seven to eight hours daily.

At the Wooferton site (l-r): John Sidebotham, manager, Marconi Co. sales division (supplier of the new transmitters); William A. Brady, Voice project engineer; George Turner (hand on switch), BBC engineer in charge at Wooferton, and Arthur Lord, BBC project engineer.

CBC-TV signs two-year pacts with affiliates

Two-year affiliation agreements have been signed between the Canadian Broadcasting Corp. and independent English and French television stations to run to Sept. 30, 1965. The CBC announced that there were no major differences in the negotiations and any problems which did come forward were solved on a mutually agreeable basis.

The agreements provide for a minimum of 36½ hours a week of reserved time and over 50 hours of network programs weekly are available to affiliated stations. The CBC English TV network comprises 123 stations and rebroadcasting stations, including 37 privately owned affiliates and their satellites. The French TV network has 31 stations and rebroadcasting stations, including nine independent stations and their satellites.

The agreements have been filed with the Board of Broadcast Governors, the Canadian regulatory body.

Abroad in brief .

Sweden in New York ▪ The Swedish Broadcasting Corporation last week opened its new offices at 1290 Avenue of the Americas, New York. Telephone CIrcle 7-6565. Administrative director Claes Dahlgren and chief correspondent Arne Thoren will direct coverage of U. S. developments for the company.

Canadian contest ▪ Canadian Radio Sales Bureau, Toronto, has organized a sales contest among member stations

for January and February, with an all-expense trip for two at $1,500 for the station executive whose local and retail sales show largest percent of increase in those two months. As an added incentive all sales during those months will have a 25% premium on local dollar volume. The "Sell 'em More in '64" contest has been organized by Charles C. Hoffman, Canadian RSB general manager.

Road report ▪ CHUC Cobourg, Ont., has sold a road construction company a five-minute report on road conditions.

French quiz ▪ Sterling Drug Ltd., Toronto, and Molson's Brewery Ltd., Montreal, alternate as sponsors of CBC-TV's French-language quiz show *La Poule aux oeufs d'Or* on Monday evenings on the CBC French TV network. Agency for Sterling Drugs is Dancer-Fitzgerald-Sample Inc., New York.

Celanese subsidiary to Y&R

Young & Rubicam, New York, has been named to handle fibers trade and consumer advertising in Europe for Amcel Europe, S. A., a subsidiary of Celanese Corporation of America. Amcel's upcoming push is expected to be placed on its Arnel tri-acetate yarn. The Y&R appointment takes place Jan. 1, and plans for broadcast billing are not complete.



Three continents hooked together by satellite

Watching the first TV linkage of three continents by Relay satellite are (l-r) N. Takagi, Tokyo University professor; J. B. Harris, English conversation instructor and J. Matsuda, Japanese broadcaster, in National Educational Television studios in Tokyo. The scene is of a hockey game played in Toronto's Mapleleaf Gardens.

On Thanksgiving Day, ABC-TV used Relay to transmit a live signal of a sports event in France across the Atlantic Ocean to the U. S. where it was meshed with U. S., Canadian and Mexican sports events and sent by Relay to Japan (BROADCASTING, Dec. 2).

The live and filmed sports program ran 13-minutes, 40-seconds.

Australian stations face short film supply

According to the annual report of the Australian Broadcasting Control Board for the year ended June 30, 1963, 7,409 films, about 9 million feet, passed through the Commonwealth Film Censorship Board for classification. Eighty-three percent were imported from the U. S. and 17% from Britain. Cuts were made in 745 films and five were rejected.

The Broadcasting Control Board says

ANOTHER FILMLINE FIRST!

The REVOLUTIONARY R-36

DEVELOPS 16MM FILM AT 2160 FT. PER HR.
NEGATIVE FILM AT 3000 FT. PER HR.
POSITIVE FILM AT 3600 FT. PER HR.

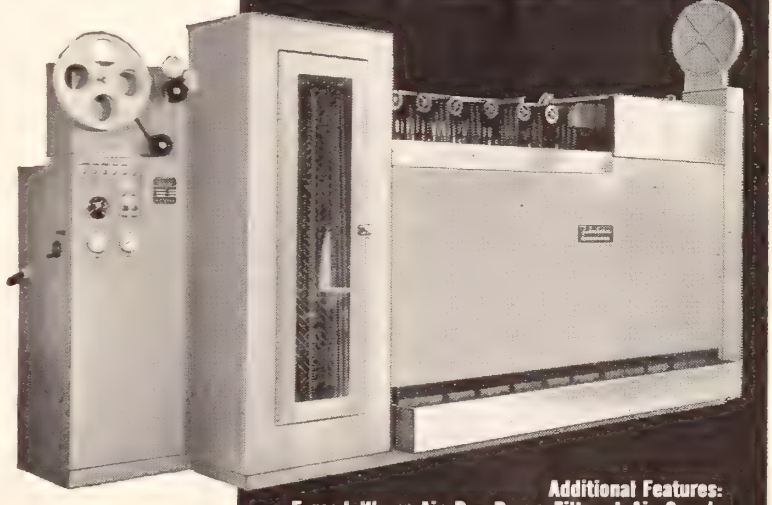
Super Speed—Super Quality. The R-36 is the answer to the film industry's exacting requirements for increased speed and quality in reversal processing. It is ideal for military, industrial and commercial use. The Filmline R-36 gives you performance that never existed before. You must see it in action . . . see its results to believe it. Write or phone today.

- **EXCLUSIVE OVERDRIVE TRANSPORT SYSTEM** eliminates film breakage, automatically compensates for elongation—tank footage stays constant.
- **OPERATES** at 83°F at better than 60 ft. per min.
- **EASY TO OPERATE**...needs no attention.
- **COMPLETE DAYLIGHT OPERATION** on all emulsions —no darkroom necessary.
- **FEED IN AND DRY BOX ELEVATOR,** plus 1200' magazine permits continuous processing.
- **TEMPERATURE CONTROL SYSTEM** controls heating and cooling of all chemical solutions.
- **VARIABLE SPEED DRIVE,** development times from 1½ to 15 minutes.

Filmline CORPORATION

Milford, Connecticut

FAST! MODEL R-36 REVERSAL FILM PROCESSOR



K-87

Additional Features:
• Forced Warm Air Dry Box • Filtered Air Supply • 316 Stainless Steel Construction • Film Speed tachometer • Two developer pumps • Built in air compressor • Bottom drain valves and drain trough • Rotary Oilless air compressor • Dry box and solution thermometers • Plumbed for continuous replenishment • Weight: Approx. 1150 lbs. • Size: 9'4", x 33", 55½" • Only $7950.00 F.O.B. Milford, Conn.

Recent Filmline Installations:
- N. A. S. A. Huntsville, Ala.
- Reeves Sound, N. Y. C.
- Thiokol Chemical Co.
- WHYN-TV, KNDO-TV, WFMY-TV
- Moral Rearmament

WHEN YOU BUY QUALITY—FILMLINE COSTS LESS

Dept. BD-63

that available stock of films for TV use in Australia is dwindling. Australian stations have apparently gradually reduced the backlog of American films and filmed programs which accumulated before TV began in Australia.

In fact the stage has now been reached where some Australian stations are relying on a week-to-week supply of series episodes currently being televised in the U. S.

Supply difficulties of imported programs are likely to increase in 1964 when new commercial TV stations start operations in each major city.

The report points out that several methods are open to Australian stations to meet the expected shortage of American material: more productions by the stations themselves, encouragement of the Australian film industry, reduction in transmission hours, more frequent repetition of programs and increased purchases from Britain and other Commonwealth countries.

Computers to Canada

The Station Representatives Association of Canada and the Canadian Association of Broadcasters are setting up a new mechanized central mailing system using an IBM process control. The present systems used by the two organizations are proving ineffective and inefficient due to the large number of changes among agency personnel and among advertisers.

The Canadian rep organization is also studying the possibility of using a central computer agency to process all national broadcasting sales, both radio and television. Systems in use in the United States are being studied to adapt in Canada for one complete billing to agencies and advertisers for all stations in a campaign.

BBC's education budget

BBC will spend $5.6 million on TV and radio educational programs for school children and adults in 1964, according to John Scuplan, BBC controller of educational programs.

Radio programs now reach more than 30,000 schools and TV programs are used in 6,000. Mr. Scuplan said that two TV networks will enable BBC to expand and improve educational TV programs.

FATES & FORTUNES

BROADCAST ADVERTISING


Mr. Smith

H. Needham Smith, local sales manager, promoted to general sales manager of WKRC-TV Cincinnati. **Carl Flickinger,** WKRC-TV account executive, named local sales manager, replacing Mr. Smith. **George H. Rogers Jr.,** national sales service manager, assumes added duties as Midwest regional sales manager.

Lehman F. Beardsley, VP for organization and management relations of Miles Laboratories, Elkhart, Ind., elected to board of directors. Mr. Beardsley joined Miles in February 1948.

Cecil E. Bundren and **Thomas J. Farrahy** elected VP's of Ketchum, MacLeod & Grove, Pittsburgh. Mr. Bundren, marketing director, joined agency in 1962 from BBDO. Mr. Farrahy, group manager, joined KM&G in 1961 from Westinghouse Electric where he was assistant to advertising director.

John E. Davis and **William H. Wubbenhorst** elected VP's of McCann-Erickson, New York. Mr. Davis joined M-E in 1962 from Tatham-Laird where he was account executive. Mr. Wubbenhorst has been with M-E since 1955.


Mr. Hardison

Edward Hardison, timebuyer at N. W. Ayer & Son, Philadelphia, appointed manager of Philadelphia office of Metro Television Sales.

James D. Parker, advertising manager for confection division of Beech-Nut Life Savers, and **B. Michael Paschkes,** previously account executive at Richard K. Manoff advertising agency, join Best Foods division of Corn Products Co., New York, as product managers. Mr. Parker will manage NuSoft fabric softener rinse; Mr. Paschkes will handle H-O cereals and Presto cake flour.

Lloyd N. Newman, senior associate, elected VP of Howard Chase Associates, New York-based consultants in national and international economics and public affairs.

Richard Norsworthy, formerly with promotion, advertising and publicity staffs of WBAL-TV Baltimore, joins Metromedia's WTTG(TV) Washington as director of promotion and advertising. Mr. Norsworthy replaces **Harry Moses,** who has been named promotion manager for Metro TV Sales, New York.

Sumner Pearl, general manager of WFYI Mineola, N. Y., joins WGSM Huntington, N. Y., as sales manager.

Ronald S. Friedwald, media director at Mogul, Williams & Saylor, appointed ratings manager for NBC, New York.


Mr. Thornton

Peter M. Thornton, public relations director of Westinghouse-owned KDKA-TV Pittsburgh, named advertising and sales promotion director, succeeding **David N. Lewis,** recently appointed advertising and sales promotion manager for Westinghouse Broadcasting Co. (BROADCASTING, Dec. 2). Mr. Thornton joined KDKA-TV in 1955 as public relations director. He formerly was publicity and promotion manager for now defunct WENS Pittsburgh.

Six VP's have been elected at Gardner Adv., St. Louis. They are: **Alexander M. Burrell,** account executive, formerly on news staff of *Akron* (Ohio) *Beacon Journal;* **Noel Digby,** TV writer-producer and creative supervisor, formerly with J. Walter Thompson and WSM-AM-TV Nashville, Tenn.; **Jack L. Helm Jr.,** assigned to Jack Daniel's Dis-

Broadcast Pioneers organize new chapter

A Southern California chapter of the Broadcast Pioneers was organized last Wednesday (Dec. 4) at a luncheon at the Roosevelt hotel in Hollywood, attended by 118 individuals who qualify for BP membership (20 years in radio or 10 years in television).

Loyd Sigmon, VP and general manager of KMPC Los Angeles, was luncheon chairman, with **Ward Quaal,** executive VP and general manager of WGN-AM-TV Chicago and past national president of Broadcast Pioneers, as main speaker.

Group elected a board of 13 directors to organize the chapter and direct its operations during its initial year and, following the luncheon, the board chose **Van C. Newkirk,** president of Broadcast Advertising, Beverly Hills, as its chairman.

Other board members elected are **Glenn Dolberg,** BMI, retired; Mr. Sigmon; **Walter Bunker,** Young & Rubicam; **Art Gilmore,** AFTRA, past national president; **Calvin J. Smith,** KFAC Los Angeles; **Harry Witt,** Reach, McClinton & Co.; **Lyle Sheldon,** Los Angeles County Fair; **Ken Carpenter,** announcer; **Robert M. Light,** Southern California Broadcasters Association; **William Beaton,** KIEV Glendale; **Virginia Mansfield,** KFI Los Angeles; and **Georgia Fuller,** KMPC Los Angeles.

tillery and W. A. Sheaffer Pen Co. accounts; **Ernest A. Heyler,** also promoted to account supervisor on Sunray DX Oil Co., formerly with Cunningham & Walsh; **J. Sartoris,** creative merchandising director; and **Philip R. Smith,** personnel director.

Norm Hankoff, disc jockey at KCRA-AM-FM Sacramento, Calif., appointed to station's sales staff.


Mr. Bertin

LeRoy V. Bertin, VP of Bernard B. Schnitzer Inc., San Francisco advertising agency, appointed sales manager of WNBF-TV Binghamton, N. Y., replacing **Keith Dare,** who has moved to similar post at KFRE-TV Fresno, Calif. Both stations are owned by Triangle Publications.

Frances Iger, assistant fashion publicity coordinator for J. P. Stevens & Co., joins Chirurg & Cairns, New York, as account executive.

Kurt B. Edelhofer appointed advertising manager of West Chemical Products Inc., Long Island City, N. Y.


Mr. Martin

Robert A. Martin, director of marketing administration for Joseph Schlitz Brewing Co., Milwaukee, promoted to director of marketing, succeeding **Fred R. Haviland Jr.,** who earlier was elevated to vice president in charge of marketing and corporate planning. Mr. Martin has been with Schlitz for 11 years, chiefly in research, advertising and marketing.

Joseph F. Mahan, account executive at WFIL-TV Philadelphia, joins TV sales staff of Avery-Knodel Inc., New York-based radio-TV sales representatives.

Thomas J. Brown, formerly with WICC Bridgeport, Conn., joins New York office of National Time Sales as radio sales executive.


Mr. Kiley

Roger W. Kiley, sales manager since 1961 for WHUT Anderson, Ind., joins WNDY Indianapolis in same capacity. Licensed to Radio One Five Hundred Inc., WNDY is scheduled to begin operations Jan. 1, 1964, on 1500 kc with 5 kw power. Douglas D. Kahle is president and Tom Howard, general manager.

Rollin P. Collins Jr. transfers to New York office of Peters, Griffin, Woodward from his TV account executive position in Chicago. **James D. Devlin,**



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NATRFD elects Menard president

George Menard (second from right), WBBM-TV Chicago, was elected president of the National Association of Television and Radio Farm Directors Sunday, Dec. 1, at organization's 20th annual meeting in Chicago. Mr. Menard succeeded **Bruce Davies** (second from left), KFAB Omaha. Other newly elected officers of NATRFD in group (l-r) are **Frank Raymond,** WDVA Danville, Va,. historian; Mr. Davies; **Orion Samuelson,** WGN-AM-TV Chicago, vice president; Mr. Menard; and **Wilbur Levering,** WIBW-AM-TV Topeka, Kan., secretary-treasurer.

account executive with WJZ-TV Baltimore, succeeds Mr. Collins in Chicago.

John L. Southard Jr., VP and senior management officer at McCann-Erickson, New York, elected senior VP and member of management board.

Ronald K. Chute, previously product manager for marketing of pediatric diet supplements at Mead Johnson Laboratories, joins grocery products division of Ralston Purina Co., St. Louis, as advertising manager. He will handle advertising plans for Purina Cat Chow, Purina Cat Litter, and instant and regular hot Ralston.

Louis A. Tripodi, director of corporate public relations program at Kenyon & Eckhardt, New York, assumes added duties as manager of merchandising information and chairman of agency's merchandising policy committee. **Walter Thune,** formerly of Advertising Distributors of America, joins K&E as merchandising executive.

Elizabeth Wardell joins Reach, McClinton & Co., New York, as copy supervisor. She previously was copy supervisor at Doherty, Clifford, Steers and Shenfield, New York.

Thomas S. Buchanan appointed assistant eastern sales manager at H-R Television, New York, succeeding **J. Donald Howe,** who moves up to assistant sales manager in charge of special projects. Messrs. Howe and Buchanan joined H-R last year will continue their regular sales responsibilities.

James M. Gilmore and **Loretta Osiecki** join copy staff of Foote, Cone & Belding, Chicago. Mr. Gilmore formerly was with Campbell-Mithun and Miss Osiecki was with Leo Burnett Co.

Jack Devlin, formerly with Post-Keyes-Gardner and Edward H. Weiss & Co., both Chicago, joins Needham, Louis & Brorby there as copywriter. **Dale J. Diamond** joins research staff.

Francis J. Litz, formerly production manager of Civic Education Service Inc., joins Guy L. Yolton, Washington advertising agency, as art and production manager.

Andrew Lucich, member of operations department of KNBC(TV) Los Angeles, named coordinator of merchandising and special promotion.

Joseph H. Therrien named senior media director on Ralston Purina Co., Foremost Dairies and Mother's Cakes & Cookies accounts at Guild, Bascom & Bonfigli, San Francisco. **Diane Robinson,** senior buyer, promoted to media supervisor on Ralston Purina account. **Ann Rule,** formerly buyer in San Francisco office of Dancer-Fitzgerald-Sample, replaces Miss Robinson as senior buyer. **William R. Wilson,** buyer on GBB's Foremost Dairies account, promoted to media supervisor on same account. **Kathie De Haven,** senior media buyer, assumes buying responsibilities on Foremost account.

Ray Cormier joins KRHM(FM) Los Angeles as director of station's new marketing and merchandising effort.

Arthur A. Dailey, general advertising manager for Santa Fe Railroad, retired Nov. 30 after 26 years service with company. Santa Fe has been pioneer railway television sponsor.

Al Mackay, manager of San Francisco office of McGavren-Guild Co., radio-TV representatives, joins KFRC San Francisco as account executive.

THE MEDIA

Ort J. Lofthus, general manager of KJOY Stockton, Calif., elected president of Joseph Gamble Stations (KJOY, KJAY Sacramento and KLAN Lemoore, all California), succeeding **Joseph E. Gamble,** who died Nov. 29 of heart attack (see story page 86). Mr. Lofthus, 38, joined Gamble organization in 1951 as manager of sales department of KCMJ Palm Springs, Calif. (KCMJ was at that time a Gamble property, but was sold in 1954). He was appointed general manager of KJOY in 1953.



Mr. Vance

Fred L. Vance, formerly general manager of KVOA-TV Tucson, Ariz., and KOAT-TV Albuquerque, N. M., assumes active management of KHOS Tucson, in which he holds majority interest.

William S. Cook, formerly VP and general manager of WDOV-AM-FM Dover, Del., elected vice president and general manager of WNRK Newark, Del.

Wayne Phelps, manager of KALG Alamogordo, N. M., named member of District 10 (Colorado, Idaho, Montana, New Mexico, Utah and Wyoming) of Mutual Affiliates Advisory Group, replacing **Don Thomas,** who resigned.

Norman Roslin named executive assistant to Lazar Emanuel, president of WJRZ-AM-FM Newark, N. J.

Bertram L. Weiland, account executive at WQXI Atlanta, appointed general manager of WAKE, that city.

Donald H. McGannon, president of Westinghouse Broadcast Co. (Group W), named chairman of 1964 broadcasting drive for Radio Free Europe. Mr. McGannon held position for two previous years.

Leonard H. Goldenson, president of American Broadcasting - Paramount Theatres, named 1964 recipient of Poor Richard Gold Medal of Achievement

award. He will receive citation at Franklin Day banquet Jan. 17 at Bellevue Stratford hotel in Philadelphia.

John D. Scheuer Jr., administrative executive of broadcast division of Triangle Publications Inc., named radio-TV chairman of 1964 March of Dimes for Greater Philadelphia area.

PROGRAMING

Joseph W. Durand, formerly production manager of WNDT(TV) (educational ch. 13) Newark-New York and executive producer at Teleprompter, appointed director of programs and production for Logos Ltd., Washington, D. C., television production company.

Jane Friedmann, since 1958 responsible for Epic classical artists and repertoire for Columbia Records International, New York, promoted to manager of classical artists and repertoire. Miss Friedmann joined Columbia in 1954 in sales department.

Paul Kane, producer-director at WNBC-TV New York, resigns to freelance in production and packaging of variety, sports, documentary programs.

Bernard Wiesen, who recently returned from Europe where he produced and directed *Fear No More*, named associate producer on two 20th Century-Fox TV series, *Three in Manhattan* and *Valentine's Day*, to be made in association with ABC-TV. **Hal Kanter** is executive producer.

John Green named music director for 36th annual Oscar show of Academy of Motion Picture Arts and Sciences. Awards presentations will be carried over combined radio and TV facilities of American Broadcasting Company April 13 from Santa Monica (Calif.) Civic Auditorium.

Harold A. Lipton, general counsel of National General Corp., elected secretary. NGC operates chain of theaters and has plans in work for closed circuit pay TV theater network to begin operations next year.

Don Medford named director of first episode of *Solo*, new series of hour-long TV dramas starring Robert Vaughn as undercover agent for international crime-fighting organization that MGM-TV will produce for use on NBC-TV in 1964-65. **Norman Felton** is executive producer. **Joyce Taylor** is guest star in initial episode, "The Vulcan Affair."

Ed Hider, formerly with WMEX Boston, joins WINS New York to host *Here's Hider* (Monday-Saturday, 6-10 a.m.) beginning today (Dec. 9). *Here's Hider* replaces *The Dick Clayton Show* currently heard in same time slot.

Redd Hall, announcer with WEMP Milwaukee for past nine years, named host of Monday-Saturday 6-9 a.m. *Coffee Club* program. He replaces **Bob Larsen,** who moves to WIND Chicago.

Hal Browne, engineer since 1944 with WMCA New York, appointed production assistant.

Frank Smith, assistant music director of WBBM Chicago, promoted to music director, succeeding **Caesar J. Petrillo,** who died Nov. 22 (BROADCASTING, Dec. 2).

Dick Hamlin, formerly of XTRA Tijuana-San Diego, joins KROD El Paso, Tex., as air personality.

Tom Gries and **Joel Freeman** join Richelieu Productions, New York, as director and associate producer, respectively, on company's new TV series, *The Reporter*, which is being planned for 1963-64 season on CBS-TV.

Bert I. Gordon is producing *Take Me to Your Leader*, new half-hour visual effects comedy series at MGM-TV for broadcast next season on ABC-TV. **Will Hutchins** will be starred in series with **Dee J. Thompson** portraying continuing character of Miss Masterson.

NEWS

Newman P. Wells, assistant news director at WICC Fairfield, Conn., **Reginald Wycliffe,** news editor at WINS New York, and **Robin Turkel,** of *New York World Telegram and Sun*, join news department of WCBS New York.

James Roberts, newsman at KMTV (TV) Omaha, named administrative assistant to Representative Glenn Cunningham (R-Neb.), replacing **Wayne Bradley,** who is leaving to become assistant director of Republican Congressional Committee.

Jerre Laird, Neal Chastain and **Bill Crago** join staff of *Clete Roberts News* show on KHJ-TV Los Angeles as assignment editor, film editor and special reporter, respectively. Cameramen, who are also reporters, are **Joe Longo, Bill Southworth, Chuck Stokes** and **Gordon Fauman.** Writer for news program is **John Randau,** with **Joe Saitta** as production assistant. **Larry Hays,** veteran of special events and production at KHJ-TV, is program's director.

Marvin Beier named director of news-public affairs at KROD El Paso, Tex.

Al Koski, formerly with *Detroit Times*, joins WXYZ Detroit news staff as city-county editor.

Ben Chandler, newscaster at KLAC-AM-FM Los Angeles, promoted to morning news editor. **John Babcock,** KLAC political editor, resigns to enter political public relations field.

Newsmen elect Church

Wells Church, CBS News, Washington, was elected chairman of Radio-Television Correspondents Association at organization's annual meeting in U. S. Capitol Wednesday (Dec. 4). Association chose Feb. 21, 1964, as the date for its annual dinner, which will be held at Sheraton Park hotel. Other officers: vice chairman, **Stephen J. McCormick,** Mutual News; secretary, **John W. (Bill) Roberts,** Time-Life Broadcasting; treasurer, **John Rolfson,** ABC News. Members at large of executive committee: **Ray Scherer,** NBC; **Joseph F. McCaffrey,** *McCaffrey Reports*, and **Murray Alvey,** ABC.

INTERNATIONAL

S. B. (Bud) Hayward appointed manager of Canadian Marconi Co.'s broadcast division (CFCF-AM-FM-TV Montreal and CFCX short wave). Mr. Hayward was formerly manager of CFCF-AM-FM and assistant manager of broadcast division. He joined company in 1960 as CFCF-TV's program manager.

Monica Mary Brennan, formerly with Foster Adv. and MacLaren Adv., both Toronto, joins London office of

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Grant Adv. as personal assistant to Geoffrey S. Goodyear, chairman and managing director of Grant Advertising Ltd. **Barbara J. Ogden,** formerly with Bozell & Jacobs, Kansas City, joins Grant's London public relations staff.

FANFARE


Mr. Goldberg

Gerald M. Goldberg appointed to new post of director of public relations and special projects at WINS New York. Mr. Goldberg formerly operated his own firm, Publicity Organization, and joined WINS in September 1962 as public relations director.

Dan Sochko joins WLOL Minneapolis as sales promotion and public relations director.

EQUIPMENT & ENGINEERING

Stanley L. Abrams, assistant to Benjamin Abrams, president of Emerson Radio & Phonograph Corp., Jersey City, N. J., elected to board of directors.

Clarence B. Finn, general sales manager of Admiral Sales Corp., Chicago, elected VP-independent distributors.

Malcolm M. Ferguson appointed chief engineer for community antenna TV operations of Jerrold Electronics Corp., subsidiary of The Jerrold Corp., Philadelphia.

Charles E. Kuivinen appointed microwave tube produce manager of Electra Megadyne Inc., Los Angeles.

Thomas W. Hingson, former plans and programs manager of aircraft and missile field operations division of Lear Siegler Service Inc., appointed general manager of company's new STV Service division, to provide installations and maintenance for Subscription Television, pay-TV service scheduled to commence in Los Angeles and San Francisco in summer of 1964. New STV Service division of Lear Siegler has its home office at 2526 Broadway, Santa Monica, Calif., building which also is headquarters for group of people from Reuben H. Donnelley Inc., assigned to handle marketing and billing for STV Service.

John B. Ledbetter, engineer with Saturn S-II space program, resigns to devote full time to Broadcast Engineering Services, Buena Park, Calif. Company, formed in 1960 as spare-time venture, deals primarily with sales of used equipment and includes consulting activities.

Bruce Bradway, former assistant director of creative department of E. F. MacDonald Co., joins consumer products division of Philco Corp., Philadelphia, as merchandising specialist.

Edward C. Bertolet, VP of Behlman-Invar Electronics Corp., and **S. H. (Penny) Bellue,** director of corporate procurement for Packard Bell Electronics Corp., elected board chairman and executive committee chairman, respectively, of Western Electronic Show and Convention (WESCON).

Dr. Lloyd P. Smith, research director of Philco Corp.'s aeronutronics division in Philadelphia and Newport Beach, Calif., elected vice president. He succeeds **David B. Smith,** vice president-research director, who becomes advisor on scientific and research matters to Philco President C. E. Beck.

John A. Johnson, general counsel of National Aeronautics and Space Administration since its inception in 1958, appointed director of international arrangements for Communications Satellite Corp., Washington.

T.B. Petry to HEW post

Thomas B. Petry, a 1962-63 CBS News and Public Affairs fellow at Columbia University, New York, appointed assistant director of the educational TV facilities program with the U. S. Office of Education in the Department of Health, Education and Welfare, Washington. Previously, Mr. Petry served as acting general manager and program manager of Pittsburgh ETV stations WQED (TV) (ch. 13) and WQEX(TV) (ch. 16); program manager of KNME(TV) (educational ch. 5) Albuquerque, N. M.; producer-director at WTTW(TV) (educational ch. 11) Chicago; and production associate with University of Chicago's TV office.

ALLIED FIELDS

Robert Lewis Shayon, TV editor of *The Saturday Review,* will serve on faculty of Stanford University's Department of Communications for winter quarter (January-March). Mr. Shayon will conduct seminar in broadcasting and film from 7:30-9:30 p.m. Wednesday evenings and confer with students and faculty on problems in the field.

DEATHS


Mr. Moreland

Samuel Earl Moreland, 49, station manager of WMCT(TV) Memphis, Tenn., died Nov. 30 there after illness of several weeks. Mr. Moreland joined WMC Memphis, AM affiliate of WMCT, in 1936 as announcer. Following service with Armed Forces Radio during World War II, Mr. Moreland returned to WMC as production manager in 1946, became commercial manager of WMCT in 1950 and station manager in 1954.

Joseph E. Gamble, 46, president and owner of KJOY Stockton, KJAY Sacramento and KLAN Lemoore, all California, died Nov. 29 of heart attack at El Dorado Street office of KJOY. Mr. Gamble entered broadcast field in 1950 with purchase of KCMJ Palm Springs, Calif. He has since owned and operated KJAX Santa Rosa and KWIP Merced, both California (see Week's Headliners, page 10).

Charles Bailey Axton, 53, board chairman of KTOP Broadcasting Inc. (KTOP-AM-FM Topeka, Kan.), died Dec. 5 in a Topeka hospital. Mr. Axton was operated on Nov. 14 for brain tumor and had never regained consciousness.

Adolph J. Schneider, 51, formerly news and special events director for NBC, died Dec. 3 in Boston. Mr.

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Schneider was motion picture production supervisor at Magna Film Productions, that city. At NBC he produced such shows as *The Camel News Caravan, American Forum of the Air, March of Medicine* and *The Bob Considine Show*. He left NBC in 1958.

Artemas F. Berner, 59, president and owner of Antigo Broadcasting Co., licensee of WATK Antigo, Wis., died Nov. 27 in San Francisco after illness of several months. Mr. Berner also was owner and publisher of *Antigo Journal*.

Timothy Ian Parker, 46, Associated Press chief of bureau for North and South Carolina, died Nov. 27 at Memorial Hospital in Charlotte after undergoing heart surgery. Mr. Parker joined AP at Lincoln, Neb., in 1939.

Dr. Vilem Zwillinger, 66, financial executive who formerly served as president of Motion Picture Management Inc. and Film Ventures Inc., both New York, died Nov. 24 in that city.

Abe Liss, 47, partner in Elektra Film Productions, New York, died Dec. 1 at Madison Avenue Hospital, that city.

Roland John Kemp, 62, deputy director of engineering and research for Marconi Co. Ltd., Chelmsford, Essex, England, died Nov. 22 there. Mr. Kemp joined Marconi in 1917 and served as engineer-in-charge of TV research from 1930 to 1939. He became deputy engineer-in-chief of firm in 1954 and was appointed deputy director of engineering and research last January.

Robert Watson, assistant engineering supervisor of WJRZ-AM-FM Newark, N. J., died Nov. 23 there.

John E. Hill, program development manager and public service director of KTRK-TV Houston, died Nov. 29 in that city after short illness. Mr. Hill had been member of KTRK-TV staff since station went on air November 20, 1954.

Karyn Kupcinet, 23, TV actress and daughter of Irv Kupcinet, Chicago columnist, was found murdered Nov. 30 in her Hollywood, Calif., apartment. Miss Kupcinet, who recently appeared on Jerry Lewis TV show, had also appeared in segments of *The Red Skelton Show, U. S. Steel Hour*, Gertrude Berg and Donna Reed shows, *Hawaiian Eye* and *Surfside Six*. Los Angeles police indicated that she had died Nov. 28, two days before her body was found, of strangulation by unknown person.

Don Hudson, 45, senior TV producer, and **John Langdon,** 34, assistant director of TV operations for Canadian Broadcasting Corp., Toronto, were killed Nov. 29 in Trans-Canada Air Lines DC-8 jet crash near Montreal. They had been working on special bilingual programs in Montreal. Mr. Hudson joined Canadian Broadcasting Corp. in 1952 and was named supervising producer of light entertainment that year. He had produced Wayne and Shuster comedy show, but left it this season to work on bilingual specials.

Memorial service for Mack

Memorial service for **Richard A. Mack,** 53, former FCC commissioner who died in Miami Nov. 26 (BROADCASTING, Dec. 2), was conducted Dec. 3 by The Reverend Albert E. Taylor, pastor of St. David's Episcopal Church in Arlington, Va., at Arlington Chapel. Mr. Mack, a retired Lt. Colonel in U. S. Army, was buried immedately following the services at Arlington National Cemetery. Among those attending the memorial service were his former wife, Susan Stovall Mack Pittman, and their daughter, Susan, and FCC Commissioners Rosel Hyde, Robert E. Lee and Robert T. Bartley.

Belle Forbes-Cutter, 85, opera star who was once known as "first lady of radio" in Chicago, died Nov. 26 at Cedars of Lebanon Hospital in Hollywood.

Fred Uttal, 55, veteran radio announcer and TV performer, died Nov. 28 at Lenox Hill Hospital in New York. Mr. Uttal's radio career began in 1920's as staff announcer with CBS. He appeared on such early radio programs as *Mr. District Attorney, March of Time, Cavalcade of America, We Love and Learn* and *Consumer Quiz*, and *Martin Kane, The Fight of the Week, The Edge of Night* and *Q.E.D.* quiz program on television.

Dorothy Donnell Calhoun, 74, who in 1935 wrote and produced radio programs in Washington as assistant to Labor Secretary Frances Perkins, died Dec. 3 at Memorial Hospital in Bath, Me. She retired in 1940 to live in New Canaan, Conn., and in 1960 moved to Maine, her birthplace.

Phil Baker, 67, comedian, accordionist and one-time radio quizmaster, died Nov. 30 after long illness at his home in Copenhagen, Denmark. Mr. Baker began his career as vaudeville entertainer in 1920's and made his first radio appearance in 1933 with his own Sunday evening program. Six years later he left radio, to return in 1942 as master of ceremonies of *Take It or Leave It*, quiz show broadcast over CBS Radio network. In 1948 Mr. Baker was master of ceremonies of short-lived giveaway radio show, *Everybody Wins*. He retired from show business in 1955 and he and his Danish-born wife, Irmgard, moved to Copenhagen.



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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Nov. 27 through Dec. 4 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *educational. Ann.—announced.

New AM stations

ACTIONS BY FCC

Marshall, Mich.—Marshall Broadcasting Co. Granted CP for new AM on 1540 kc, 250 w-D. P. O. address Box 88, Hastings, Mich. Estimated construction cost $22,686; first year operating cost $55,000; revenue $65,000. Principals include **Barry Broadcasting Co.,** (51.71%) and 15 other stockholders all holding less than 5% each. Barry Broadcasting, licensee of WBCH Hastings, Mich., is headed by **Robert S. Greenhoe,** president. All other stockholders in Marshall Broadcasting also hold stock in Barry Broadcasting. Initial decision of Oct. 9 looked toward grant. Action Nov. 29.

Monroeville, Pa.—Monroeville Broadcasting Co. Granted CP for new AM on 1510 kc, 250 w-D; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. P. O. address 1500 Berger Building, Pittsburgh 19. Estimated construction cost $24,479; first year operating cost $35,000; revenue $45,000. Principals: **Jack G. Leib, Thomas M. Sylves** and **William L. Dornenburg** (each 33 ⅓%). Mr. Leib is teacher, Mr. Sylves is retired and Mr. Dornenburg is attorney. Nov. 14, 1962, initial decision looked toward grant. Action Nov. 27.

Existing AM stations

ACTION BY FCC

WGYW Fountain City, Tenn.—Granted application to change designation of station location to Knoxville, to which Fountain City was recently annexed. Action Nov. 27.

CALL LETTERS ASSIGNED

■ WIFE Indianapolis—Star Stations of Indiana Inc. Changed from WISH.

New FM stations

ACTIONS BY FCC

Clarion, Iowa—Wright County Radio Co. Granted CP for new FM on 96.9 mc, 49 kw. Ant. height above average terrain 126 feet. P. O. address Box 930, Henryetta, Okla. Estimated construction cost $650 (broadcast equipment to be rented and included in operating cost); first year operating cost $29,377; revenue $36,000. **Marvin L. Hull,** sole owner, is general manager of KHEN Henryetta. Action Dec. 3.

La Crosse, Wis.—William E. and Louise A. Bruring. Granted CP for new FM on 93.3 mc, channel 227, 51 kw, Ant. height above average terrain 486 feet. P. O. address 518 State Street, La Crosse. Estimated construction cost $26,260; first year operating cost $23,420; revenue $26,400. Each principal is 50% owner; also own communications equipment firm. Action Nov. 27.

APPLICATIONS

Pompano Beach, Fla.—WLOD Inc. 102.7 mc, channel 274, 31.84 kw. Ant. height above average terrain 218 feet. P. O. address c/o William F. Johns Jr., 2801 East Oakland Park Boulevard, Fort Lauderdale, Fla. Estimated construction cost $25,000; first year operating cost $24,000; revenue $36,000. Applicant is licensee of WLOD Pompano Beach. Ann. Dec. 4.

Savannah, Ga.—WEAS Inc. 93.1 mc, channel 226, 100 kw. Ant. height above average terrain 199 feet. P. O. address 128 West Taylor Steet, Savannah. Estimated construction cost $27,044; first year operating cost $15,700; revenue $20,000. Applicant is licensee of WEAS Savannah. Ann. Nov. 29.

Terre Haute, Ind.—Radio WBOW Inc. 107.5 mc, channel 298, 46.3 kw. Ant. height above average terrain 183.5 feet. P. O. address c/o J. W. O'Connor, 600 Waukegan Road, Glenview, Ill. Estimated construction cost $16,945; first year operating cost $1,200; no estimated revenue. Applicant is licensee of WBOW Terre Haute. Ann. Dec. 4.

Frankfort, Ky.—Capital News Inc. 104.9 mc, channel 285, 2.96 kw. Ant. height above average terrain 212 feet. P. O. address 106 East Main Street, Frankfort. Estimated construction cost $27,065; first year operating cost $35,870; revenue $39,000. Principals: **Edgar E. Hume Jr., Alice S. Hume, Edward C. O'Rear II** and **Eleanor O. O'Rear** (each 25%). All are connected with Frankfort businesses. Ann. Dec. 2.

Rolla, Mo.—Rolla Broadcasters. 94.3 mc, channel 232, 2.82 kw. Ant. height above average terrain 293 feet. P. O. address c/o Roy D. Stanley, 614 Pine Street, Suite 209, Rolla. Estimated construction cost $12,316; first year operating cost $3,000; revenue $5,000. Applicant is licensee of KCLU Rolla. Ann. Dec. 4.

Waynesville, Mo.—Fred Briesacher Jr. 97.7 mc, channel 249, 3 kw. Ant. height above average terrain 295 feet. P. O. address Route #2, Box 2B, Waynesville. Estimated construction cost $15,260; first year operating cost $29,300; revenue $29,700. Mr. Briesacher owns radio-TV service firm. Ann. Nov. 29.

Toms River, N. J.—Lieberman Family Broadcasters. 92.7 mc, channel 224, 3 kw. Ant. height above average terrain 300 feet. P. O. address c/o Melvyn Lieberman, 814 Madison Avenue, Lakewood, N. J. Estimated construction cost $21,690; first year operating cost $37,692; revenue $69,888. Principals: **Max** and **Melvyn Lieberman** (each 50%). Max Lieberman owns hotel and his son, Melvyn, is electronics salesman. Ann. Dec. 4.

Existing FM stations

ACTION BY FCC

WPGC-FM Oakland, Md.—Granted mod. of license to change designation of station location to Morningside; conditions. Action Nov. 27.

CALL LETTERS ASSIGNED

■ WIFE-FM Indianapolis—Star Stations of Indiana Inc. Changed from WISH-FM.

APPLICATION

KSHE(FM) Crestwood, Mo.—CP to change frequency from 94.7 mc, channel 299, change station location from Crestwood to St. Louis and change studio location. Ann. Nov. 29.

Ownership changes

ACTIONS BY FCC

WALA-AM-TV Mobile, Ala.—Granted transfer of control of voting rights of licensee corporation, **Pape Television Inc.,** from **W. O. Pape** (100%) to **Delphine G. Pape, Marion R. Vickers, Thomas E. Twitty Jr.** and **Thomas H. Wall,** voting trustees. No financial consideration involved. Commissioner Kenneth A. Cox not participating. Action Nov. 27.

KXEW Tucson, Ariz.—Granted transfer of control of licensee corporation, **Pan American Radio Corp.,** from **Ralph Estranda, Robert Elias, Alfred C. Marquez** and **J. Carlos McCormick** to Mr. McCormick (93.75%). Consideration $3,000. Action Nov. 29.

KTVE(TV) El Dorado, Ark.—Granted transfer of control of licensee corporation, **KTVE Inc.,** from **Veterans Broadcasting Inc.** (90%) and **William H. Simons** (10%), to **Fuqua Industries Inc.** (100%), wholly owned by **J. B. Fuqua.** Consideration $650,000. Mr. Fuqua owns WJBF-TV Augusta, Ga., and WROZ Evansville, Ind. Action Nov. 29.

KRAK Sacramento, Calif.—Granted assignment of license from **Golden Valley Broadcasting Co.** to parent corporation, **Hercules Broadcasting Co.** No financial consideration involved. Action Nov. 27.

KSNO Aspen, Colo.—Granted assignment of license from **Myron J. Kammeyer, Edward L. Vestal** and **Theodore B. Gazarian** (each 33 ⅓%), d/b as **Aspen Broadcasting Co.,** to Mr. Gazarian (50%) and **William R.** and **Olivia C. Dunaway** (each 25%), tr/as **Aspen Broadcasting Inc.** Consideration $7,500. Mr. Dunaway is publisher of three local weekly newspapers; Mrs. Dunaway is housewife. Commissioner Kenneth A. Cox dissented. Action Nov. 27.

WVCF Apopka, Fla.—Granted assignment of CP from **Robert C., Richard P., Cristina B., Eleanor K.** and **Fred L. Adair,** and **Agnes Kuhn** (each 16 2/3%), d/b as **Adair Charities Inc.,** to **Tom H. Moffit** (100%). Consideration $2,500. Mr. Moffit owns advertising agency. Action Nov. 29.

WXIV Windermere, Fla.—Granted assignment of license from **Louis E. Latham** (100%), d/b as **Orange County Broadcasting Co.,** to **Theodore G. Bollman, Hardy V. Hayes** and **Ross E. Van Dellen** (each 33.33%), tr/as **American Homes Stations Inc.** Consideration $75,000. Mr. Bollman owns apartment building in Chicago; Mr. Hayes is station manager of WXIV, and Mr. Van Dellen is employed by missile manufacturing company. Action Nov. 26.

WAOK Atlanta and WRMA Montgomery, Ala.—Granted acquisition of negative control in licensee corporations from **Citizens and Southern National Bank,** executor of estate of **Dorothy Lester** (33 1/3%), deceased. by **Stan Raymond** and **Zenas Sears** (each 33 1/3% before transfer, each 50% after). Consideration $57,786. Action Nov. 29.

WLAQ Rome, Ga.—Granted assignment of license from **Don Mitchell's WLAQ Inc.,** owned by **Mitchell Melof** (100%), to **Clarke Broadcasting Corp.,** owned by **H. Randolph Holder** and **John T. Lloyd Sr.** (each 50%).

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SPECIALISTS FOR AM-FM-TV
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Cambridge 38, Mass.
Phone TRowbridge 6-2810

contact
BROADCASTING MAGAZINE
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Washington, D. C. 20036
for availabilities
Phone: ME 8-1022

Consideration $150,000. Messrs. Holder and Lloyd own WGAU-AM-FM Athens, Ga. Action Nov. 29.

KIFI Idaho Falls, Idaho—Granted assignment of license from **J. Robb, James M., Governor J. H., and Mary J. Brady** and **Eastern Idaho Broadcasting & Television Co.**, to **Lloyd Mickelsen** and **V. Melvin Brown** (each 25.25%) and **Leo U. Higham** and **Thomas A. Fairchild** (each 20.75%) and **Keith H. Clarke** (8%), tr/as **Benay Corp.** Consideration $80,000. Applicant is licensee of KTEE Idaho Falls. Grant is conditioned on simultaneous surrender of KTEE license. Also granted renewal of KIFI license. Action Nov. 29.

WSIL-TV Harrisburg, Ill.—Granted assignment of license from partnership of **Ethel M.** and **O. L. Turner, Charles O. Farrar** and **Harry R. Horning**, d/b as **Turner-Farrar Association**, to company of same name with same principals but with O. L. Turner as trustee of Turner trust. No financial consideration involved. Action Nov. 29.

WMAY Springfield, Ill.—Granted assignment of license from **Gordon Sherman** and others, d/b as **Lincoln Broadcasting Inc.**, to **James Stuart** (89.11%) and others, tr/as **Springfield Broadcasting Inc.**, wholly owned subsidiary of **Stuart Investment Co.** Consideration $700,000. Stuart Investment also owns KFOR Lincoln, KRGI Grand Island and KODY North Platte, all Nebraska, KMNS Sioux City and KOEL Oelwein, both Iowa, and KSAL Salina, Kan. Action Nov. 27.

WKLX Paris, Ky.—Granted assignment of license from **Tal Jonz**, receiver, to **David L. Krause**, receiver for **Charles W. Krause**, tr/as **Paris Broadcasting Co.** No financial consideration involved. Action Nov. 26.

WCBM-AM-FM Baltimore—Granted assignment of license from **John Elmer** and **George Roeder** (approximately 67% collectively) and others, d/b as **Baltimore Broadcasting Corp.**, to **Metromedia Inc.** Consideration $2,000,000. Metromedia is owner of KMBC-AM-FM-TV Kansas City, Mo., WHK-AM-FM Cleveland, KLAC-AM-FM Los Angeles, WIP-AM-FM Philadelphia, WNEW-AM-FM-TV New York, WTTG(TV) Washington, KTTV(TV) Los Angeles and WTVH (TV) Peoria and WTVP(TV) Decatur, both Illinois, and has application pending to sell KOVR(TV) Stockton, Calif., to McClatchy newspapers. Commissioner Bartley abstained from voting; Commissioner Loevinger dissented. Also granted renewal of WCBM-AM-FM licenses. Action Nov. 27.

WMAB Munising, Mich.—Granted assignment of license from **Charles A. Symon** and **Stanley L. Sadak** (each 50%), d/b as **Munising-Alger Broadcasting Co.**, to **Vernon H. Uecker** (50.8%), **James Poeske** (36.5%), **Loren B. Koesling** (7.9%) and **Barbara M. Johnson** (4.8%), tr/as **Pictured Rocks Radio Corporation.** Consideration $18,000. Messrs. Uecker and Koesling own 48.54% each of WAGN Menominee, Mich., others have no broadcast interests. Action Nov. 29.

KTNC Falls City, Neb.—Granted assignment of license from **William** (71.4%) and **Leroy W.** (4.8%) **Hardt** and **John J. Busche** (23.8%), d/b as **Falls City Broadcasting Co.**, to W. (65%) and L. W. (7%) Hardt, **H. D. Wallington** (19%), **Zelda L.** (6%) and **Mary A.** (3%) **Hardt**, d/b as company of same name. Consideration $2,800. Action Nov. 21.

KFUN Las Vegas—Granted transfer of control of licensee corporation, **Southwest Broadcasters Inc.**, from **Ernest N. Thwaites** to **Dorothy G. Thwaites**, executrix of estate of Mr. Thwaites, deceased. No financial consideration involved. Action Nov. 29.

WFVG Fuquay Springs, N. C.—Granted assignment of license from **Carl V. Venters Jr.** and **Herbert C. Wade Jr.** (each 50%), d/b as **WFVG Broadcasting Co.**, to same company owned by **C. V. Venters Jr.** and Mr. Wade (each 49.5%) and **Ann H. Wade** (1%). No financial consideration involved. Action Nov. 27.

WKTN-FM Kenton, WLKR-FM Norwalk and WRWR-FM Port Clinton, all Ohio—Granted assignment of licenses from **Radio Kenton Inc., Radio Norwalk Inc.** and **R. W. R. Inc.**, respectively, to **Ohio Radio Inc.**; assignment constitutes merger of three corporations. No financial consideration involved. Action Nov. 29.

KQEN Roseburg, Ore.—Granted assignment of license and CP from **Philip E. Waters** (50%) and **Milton A. Foland** and **George F. Brice Jr.** (each 25%), d/b as **Pacific Western Broadcasters Inc.**, to **Lyle E. Fenner** (100%), tr/as **KQEN Broadcasting Inc.** Consideration $102,500. Mr. Fenner is general manager of KQEN. Action Nov. 29.

WOLE-TV Aguadilla, P. R.—Granted transfer of control of licensee corporation, **Western Broadcasting Corp. of Puerto Rico**, from **Hector Reichard** and **Winston-Salem Broadcasting Inc.** (each 33 1/3%) to **Du-Art Film Laboratories Inc.** and **WAPA-TV Broadcasting Corp.** (each 33 1/3%); other ownership remains unchanged. Consideration $165,000 by Du-Art to Mr. Reichard; WAPA-TV executed contract with Winston-Salem more than year ago. WAPA-TV, licensee of WAPA-TV San Juan, P. R., is wholly owned subsidiary of Screen Gems Inc.; **Irwin Young** (6.1%) is president of Du-Art, motion picture film processing and developing firm. Action Nov. 29.

WKPA and WYDD(FM), both New Kensington, Pa.—Granted acquisition of positive control of licensee corporation, **Allegheny-Kiski Broadcasting Co.**, by **C. Russell** and **Meryl Cooper** (50.1% jointly) through consolidation of present individual interests. No financial consideration involved. Action Nov. 27.

WHIM-AM-FM Providence, R. I.—Granted acquisition of positive control of licensee and permittee corporation, **Buckley-Jaeger Broadcasting Corp.**, from **James P. Haney** (34.46% as trustee) and **Janice D. Buckley** (17.23% as trustee) by **Richard D. Buckley** (71.7% after transfer, 20% before); other ownership remains stable. Consideration is promissory notes, as Mr. Buckley originally established trusts himself. Action Nov. 29.

WZXR(FM) Cookeville, Tenn.—Granted assignment of license from **Helen L. Cunningham** (100%) to **WPTN Inc.**, owned by **Redman L. Turner, J. B. Crawley, William B. Kelly** (each 25%), **Mrs. Redman L. Turner** and **Mrs. Louise Keltner** (each 12½%). Consideration $12,000. Mr. Turner has interest in WTCO Campbellsville, WLCK Scottsville, WMSK Morganfield and WCND Shelbyville, all Kentucky, and WPTN Cookeville; Mr. Crawley has interest in same stations, also WPHN Liberty, Ky.; Mr. Kelly's holdings are same as Mr. Crawley's, except he has no interest in WTCO; Mrs. Turner and Keltner each have interest in WLCK and WPTN. Action Nov. 29.

KSLT(FM) Tyler, Tex.—Granted transfer of control of licensee corporation, **Oil Center Broadcasting Co.**, from **W. A. Pounds Jr.** and **Betty Reynolds** (each 50%) to **Aubrey Irby** and **John Dorris** (each 50%). Consideration $21,849. Applicants own background music service. Action Nov. 27.

WTSA Brattleboro, Vt.—Granted assignment of license from **Tri-State Area Broadcasting Inc.**, 100% owned by **Theodore Feinstein**, to **Brattleboro Broadcasting Corp.**, 99% owned by **Atlantic States Industries Inc.**; **Robert Price** is president of both firms. Consideration $80,000. Mr. Price is New York attorney. Atlantic States owns *Nassau Herald* and Peninsula Printing Co., both Lawrence, N. Y., and *Rockaway Journal*, Far Rockaway, N. Y. Action Nov. 29.

WIVE Ashland, Va.—Granted assignment of license from **John Laurino** (50%) and **Robert E. Cobbins** and **James L. Reeder** (each 25%), d/b as **WDYL Radio Inc.**, to **Roanoke Rapids Radio Corp.** (70.6%) and **John W. Boone Jr.** (29.4%), tr/as **United Broadcasters Inc.**; Roanoke Rapids Radio is owned by **Henry M. Best Jr.** and **Roy L. Davis** (each 32.5%), **Mrs. Milton Best** (15%), **Roland McClamrock** (10%) and **William C. May** and **Nora F. Patterson** (each 5%). Consideration $51,209. Roanoke Rapids Radio is licensee of WCBT Roanoke Rapids; Dr. Boone is physician; Mrs. Best is half owner of insurance agency; Mr. McClamrock is majority owner of WCHL Chapel Hill, N. C.; Mr. May is painting contractor; Mrs. Patterson is widow. Action Nov. 29.

WLRJ(FM) Roanoke, Va.—Granted transfer of control of licensee corporation, **Lee Hartman & Sons Inc.**, from **Lee C. Hartman** (100%) to himself (31%) and his three sons, **Lee Jr., Robert L.** and **Jack L. Hartman** (each 23%). Consideration $27,600. Action Dec. 2.

WNNT Warsaw, Va.—Granted assignment of license from **Patricia P. Headley**, executrix of estate of Grayson Headley (100%), deceased, to Mrs. Headley (100%), tr/as **Northern Neck & Tidewater Broadcasting Inc.** No financial consideration involved. Action Nov. 27.

WISM-AM-FM Madison, Wis.—Granted transfer of control of licensee corporation, **Heart O'Wisconsin Broadcasters Inc.**, from **First National Bank of Madison**, executors of estate of **William E. Walker**, to **William R. Walker** as settlement of estate. No financial consideration involved. Action Nov. 29.

APPLICATIONS

WJRD Tuscaloosa, Ala.—Seeks transfer of control of licensee corporation. **Cooper Radio Inc.**, from **John C. Cooper Jr.** (100%) to **James W. Harris** (100%). Consideration cancellation of $36,472 liability. Mr. Harris is attorney. Ann. Dec. 4.

KCAB Dardanelle, Ark.—Seeks relinquishment of positive control of permittee corporation, **Central Arkansas Broadcasting Inc.**, by **L. I.** and **Louis H. VanLandingham, William C. Murphy** (each 30%), **R. L. Schuh** and **A. B. Grace** (each 5%) through sale of stock to more than 20 individuals. Consideration is settlement of debt. Ann. Nov. 29.

KFOX-AM-FM Long Beach, Calif.—Seeks transfer of control of licensee corporation, **KFOX Inc.**, from **Richard Goodman** (55%), **Mason A. Loundy** (20%) and **Egmont Sonderling** (25%) to **WOPA Inc.**, owned by same persons in same percentages. No financial consideration involved. Also see KDIA Oakland, Calif. Ann. Dec. 4.

KDIA Oakland, Calif.—Seeks transfer of control of licensee corporation, **KDIA Inc.**, from **Richard Goodman** (52.25%), **Mason A. Loundy** (19%) and **Egmont Sonderling** (23.75%) to **WOPA Inc.** No financial consideration involved. For other information see KFOX Long Beach, Calif. Ann. Dec. 4.

KSRF(FM) Santa Monica, Calif.—Seeks transfer of control of licensee corporation, **Pacific Ocean Broadcasting Inc.**, from **Pacific Ocean Park Inc.** (80%) to parent corporation, **Pacific Seaboard Land Co.** (80%). No financial consideration involved. Ann. Nov. 29.

WSNT Sandersville, Ga.—Seeks transfer of control of licensee corporation, **Radio Station WSNT Inc.**, from **James R. Denny** (50%) to executors of estate. No financial consideration involved. For other information see WJAT Swainsboro, Ga. Ann. Dec. 4.

WJAT Swainsboro, Ga.—Seeks transfer of control of licensee corporation, **Radio Station WJAT Inc.**, from **James R. Denny** (50%) to **J. William, John E.** and **Dollie D. Denny, Mary C. Rhodes** and **Thomas M. Evans**, executors of estate of James R. Denny, deceased. No financial consideration involved. Also see WSNT Sandersville and WBRO Waynesboro, both Georgia. Ann. Dec. 4.

WBRO Waynesboro, Ga.—Seeks transfer of control of **WJAT Inc.**, parent company of licensee, **Radio Station WBRO Inc.**, from **Jame R. Denny** (50%) to executors of estate. No financial consideration involved. For other information see WJAT Swainsboro, Ga. Ann. Dec. 4.

WAFB-TV Baton Rouge—Seeks assignment of license from **Modern Broadcasting Co. of Baton Rouge Inc.** to **Guaranty Broadcasting Corp.**; Modern's majority owner is **Royal Street Corp.**, licensee of WDSU-AM-FM-TV New Orleans; Guaranty has interlocking ownerships with **Guaranty Bond and Finance Inc.** and **Guaranty Income Life Insurance Co.**, both of which are owned by **George A. Foster Sr. Trust** (27%), **George A. Foster Jr.** (10%) and others. Consideration $2,230,000. Ann. Dec. 4.

WCBC(FM) Catonsville, Md.—Seeks assignment of CP from **Christian Broadcasting Co.** to **Christian Broadcasting Committee Inc.**, nonprofit organization. Consideration is assumption of liabilities. Ann. Nov. 29.

WGHN Grand Haven, Mich.—Seeks assignment of license from **Grand Haven Broadcasting Co.**, owned by **Richard D.** (66 ⅔%) and **Cecil** (33 ⅓%) **Gillespie**, to **Community Broadcasters Inc.**, owned by **Douglas J. Tjapkes, George H. Kleis** and **William J. Mokma** (each 33⅓%). Consideration $120,000. Messrs. Tjapkes and Kleis are employes of WJBL Holland, Mich.; Mr. Mokma is part owner of construction firm. Ann. Dec. 2.

WELY Ely, Minn.—Seeks assignment of license from **WELY Corp.**, owned by **Archie G. Marsh**, to **North Central Video Inc.**, owned by **Joseph C. Poire** (22%), **Richard H. Plunkett** (19.5%) and others. Consideration $25,000. Assignee owns Ely community antenna system. Ann. Dec. 2.

KBON Omaha—Seeks assignment of license from **Goldenrod Broadcasters Inc.**, owned by **Joe Gratz** and **Maurice M. Fleischl** (each 50%), to **Information Radio of Nebraska Inc.**, subsidiary of **Profit Research Inc.**, owned by **Sidney** and **Marjorie Walton** (each 47.5%) and others. Consideration $300,000. Profit Research owns WINF-AM-FM Manchester, Conn. Ann. Dec. 2.

WPGF Burgaw, N. C.—Seeks assignment of license from **Raymond W. Fields, Oathel B. Hall** and **William M. Baker** (each 33 ⅓%), d/b as **Pender Broadcasting Co.**, to **Pender Broadcasting Inc.**, owned by same persons in same percentages. No financial consideration involved. Ann. Dec. 4.

KOHU Hermiston, Ore.—Seeks assignment of license from **Sarah Knierim** to **Clyde W. and Helen M. Olsen** (each 50%), partnership. Consideration $50,000. Mr. Olsen is manager of KOHU. Ann. Nov. 29.

WMCH Church Hill, Tenn.—Seeks assignment of license from **Thales E. Wallace** to **Lola B. Wallace**, executrix of Thales E. Wallace, deceased. No financial consideration involved. Ann. Nov. 29.

KTBC-AM-FM-TV Austin, Tex.—Seeks transfer of control of licensee corporation. **The LBJ Co.**, from **Claudia T. Johnson** to **A. W. Moursand** and **J. W. Bullion**, trustees (BROADCASTING, Dec. 2). No financial consideration involved. Ann. Dec. 2.

KATI Casper, Wyo.—Seeks transfer of control of licensee corporation. **KATI Corp.**, from **Kenneth G.** and **Misha S. Prather** to **Patrick H. Meenan** (more than 90% after transfer, 37.6% before). Consideration $40,000. Ann. Dec. 4.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of Northern Indiana Broadcasters Inc. for new AM on 910 kc, 1 kw, DA-2, unl., in Mishawaka, Ind. Action Dec. 2.

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of Easton Broadcasting Co. to change operation of WEMD Easton, Md., on 1460 kc from 500 w-D, DA, to 1 kw-LS, 500 w-N, DA-2; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Nov. 29.

■ Hearing Examiner David I. Kraushaar issued initial decision looking toward granting application of Muncie Broadcasting Corp. for new AM on 990 kc, 250 w-D, DA, in Muncie, Ind.; condition. Action Nov. 29.

DESIGNATED FOR HEARING

Guadalupe Valley Telecasting Inc., Victoria Television, both Victoria, Tex.—Designated for consolidated hearing applications for new TV stations on channel 19. Action Nov. 27.

OTHER ACTIONS

■ Commission gives notice that Oct. 9 initial decision which looked toward dismissing without prejudice application of The Y T Corp. for new FM on 99.3 mc in Palo Alto, Calif., and terminating proceeding, became effective Nov. 29 pursuant to Sect. 1.153 of rules. Action Dec. 4.

■ Commission gives notice that Oct. 8 initial decision which looked toward dismissing applications of Rhode Island-Connecticut Radio Corp. (now Westerly Broadcasting Co.) to change facilities of WERI-FM Westerly, R. I., from 103.7 mc; ERP 17.5 kw; ant. height 24 feet, to 94.9 mc; ERP 17.4 kw; ant. height 24 feet, and Willie Broadcasting Co. for new FM in Willimantic, Conn., on 94.9 mc; ERP 3.36 kw; ant. height 350 feet, became effective Nov. 23 pursuant to Sect 1.153 of rules. Action Dec. 3.

■ Commission gives notice that Oct. 7 initial decision which looked toward dismissing application of Ruth M. Crawford, executrix of estate of Percy B. Crawford, to increase power of WYCA (FM) Hammond, Ind., on 92.3 mc from 29.7 kw to 106 kw and decrease ant. height from 398 feet to 357 feet, became effective Nov. 26 pursuant to Sect. 1.153 of rules. Action Nov. 29.

■ By order, commission extended for 60 days, from Dec. 3, time for Channel 2 Corp. to start trial of subscription programing over KCTO (TV) (ch. 2) Denver. Action Nov. 27.

■ By letter, commission, with Commissioner Bartley dissenting, withheld action on application of Tulsa Broadcasting Co. to change trans. location of KTUL-TV (ch. 8) Tulsa, Okla., increase ant. height and make other technical changes. Action Nov. 27.

■ By order, commission granted petition by Iowa State University of Science and Technology (formerly Iowa State College of Agriculture and Mechanic Arts) for extension of time to Dec. 23 to file amendment to application for Special Service Authorization to operate WOI Ames, Iowa, additional hours from 6 a.m. to local sunrise CST with 1 kw and new application seeking regular licensing of presunrise operations pursuant to commission's Oct. 24 memorandum opinion and order. Action Nov. 27.

■ By order, commission denied petition by KATV Inc. for postponement of Dec. 2 oral argument in proceeding on application for mod. of CP to change trans. location and increase ant. height of KATV (TV) Little Rock, Ark. Commissioner Lee dissented. Action Nov. 27.

■ By order, commission dismissed, pursuant to Sect. 1.85(g) of rules, petition by Swanco Broadcasting Inc. of Iowa (KIOA), Des Moines, Iowa, for reconsideration of Sept. 11 action which denied, without specifying reasons therefor, petitioner's and two other applications for review of May 7 Review Board's grant to Hawkeye Broadcasting Inc. for increased daytime power of KOEL Oelwein, Iowa, from 1 kw to 5 kw, continued operation on 950 kc, 500 w-N, DA-2. Section of rules cited specifically provides "no petition requesting reconsideration of an order which denies an application for review without specifying reasons therefor will be entertained." Commissioner Cox not participating. Action Nov. 27.

■ By order in proceeding on applications of Garo W. Ray and Connecticut Coast Broadcasting Co. for new daytime AM stations in Seymour and Bridgeport, both Connecticut, respectively, commission denied application by Ray for review of Oct. 9 action by Review Board which denied motion by Ray to enlarge issues to include "suburban" and misrepresentation issue as to Connecticut. Commissioner Cox not participating. Action Nov. 27.

■ By memorandum opinion and order, commission denied petition by W. D. Frink, trustee Jefferson Radio Co., for reconsideration of Sept. 13 decision which denied application for license to cover CP for WIXI (1480 kc, 5 kw-D) Irondale, Ala., and which ordered Mr. Frink to cease operation on Dec. 11, 1963. Action Nov. 27.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by WHDH Inc. (WHDH-TV) to extend time to Dec. 10 to file oppositions to Charles River Civic Television Inc. petition to enlarge issues relating to WHDH-TV in Boston TV channel 5 proceeding. Action Dec. 3.

■ By memorandum opinion and order, (1) denied joint request by Holston Broadcasting Corp. and C. M. Taylor, applicants for new AM stations in Elizabethton and Blountville, respectively, both Texas, for approval of agreement whereby Holston's application would be withdrawn and Taylor would reimburse Holston $2,500 as partial reimbursement for expenses incurred in prosecuting application, and (2) directed Taylor to file response to Holston's petition to enlarge issues not later than 10 days after release of order. Board Member Nelson dissented and issued statement. Action Dec. 3.

■ Granted petition by WKYR Inc. to extend time to Dec. 9 to file reply brief to initial decision in proceeding on application to move WKYR Keyser, W. Va., to Cumberland, Md., and make other changes. Action Dec. 3.

■ By memorandum opinion and order, granted petition by Community Telecasters of Cleveland Inc. to delete financial issue (issue No. 2) in proceeding on application and that of Cleveland Broadcasting Inc. for new TV on channel 19 in Cleveland. Action Nov. 27.

ACTIONS ON MOTIONS

By the Office of Opinions and Review

■ Granted motion by Thomas County Broadcasting Inc. (WKTG), Thomasville, Ga., to extend time to Dec. 17 to file replies in proceeding on AM application. Action Nov. 29.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner James D. Cunningham to preside at hearing in proceeding on application of North Caddo Broadcasting Co. for new AM in Vivian, La.; scheduled prehearing conference for Dec. 23 and hearing for Jan. 6, 1964. Action Nov. 22.

By Hearing Examiner Basil P. Cooper

■ Issued order following Nov. 26 prehearing conference and scheduled certain procedural dates in Sacramento, Calif., TV channel 40 proceeding; continued Dec. 10 prehearing conference to Jan. 7, 1964, and Dec. 18 hearing to Jan. 20, 1964. Action Nov. 26.

By Hearing Examiner Charles J. Frederick

■ Issued order following prehearing conference stating stipulations to be followed

Continued on page 96

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Dec. 4

	ON AIR Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,855	62	118	292
FM	1,115	17	97	236
TV	522[2]	57	80	124

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Dec. 4

	VHF	UHF	TOTAL TV
Commercial	473	88	561[1]
Noncommercial	52	29	81[2]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Oct. 31

	AM	FM	TV
Licensed (all on air)	3,844	1,110	521[1]
CP's on air (new stations)	67	20	57
CP's not on air (new stations)	118	92	80
Total authorized stations	4,029	1,222	658[2]
Applications for new stations (not in hearing)	174	187	66
Applications for new stations (in hearing)	124	12	57
Total applications for new stations	298	199	123
Applications for major changes (not in hearing)	213	55	43
Applications for major changes (in hearing)	50	2	10
Total applications for major changes	263	57	53
Licenses deleted	0	0	0
CP's deleted	1	4	0

[1] Does not include seven licensed stations off air.
[2] Includes three stations operating on unreserved channels.

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.*
- All other classifications, 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C., 20036.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted—Management

Manager for medium market radio. $15,000.00 to $20,000.00, California. Write long career letter, lots of references, and include samples of your sales presentations, brochures, rate cards, how you run a sales staff, programing ideas, picture of you and your wife. All confidential. We will not approach your present employer. Box N-244, BROADCASTING.

Exceptional opportunity for station manager strong on sales and promotion. Fine western market—old established music station. Good salary plus percentage of gross or profits. Full details to Box P-13, BROADCASTING.

Manager for small market deep south 5 KW. Preferably with 1st phone. Emphasis on sales. Possibility of buying interest for right party. Box P-46, BROADCASTING.

Manager wanted for single station West Texas market. No high salary or drew artists wanted. Income is here for man who can produce. You produce for me and I will help you advance. Will consider top salesman or sales manager ready to manage station. Box P-116, BROADCASTING.

Manager to launch new South Jersey coastal AM station, Box P-129, BROADCASTING.

Help Wanted—Sales

Detroit—Immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box M-169, BROADCASTING.

Westchester County—sales opening after January. Salary, commission and expenses. References. Reply in confidence. Box N-254, BROADCASTING.

Two ambitious salesmen. One for metropolitan market and one for medium-size. Box P-125, BROADCASTING.

Radio salesman for 10 kw station in Southeast. Experienced, mature man. Send resume, references and photo. Box P-146, BROADCASTING.

Sales opportunity. Experienced salesman should earn $8,000 first year, 10 to 12 thousand second year selling excellent product with good rate card. Station enjoys high prestige in single station market. You'll have good people with which to work, sales training if needed, job security and fringe benefits. Station will help find suitable housing. Family man will find wonderful place to work, with good income in good community. We will consider present part time salesman wanting full time sales. Send resume to: Dale Low, KNCM, Moberly, Missouri.

Top dollar for top salesman for station in city of over 40,000. Interested only in settled man of good character who wants permanent job with growing chain. Announcing or engineering helpful, not required. Hamilton Masters WAJF—Decatur, Alabama.

Wanted sales manager. Louisville market top 40 daytimer, needs a young aggressive man willing to work for his future. Must have some college and at least two years radio selling experience, call or write Woody Dulaney at WOWI, New Albany, Indiana.

Salesmen and sales executives. May we help you relocate? Six-hundred station contacts. Write Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417

Announcers

Are you a young radio announcer with a mature voice, some commercial experience, and a desire to join a good medium market station? Then let's get together. We're loaded with employee benefits. The market's a good one, and the staff is broadcasting minded. Send tape resume and salary range to Box N-154, BROADCASTING.

Top voice and air personality combined with a first class ticket. Need two men for Midwest and California. $550.00 to $600.00 to start. Want men who sound good, and also are good engineers. Send long resume, photo, lots of references. No drifters—this is a long term position with top company. Box N-245, BROADCASTING.

Announcer-dj, for afternoon shift. Must be able to conduct a good popular music show, not a screamer but able to attract the adult and teen-age audience with a good personable show. Send tape, photo and resume including salary. Station located in South Carolina on coast. Box P-48, BROADCASTING.

Morning announcer for east coast metropolitan adult music station. Experience required. Send tape and resume to Box P-52, BROADCASTING.

Experienced announcer needed immediately for midwest metro-market good music station. Must have good air voice and commercial delivery. Will consider only those desiring permanent employment. Box P-65, BROADCASTING.

Disc jockey for top rated New England station. Send resume, tape and salary requirements to Box P-68, BROADCASTING.

Newsman for radio-television in New England—send news writing samples, photo, resume and tape to Box P-69, BROADCASTING.

Wanted: Swinging top 40 format dj, Negro, for all night slot in brand new show case studio. Tell all and send tape with first letter to Box P-71, BROADCASTING.

On the way up? Midwest, 5 kw 100,000 city needs mid-road adult dj. Salary open. Tape with commercials and music show to Box P-82, BROADCASTING.

CBS fulltimer in large metropolitan market, Southeast, adopting more modern (not rock) musical format. Need lively, bright, personality dj's and experienced newsman. Send tape, resume, salary requirements to Box P-83, BROADCASTING.

Talented, enthusiastic professionals wanted. Morning man $8000-10,000; specialist in creative production spots $7800-9100; afternoon man $5200-6500; salesmen—liberal draw against commission. Well established station will give preference to applicants from the Carolinas, Virginia, Southeast. Tell all, sell all first letter with air check to Box P-106. BROADCASTING.

Wanted: Four station chain needs combination dj-program director, strong on news delivery. 1st phone preferred. Also need two dj's capable of production and strong news. Opportunity for growth with top multiple station group on West Coast. Send tape, picture, resume and references, first letter. Box P-107, BROADCASTING.

Is your production the kind other deejays admire? Airwork the polished, professional calibre that cries out for more attention, appreciation. Too young to have all this talent and drive? We've got a home for you at top-rated pop station in medium market. Other young pros to welcome you. Rush details, tape, pic to Box P-109, BROADCASTING.

Announcers—(Cont'd)

If you are a competent aggresive newsman and comprehend mobile news coverage, we want to hear from you. Highly respected top-rated operation in Illinois. Send tape and complete resume to: Box P-114, BROADCASTING.

Immediate opening for man interested in news with announcing background. Texas station looking for young man with desire to improve. Box P-143, BROADCASTING.

KLMR Lamar, Colorado within 30 days to be 5000 watts. Has opening for experienced announcer. First phone necessary. Contact Kent Roberts, KLMR.

KSON, San Diego's first and only c&w station expanding air personality staff. Need tape and resume immediately. KSON, U. S. Grant Hotel, San Diego 1, Calif.

Farm director-announcer wanted. Good salary. Write KTOE, Mankato, Minn.

Announcer with first phone. No maintenance. WAMD, Aberdeen, Md.

Experienced announcer for suburban Maryland, independent. Send tape, resume, photo immediately to WASA, Havre De Grace, Md.

17 year old leading top 40 station needs experienced deejay for January 1 opening. Fine working conditions in brand new studios with separate production facilities. Want fast-paced humerous understandable personality. Production abiltiy required. Split shift. Resume, tape, photo. Tapes returned. WBBQ AM-FM, Augusta, Ga.

Immediate opening for experienced announcer strong on news and general staff announcing, for full time Northwestern Pennsylvania station. Give full details in first letter, references, salary requirements and tape. William M. Winn, WESB, Bradford, Pennsylvania.

Announcer. Live, swinging, personality, top 40 operation WHSL, Wilmington, N. C.

Mature announcer who can handle some sales or office work. Strictly adult independent station. Send tape resume to Ron Wilson WJCM Sebring, Fla. No phone calls. All applications answered.

Michigan daytimer has immediate opening for 1st phone announcer-newsman. Prefer family man looking for permanency, and opportunity for advancement. Salary open, dependent on ability. Send tape-resume and picture to WJUD, St. Johns, Mich.

Have opening for announcer for adult music station. Must have good voice and experience. Send tape, resume and photo. WLAK, Lakeland, Fla.

Stable announcer, with 1st class ticket needed for evening shift. New facilities, established station, middle road music, South Florida coastal city. Send resume, tape, salary requirements to WNOG, Naples, Florida.

Excellent opportunity for experienced announcer radio staff with television opportunities. Send snapshot. Resume and off-air check stressing music and commercials. Program Director, WOC-AM-FM, Davenport, Iowa.

Announcers—(Cont'd)

One of the Nation's top C-W stations has an immediate opening for an experienced, mature morning announcer. Must know and believe in country music. Send tape and complete resume to WQIK, Box 3172, Jacksonville, Fla. 33206

Wanted Negro 1st phone combo. Little maintenance for small market daytimer. Call collect Ted Reynolds 919-654-3971.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 212-TW6-1245.

Need sharp boardman for tight format non-rock, above average voice, punchy news rewrite and delivery. Call "Mitch" 402-341-6750.

Better radio or TV jobs. Six hundred station contacts through one application. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417

Technical

Regular staff opening coming up January for first-ticket combo. Colorado kilowatt moving up. Must be fair both maintenance and announcing. Good work references essential. Clean community, fine climate, pleasant working conditions. Box P-54, BROADCASTING.

Wanted: Chief engineer, experienced, capable of maintenance, steady good position. Warm climate, west Texas. Airmail references, experience, salary expected. Box P-55, BROADCASTING.

Wanted: Negro engineer, first class ticket only, experience not necessary, only willingness to work and learn. 5 kw-directional. Complete resume and minimum starting salary immediately to Box P-70, BROADCASTING.

Need experienced engineer to do all maintenance and remotes for full time AM station Florida East coast. Write Box P-110, BROADCASTING.

Wanted: First phone engineer with experience in AM and completely automated FM. Send full particulars and general salary requirements first letter to KBIM Box 910, Roswell, New Mexico.

Wanted—Chief Engineer for station operating directional nighttime. No announcing. Experienced man preferred but will consider all applications. Roy Judge, station KWSH, Wewoka, Oklahoma.

Chief engineer needed for lavishly equipped station. 1000 watt non-directional day, 500 watt directional night. Have applied for 50 kw FM. Must handle all this and vast amount of audio equipment in three studios. Send complete resume, photo and references to E. D. Beydush, WLPM, Suffolk, Va.

Immediate opening in South central Pennsylvania college town for combination man. Must be top quality engineer and intelligent, adult commercial announcer for morning board work, send tape, picture, reference, resume, salary requirements to WSHP, Box 1480 Shippensburg, Pennsylvania.

Licensed combo men, investigate job opportunities. Write: Broadcast Employment Service, 4825 Tenth Avenue South, Minneapolis, Minnesota. 55417

Production Programing & Others

Need both experienced news director and dj. Want mature voices. Good pay. Send tape, resume to Box N-185, BROADCASTING.

Wanted—farm director, newsman, midwest. Age no factor. Box P-9, BROADCASTING

Wanted: Bright, sharp production man in major radio outlet. Ideas for unique commercial presentation, preparing spec copy, updating existing copy, can use records and transcriptions in selling. Can you *THINK*? You've got a job! Box P-12, BROADCASTING.

Copywriter for east coast adult music station in metropolitan market. Send particulars to Box P-53, BROADCASTING.

Production—Programing, Others

Continued

Experienced announcer-copy writer who can also double in news needed for midwest metro-market station. Versatility with mature presentation desired. This is a good music station. Only those seeking permanent employment need apply. Box P-66, BROADCASTING.

Night news editor for top news station in New England and medium market resort city experience necessary. Box P-127, BROADCASTING.

Experienced combination local newsman-afternoon dj. Newsmobile. Non-rock modern adult programing. Modern equipment. Prefer married, some college. Permanent. Salary open. Medium market, home of Purdue University. WAZY, Lafayette, Indiana.

Immediate opening for news director, up to $140 a week starting salary plus hospitalization, life insurance program and expense allowance. Six day week, long hours. But director will have an assistant on air. Tape must be supplied. Apply WGHQ, Box 427, Kingston, N. Y.

Situations Wanted—Management

Seasoned pro! 15 years general manager competitive markets. Flawless record. N-187, BROADCASTING.

General Manager—Seventeen years in radio from small market independents to medium market network including group operation. Successful local sales record. Worked with top reps on national sales Nine years Manager: remainder as Sales Manager, P.D., News Director, talent. Best references. Box P-4, BROADCASTING.

10 years all around radio. Desire position with station offering opportunity in management. Currently employed in highly competitive market as newshawk. Box P-56, BROADCASTING.

Qualified to manage. Eight years experience in AM and FM. References, New York State only. Box P-76, BROADCASTING.

Manager: Presently employed sales manager 5000 watt AM-FM. Management experience. New York State only. Box P-78, BROADCASTING.

Unusually well-qualified broadcaster available for management position within the next 90 days. This man has 15 years solid experience in large-market operation. Box P-89, BROADCASTING.

Small market manager desires change. I am currently billing $3500-4000 local business monthly plus doing sales promotion, station promotion, managing and writing 60% of copy. Prefer Minnesota or Wisconsin. Box P-113, BROADCASTING.

General management wanted in good town to live and raise family, all around radio man, completely experienced, especially sales. Box P-126, BROADCASTING.

Available—General manager with experience—profit making proven record—well qualified. Box P-128, BROADCASTING.

Sales mgr. with one of the fastest growing Negro radio stations in top 8 markets. All finest references local & national, heavy sales background, move planned with present owner due to unavoidable conflict. Box P-131, BROADCASTING.

Sales manager presently managing, heavy sales experience, local, national metropolitan. Have top references & contacts must move because of 3 mgr., 2 stations. Also TV sales. 12 years experience, family. Box P-132, BROADCASTING.

Sales

Sales my primary interest as sales manager or salesman. Have 22 years radio experience in all phases. Finest references. Write Box P-59, BROADCASTING.

Copywriter-announcer wants full or part-time sales. College, excellent references. Prefer Florida, Southwest or West Coast. Box P-95, BROADCASTING.

Sales—(Cont'd)

33, family. Some programing, radio sales experience. Recent radio-TV degree after 10 years previous business experience. Want sales or sales-announcing, future management. Southwest small to medium market. Cal Rains, 7023 Leader, Houston.

Announcers

San Francisco first phone personality available. Interested? Box N-45, BROADCASTING.

Wanted: Sports directors job. Plenty of radio experience. Seeking T.V.-Radio Combo will consider director or asst, only. You make the salary offer, then we will get together. In no hurry. Box P-6, BROADCASTING.

Won't someone give a young man a break? Married, dependable announcer seeks small or medium market. Box P-41, BROADCASTING.

4 years experience in sales, announcing & play-by-play. Desire smaller mkt. in midwest or west. All replies answered. Box P-44, BROADCASTING.

Disc jockey-announcer; presently involved in international broadcasting operation interested in offer from medium or large market operation. 13 years experience in adult, good music broadcasting. Letter, resume and details ready. Prefer live audition. Box P-47, BROADCASTING.

Bilingual (English & Spanish) dj announcer; Authoritative newscaster, swinging personality, tight board, cooperative, dependable, not a floater. Box P-49, BROADCASTING

Ex-Storz personality dj now available! Number 1 Pulse & Hooper for past three years. Tight board, college background, five years experience, not a drifter. Will relocate to any major, or medium market. Box N-235, BROADCASTING.

Swinging live wire, 3 voices gimmicks. Top morning man in major. Reply majors only. Box P-62, BROADCASTING.

Top 40 funny man, music director, holding 70% hooper. If you want your audience expanded and entertained by a pro, I'm your man. No "Chicken 40" formats. Fourth year in mediums, ready for major market. I hope you know talent when you hear it. Aircheck available. Box P-64, BROADCASTING.

Professionally seasoned mike-side. Tough announcing heavy news. Will relocate from Cleveland, Ohio. Box P-67, BROADCASTING.

Sports announcer looking for sports minded station, finest of references. Box P-74, BROADCASTING.

First phone radio-TV announcer, newswriter, 35, married, two children. Box P-77, BROADCASTING.

Announcer-experienced, mature authoritative voice for metro market. Married, desire permanency and min. $150.00 wk. Box P-81, BROADCASTING.

Experienced three in one Negro personality announcer, production man, play-by-play sports, family man. Box P-86, BROADCASTING.

First phone showman—6 years in major markets. College, draft free, available immediately. Box P-87, BROADCASTING.

Recent announcing school graduate seeks permanent spot. Any position providing experience in all phases. Can operate own board. Tape available. Box P-91, BROADCASTING.

Gal disc jockey, traffic, women's programs, great writer, continuity, scripts, hard worker. Available immediately. Box P-92, BROADCASTING.

Well rounded air personality dj/announcer, mature, stable, college, voice with a difference wants middle of road station. Prefer San Francisco or West Coast, minimum $150. Box P-93, BROADCASTING.

Announcers—(Cont'd)

DJ/news working top rated top 40 station medium market. Wish to relocate West Coast minimum $150. Reliable. Box P-94, BROADCASTING.

Newscaster, announcer, combo: Deep-voiced authoritative delivery, warm friendly, versatile. Midwest, Northeast. Presently New York area part-time. Negro, single, serious. Box P-97, BROADCASTING.

Competent — sincere — versatile — staff announcer with production-agency background. A-1 references. Willing to relocate. Box P-99, BROADCASTING.

Experienced announcer desires position in medium market. Fast pace, good voice. Box P-100, BROADCASTING.

Proven combo-man seeking position in fine music station, preferably classical. Thoroughly acquainted with all forms of music. Box P-103, BROADCASTING.

Negro dj smooth sound dependable willing worker, any spot or area. Now available. Box P-104, BROADCASTING.

Well rounded air personality, bright sounding dj, announcer experienced—all phases——tight board. Authoritative newscaster. Remotes/beepers. Professional attitude cooperative. Box P-105, BROADCASTING.

The strongest personality in existence, compare me and you'll agree. Experienced. Comedy style like Groucho Marx. Professional gag writer. College degree, veteran. Box P-111, BROADCASTING.

Country personality, newsman, salesman, wants larger market. Fast, good sound. Presently Southwest. Box P-115, BROADCASTING.

I am currently employed in a major market at one of the country's best popular music stations. For reasons which I will disclose in my reply to your letter, I am ready to leave. I am no floater, my background is impeccable. If you feel top talent is worth at least $175 or more a week, listen to my story. Box P-118, BROADCASTING.

First phone, announcer, dee-jay. Limited experience. Tight production. Willing worker. Box P-123, BROADCASTING.

N.Y., N.J., Conn.—Announcer/dj, newscaster, experience, tight productional fast board. Family man. Box P-133, BROADCASTING.

Authoritative newscast announcer, dj announcer. Tight board. Professional attitude, personable. Box P-134, BROADCASTING.

Top flight dj (personality) tight board. Wishes position with good station. Box P-135, BROADCASTING.

Announcer, dj, bright personality, tight board, experience. Want to settle, not a floater or prima donna. Box P-136, BROADCASTING.

Versatile announcer—experienced selling sound—tight board—2 years experience, not a floater. Box P-137, BROADCASTING.

Bright air personality, newscaster. Family man, not a prima donna or floater. Box P-138, BROADCASTING.

Young dee jay—easy talking. Training & some experience. Tape available. Box P-139, BROADCASTING.

Swinging dj personality—Negro, authoritative newscast, happy sound, broadcast school graduate, not a floater or prima donna. Box P-140, BROADCASTING.

Announcer engineer—1st phone—desire staff position, your style or mine. Good news, good music, good background—2½ years sales advertising. South or Southwest preferred, not required. Box P-142, BROADCASTING.

Announcers—(Cont'd)

Announcer, D.J. experienced middle road format, tape resume on request. Box P-144, BROADCASTING.

1st phone, Tom Stanton, single 2 years experience, no maintenance. Tom Stanton, JA-1-1478, 8048 Busiek Dr., St. Louis 34, Missouri.

Newscaster and/or announcer desires position in California. Have no experience, have 1st phone and announcing training. Write: Walt Eschenbach, 1237 S. 55th St., Richmond, Calif., or call 415-233-9412.

Negro—announcer, disc-jockey, newscaster. Have experience, good voice, will travel. Quickly. Who? Where? When? Ben Perry, 1204 Union Ave., Bronx, N. Y. DA 9-4441 (mornings).

Technical

Spanish American young man available for job with good future. . . . First phone . . . recently graduated from Television production and studio operation. No maintenance. Box P-51, BROADCASTING.

Sales engineer—Broadcast, AM, FM, TV microwave. 4 years experience, excellent sales record. Background, college, 20 years broadcast. Prefer South, will relocate. Box P-84, BROADCASTING.

Experienced engineer desires permanent position. Delaware, Maryland, North Carolina, Virginia, West Virginia. Construction, installation, maintenance, proofs. Box P-108, BROADCASTING.

Competent engineer with tools and equipment will take salary cut to get out of announcing shift. Single, free to travel. Johnny Jay, 1724 Quincy Street, Bakersfield, Calif.

Production Programing & Others

Available—Experienced in kids show—weather—news—commercials—host — directing. Write Box M-267, BROADCASTING.

Quality continuity director or writer for quality sound that adheres to NAB code, pleasent appearance, good voice, college, married, 30 & 3rd phone. Box P-43, BROADCASTING.

News Director in million plus area seeks change. No TV experience, but would like opportunity. Not a screamer. Box P-57, BROADCASTING.

Copywriter, thoroughly experienced, radio, TV, agency, creative, production oriented, effective. Box P-58, BROADCASTING.

Copywriter/Announcer. Advertising agency and radio station background. Tape and copy available. Presently employed. Box P-60, BROADCASTING.

I thrive on tough competition and real challenge. This PD/JOCK with a first phone has a consistent record of being number one. Let me program your station into the number one slot. All replies considered. Box P-61, BROADCASTING.

Newscaster—with network news staff and regional news directing experience of ten years desires position in any formidable East Coast market. If you have a responsible radio or TV news department you must be interested. Box P-63, BROADCASTING.

Experienced, comical personality, professional gag writer, comedy style like Groucho Marx. College degree, broadcasting school graduate, veteran. Box P-75, BROADCASTING.

Program director. Available January 1st. Eight years experience all phases AM-FM adult programing, production. 34, family, permanent. Californian, relocate West. $150. Box P-79, BROADCASTING.

Experienced newsman. Five years major Eastern markets. Two years UN correspondent NYC. Box P-80, BROADCASTING.

Newsman. College and announcing school graduate. Year experience, first phone, no maintenance. Box P-85, BROADCASTING.

Production Programing & Others

Continued

Copywriter-announcer. Radio station and advertising agency experience. Tape or copy available. Currently employed. Box P-98, BROADCASTING.

Want the imaginative, audience-building approach in news? Pro, nine years writing for newspaper, radio, television. Specialty—the feature touch. Seeking opportunity with station building distinctive news style through easy-on-the-ears writing, not whoops and whistles. Samples: Box P-120, BROADCASTING.

Must relocate, eighteen years radio. Programing, news, award winning farm reporter. Small family. Best references. Prefer Southeast. All replies answered. Box P-124, BROADCASTING.

Newsman, top quality, editor-writer. Ten years in radio publications. Mature. Will relocate. Box P-145, BROADCASTING.

Available immediately newsman-reporter-announcer. 3 years experience, radio, former news director, 5 kw N.Y. state. Currently free-lancing. Married, excellent references. Salary open. Phone 401-647-5481 or write M. C. Sinclair, N. Scituate, R. I.

TELEVISION

Help Wanted—Management

Mid-central television station will be replacing its general manager due to promotion. If you are qualified for this heavily sales-oriented position please submit your qualifications and references. Box P-119, BROADCASTING.

Announcers

Virginia fulltime radio and TV operation needs good experienced middle of the road format. Must be reliable. Opportunity for TV sports, send tape, pix, resume, and salary expectations to Box P-88, BROADCASTING.

Gold in Alaska for quality announcer with first phone and adult personality for radio board shift and television news. Fringe benefits and favorable working conditions amid spectacular country with mild climate. Gold rush tape, photograph, full resume KINY-KINY-TV, Juneau, Alaska.

Immediate opening for mature announcer for on camera as well as booth. Send picture, audio tape, and full resume or sof to Ralph Webb, Program Mgr., KWTX-TV, Waco, Texas.

Technical

Have immediate opening for experienced CATV engineer in construction and operation of proposed elaborate and large system. Send full particulars in initial response. Box N-7, BROADCASTING.

Chief, small VHF station, Eastern seaboard. Must have good knowledge transmitter. Unusual opportunity. Box N-198, BROADCASTING.

Wanted: Chief engineer, major TV market, midwest. Apply in confidence with resume and references to Box P-39, BROADCASTING.

Engineer first class license, immediate opening. Television transmitter-switcher shift. Call Carl Anderson, KREY-TV, Montrose, Colorado.

Chief engineer for 5 kw directional and 1 kw sister station, need an experienced man who can assume complete responsibility for both studio and transmitter maintenance. Contact E. M. Tink, V.P. of engineering, KWWL-TV, Waterloo, Iowa.

TELEVISION

Situations Wanted—Management

Ambitious, aggressive regional sales manager desires to make change now. 16 years experience in radio, TV, agency plus newspaper background. Can direct local sales staff or successfully fill national or regional sales position. Outstanding references. Box P-18, BROADCASTING.

Sales

Professional television salesman. Represented twelve years one of largest firms, highly competitive midwest area. Resigned ownership change. Prior successful sales manager, references, resume substantiate. Associated two firms 23 years. Interested sales or sales manager. Complete knowledge public relations, sales promotion, etc. 45. Norweigian, family. Box P-96, BROADCASTING.

Top-flight executive salesman, 20 years broadcast experience—10 selling TV-radio time, 10 selling syndication. Seeks challenging sales or sales management opportunity. Knowledge of and top contacts throughout East and middlewest. Will travel. Finest industry references. Available January. Box P-121, BROADCASTING.

Announcers

Proven, presently employed, on camera and booth TV news, commercial, and sports announcer. Seeking position in medium to large market. Have first phone. Box P-102, BROADCASTING.

Presently radio sales mgr. Must relocate. Local national and metropolitan TV sales background. Best references for former and present employers. Excellent sales record. Box P-130, BROADCASTING.

Production, Programing & Others

Kids show . . . tried and proven brand new show. For VTR phone 213-332-3398. Box P-27, BROADCASTING.

Top-notch film editor, looking for position as film director. Experience in all types of film editing. Also experienced in photography and all phases production. Broadcasting degree. Draft exempt. Married. Box P-122, BROADCASTING.

Operations manager—Ambitious, versatile, experienced. Ten working years in film, operations, and production. Radio-TV College graduate seeking permanent position, with advancement opportunity. Married, 4 children. Available immediately. Address replies to David Fleischer, RR=7 Grimes Mill Road, Lexington, Kentucky.

WANTED TO BUY

Equipment

Wanted: Complete used Automated equipment for radio station. Schaffer, A.T.C. etc. Box N-271, BROADCASTING.

GE XT-1A 1 KW AM transmitter, Robinson turntables, Rust remote control equipment, 4X500F tubes, Wollensack T-1500 tape recorders, state condition and price. Box P-50, BROADCASTING.

Eight-bay Andrew FM, antenna. Box N-284, BROADCASTING.

250-1kw FM transmitter and associated equipment. State age, condition, model price, etc. Box P-101, BROADCASTING.

Wanted: WDBC, Escanaba, Michigan has been granted an increase to 10 kw. Station is now seeking a 10 kw transmitter. Contact General Manager A. E. Dahl, 606 Ludington Street.

FOR SALE—Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Templebar 2-3527.

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

Television film camera RCA TK-20A with accessories in good condition. Inspection or inquiries invited. Box P-45, BROADCASTING.

Ampex 620 Amplifier-speaker. Perfect condition. Like new. $150. Steve Blaine Productions, 59 Oviedo Court, Pacifica, Calif.

For sale—A Collins 26-J-1 Auto level limiting amplifier, near new $150.00. Collins ATC PB 150/PB 190 cartridge playback unit, near new $325.00. Collins ATC AB 150/AB 190 record amplifier for above w/connecting cables $200.00. Contact Howard L. Harrington. Box 385, Ogallala, Nebrlaska.

Rust Model RI-108 remote control unit consisting of: control unit, transmitter unit, AM monitor, pre-amp also sample pickups for plate voltage and current, antenna current, and tower lights. Fair condition $450.00. Mr. Lee WPVL, Painesville, Ohio

RCA TT5A tuned to channel 2. Priced to sell quickly. Write Box M-23, BROADCASTING.

Reversable geared motors, ideal for remote control, 24 volts AC or DC. $10.00 each write Box P-72, BROADCASTING.

Sacrifice 4 sets RCA TV eye Vidicon cameras in good working condition. $200 each. Paul McAdam, Box 691, Livingston, Montana.

Machenzie repeater system. 1 CPR record unit. 5 CPB playback unit. 150 cartridges and miscellaneous supplies. $750. Magnecord PT6-6 complete recorder. Richard Haskey, KGUD, Santa Barbara, California.

Federal 191-A, 192-A or 193-A FM transmitter operators. We plan dismantling a 192-A in good operating condition. Want spare parts? Write KUTE, 217 West Broadway, Glendale 4, Calif.

Antenna relay EF Johnson DPDT contractor 145-202-13 brand new $65.00. WHAI, Greenfield, Mass.

190' guyed tower for immediate sale to best offer. Purchaser must dismantle and haul. Call Jimmy Childress, 586-2221, Sylva, North Carolina.

For sale—two long play tape machines—magnacorder model 814, in good condition. $375.00 each or $695.00 for both. One closed circuit Blonder-Tongue camera and control unit $1,000.00. One 16 mm Bolex film camera adapted for TV, with accessories, $275.00. One Jerrold FM modulator unit, model AFM $100.00. Box P-117, BROADCASTING.

BUSINESS OPPORTUNITY

Will trade 15 years of successful large market ownership-management experience for managerial position with stock option. All communications will be answered in confidence. Box P-90, BROADCASTING.

Highly experienced and successful large market operator wishes to contact persons interested in forming investment group to acquire broadcast properties. All replies answered in confidence. Box P-112, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

"TALK TO YOURSELF" is a new file of comedy banter for disc jockeys who can do two voices. Quick time fillers $5.00—Also, available new "SOUND EFFECTS BITS" using stock sounds for maximum laughs . . . $5.00 . . . Show-Biz Comedy Service (Dept. T) 65 Parkway Court, Brooklyn, N. Y., 11235.

168 hours—A complete summary of the week in review, accenting the major stories of the past 168 hours. A perfect 15 minute program, spiced with actualities, and the sounds of the news—Air Mail Special Delivery for week-end broadcasting. Top audience response—Added depth and prestige—amazingly low cost. Write Box N-125, BROADCASTING.

PGA Golf Tournaments fed to your station (28 feeds). $1.00 per 1,000 (city pop.). Write Tee-Putt Productions, 614 N. Rampart, New Orleans, La.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

San Francisco's Chris Borden School graduates are in constant demand. 1st phone and "modern" sound. Plenty of jobs. Free placement. Illustrated brochure, 259 Geary St. Starting date for next class January 13, 1964.

Save time! Save money! You get an FCC first class license in just five (5) weeks with R. E. I. training in beautiful Sarasota. Affiliated with modern, commercial station. Free placement. Radio Engineering Institute of Florida, Inc., 135 Pineapple Ave., Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 8, March 11, May 13. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

INSTRUCTIONS—(Cont'd)

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin January 13, March 16, and May 18. Lab training and advanced electronics available after first phone course to, those who wish to continue. For free brochure, write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif. 90027

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results Day and evening classes. Placement assistance, Announcer Training Studios, 25 W 43rd, N. Y. OX 5-9245.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

1st ticket class . . . 6 week course resident, or correspondence Live and study in Denver, Colorado. The greatest! Write for bulletin. Next resident class starts January 13. Signal Broadcasting, 431 W. Colfax, Denver, Colorado, 80204. Also announcing, station operations course and TV production.

America's pioneer. 1st in broadcasting since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

Beginning announcers! Get the groundwork for your radio career at home through a complete tape course. Covers announcing, production and programing. Audio examples, lectures, lesson manuals. The best low cost way to learn the ropes. Free brochure. Capco Broadcasting Instruction, Box 5053, Tulsa, Oklahoma.

Help Wanted—Sales

NATIONAL SALES MANAGER

for Mid-America independent VHF. Photo, resume, personal and professional references to,

Box P-42, BROADCASTING

Situations Wanted—Management

SALES MANAGER
Radio-TV

Professional Radio, Television and Advertising Agency Executive currently employed at same location for past fifteen years. Respected name in industry, especially by Ohio, Pennsylvania, Michigan and New York Advertising Agencies. Desires relocation in Northeastern Ohio. New ownership necessitates change. College Grad., married, desires permanent location. Money to invest if necessary. Available for personal interview. Complete resume upon request.

Box P-21, BROADCASTING

Announcers

LA Only: Engineering years include—2 National Network, 8 CE, 2 Hi-power UHF-TV transmitter, 14 First Ticket, 8 consulting engineer. 10 announcing years include 5 as #1 in top 40 (1 major metro). All types formats, TV news and booth, PD and production, 4 years sales and manager. Technical and general radio and TV writings. 31 year old broadcast veteran with shining record, now TV shop foreman, seeks part or full time return. Weekend announcing to CE. Write Bert Gallemore, 110½ N. Lincoln, Monterey Park, Cal.

WANTED TO BUY—Stations

WILL BUY ALL OR PART

Radio Exec. seeks all or part ownership of radio or TV station in Iowa, Illinois, Wisc. or Indiana. Have B. S. Degree. Strong background in Operations, Programing, News, Sales. Replies confidential to: Box N-173, BROADCASTING

FOR SALE—Stations—(Cont'd)

FOR SALE

Middle Market Southeastern Network TV Station. Principals only. Write Box P-73, BROADCASTING.

DAYTIMER

Northeast, available immediately. Excellent equipment, good cash flow. Reasonable terms to qualified buyer. Small market. Owner desires to complete sales agreement for filing with FCC before January 1, 1964.

Box P-141, BROADCASTING

GUNZENDORFER

CALIFORNIA. Southern Mkt. leading full-time. Asking $225,000 with $65,000 down.

OREGON. Fulltimer $15,000 down.

CALIFORNIA. Daytimer $20,000 down.

WILT GUNZENDORFER AND ASSOCIATES
Licensed Brokers Phone OL 2-8800
864 So. Robertson, Los Angeles 35, Calif.

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

STATIONS FOR SALE

SOUTHWEST. Exclusive. Priced at $150,000. Terms.
FAR WEST. Full time. Priced at $75,000. Terms.
SOUTH. Daytime. Priced at $100,000. 29% down.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, California

THE OHIO VALLEY
AMERICA'S NEWEST INDUSTRIAL EMPIRE
(See Reader's Digest, December, 1963)
Radio station available. Full time, low frequency $300,000—terms
buying and selling, check with
CHAPMAN COMPANY INC
2045 PEACHTREE RD., ATLANTA, GA. 30309

Continued from page 91

in Cleveland TV channel 19 proceeding. Action Nov. 26.

By Hearing Examiner Walther W. Guenther

■ Granted motion by Cleveland County Broadcasting Inc. (WADA), Shelby, N. C., to correct transcript in proceeding on AM application and that of Community Broadcasting Inc. (WHPB), Belton, S. C., and, on own motion, made certain other corrections. Action Dec. 2.

By Hearing Examiner H. Gifford Irion

■ Granted request by C. M. Taylor to continue Dec. 6 hearing to Jan. 6, 1964, in proceeding on application and that of Holston Broadcasting Corp. for new AM stations in Blountville and Elizabethton, both Tennessee, respectively. Action Dec. 2.

■ Continued Nov. 25 conference to Nov. 27 in proceeding on AM applications of KWEN Broadcasting Co., Fort Arthur, and Woodland Broadcasting Co., Vidor, both Texas. Action Nov. 27.

■ In proceeding on applications of KWEN Broadcasting Co. and Woodland Broadcasting Co. for new AM stations in Port Arthur and Vidor, both Texas, respectively, scheduled Jan. 6, 1964, for exchange of exhibits, Jan. 17 for further hearing conference and continued Dec. 17 hearing to Jan. 27, 1964. Action Nov. 27.

By Hearing Examiner Jay A. Kyle

■ Granted requests by Geoffrey A. Lapping and Broadcast Bureau to extend time from Nov. 25 to Dec. 3 to file proposed findings and to Dec. 13 for replies in proceeding on Lapping's application for new AM in Blythe, Calif. Action Nov. 29.

By Hearing Examiner Forest L. McClenning

■ On own motion, continued Nov. 25 hearing to Nov. 27 in proceeding on AM application of Radio Station KAYE, Puyallup, Wash. Action Nov. 27.

By Hearing Examiner Chester F. Naumowicz Jr.

■ In consolidated proceeding on applications of Charles W. Stone for renewal of license of KCHY Cheyenne, Wyo., and to change facilities of that station, and Charles W. Stone and Josephine R. Stone, joint tenants, d/b as Fort Broadcasting Co., for renewal of license of KDAC Fort Bragg, Calif., in Docs. 14816 et al., granted request of parties to extend time to Dec. 20, and Jan. 3, 1964, respectively, to file proposed findings and replies. Action Nov. 27.

■ Granted request by John Self to extend to Dec. 3 time to file reply findings in proceeding on application for new AM in Winfield, Ala. Action Nov. 26.

By Hearing Examiner Sol Schildhause

■ Pursuant to agreements reached at Nov. 29 further prehearing conference in proceeding on applications of WEAT-TV Inc. and Scripps-Howard Broadcasting Co. to change trans. location, increase ant. height, and to make other changes in WEAT-TV (ch. 12) and WPTV (TV) (ch. 5), respectively, both West Palm Beach, Fla., continued Dec. 3 hearing to Jan. 31, 1964. Action Dec. 2.

■ On own motion, scheduled further prehearing conference for Dec. 4 in proceeding on applications of TVue Associates Inc. and United Artists Broadcasting Inc. for new TV stations on channel 23 in Houston. Action Nov. 27.

■ On basis of discussions held at Nov. 26 prehearing conference, continued Dec. 17 hearing to date to be fixed by subsequent order and scheduled further prehearing conference for Jan. 3, 1964, in Houston TV channel 23 proceeding. Action Nov. 26.

■ Granted request by WEST-TV Inc. (WEAT-TV), and Scripps-Howard Broadcasting Co. (WPTV), both West Palm Beach, Fla., and scheduled further prehearing conference for Nov. 29 in proceeding on TV applications in Docs. 15136-7. Action Nov. 26.

■ Granted petition by Lake-Valley Broadcasters Inc. for leave to make engineering amendments to application for new AM in Crystal Lake, Ill. Action Nov. 26.

By Hearing Examiner Herbert Sharfman

■ Granted request by North Atlanta Broadcasting Co., North Atlanta, Ga., to

further extend time from Dec. 2 to Dec. 6 to file reply findings in proceeding on AM application. Action Dec. 2.

■ In consolidated AM proceeding on applications of Coastal Broadcasters Inc. and Colchester Broadcasting Corp., both Herndon, and Prince William Broadcasting Corp. (WPRW), Manassas, both Virginia, in Docs. 14873 et al., granted request by Coastal Broadcasters to extend time to Dec. 6 to file corrections to transcript. Action Dec. 2.

■ In consolidated AM proceeding on applications of Coastal Broadcasters Inc. and Colchester Broadcasting Corp., both Herndon, and Prince William Broadcasting Corp. (WPRW), Manassas, both Virginia, in Docs. 14873 et al., granted petition by WPRW to extend time from Nov. 27 to Dec. 11 to file initial proposed findings and from Dec. 9 to Dec. 23 for replies. Action Nov. 27.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Broadcast Bureau to continue Nov. 26 hearing from 10 a.m. to 2 p.m., same date, in proceeding on AM application of Eastside Broadcasting Co., Phoenix, Ariz. Action Nov. 26.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Dec. 3

WABC-TV New York—Granted renewal of licenses for TV (aux. trans. and ant. and main trans. and ant.) and aux; without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusions and recommendations set forth in report of Network Study Staff; and (2) with respect to related studies and inquiries now being considered or conducted by commission.

WPIX(TV) New York—Granted renewal of licenses for TV (main trans. and ant. and aux. ant.) and aux.

WCBS-TV New York—Granted renewal of licenses for TV (main trans. and ant. and aux. trans.) and aux.; without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusions and recommendations set forth in report of Network Study Staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; (3) with respect to pending antitrust matters relating to CBS and (4) with respect to application of Sects. 3.658(a) and (e) of commission's rules to certain amendments to affiliation contracts proposed by CBS.

KIKO Miami, Ariz.—Granted increased daytime power on 1340 kc. from 250 w to 1 kw, continued nighttime operation with 250 w and installation of new trans.; conditions.

WXRI(FM) Norfolk, Va.—Granted CP to change frequency to 105.3 mc; increase ERP to 50 kw; ant. height to 245 feet; change type trans. and main studio and trans. location to Portsmouth, Va., and make changes in ant. system.

WMNC-FM Morganton, N. C.—Granted license.

KPTV(TV) Portland, Ore.—Granted mod. of CP to change trans. location; increase ant. height to 1780 feet; make changes in ant. system; ERP shown as 309 kw vis. and 155 kw aur.; conditions.

WFSG Boca Raton, Fla.—Granted mod. of CP to change ant.-trans. site, applicant's name to Fred S. Grunwald, tr/as company of same name, and make changes in ground system.

KLME Laramie, Wyo.—Granted mod. of CP to change type trans.

■ Granted licenses for following: WPGF Burgaw, N. C.; WSHB Raeford, N. C., and specify geographic coordinates; WBER Moncks Corner, S. C.; WFBS Spring Lake, N. C., and redescribe main studio location and remote control point; WPTL Canton, N. C., and specify type trans.

■ Following stations were granted extensions of completion dates as shown: WFSG Boca Raton, Fla., to April 1, 1964; KLME Laramie, Wyo., to May 1, 1964.

Actions of Nov. 29

KOFO-FM Ottawa, Kan.—Granted CP to change ant.-trans. and studio location; make changes in ant. system (increase height); decrease ERP to 5.8 kw; and increase ant. height to 340 feet.

WGTC-FM Greenville, N. C.—Granted mod. of CP to change ant.-trans. and main studio location to South Evans St. (extended), Greenville, N. C.; change type trans. and ant.; increase ERP to 100 kw and ant. height to 560 feet; and make changes in ant system.

■ Granted renewal of licenses for following: WADA Shelby, N. C.; WCDJ Edenton, N. C.; WDXY Sumter, S. C.; WGOG Walhalla, S. C.; WHIP Mooresville, N. C.; WHPE-AM-FM High Point, N. C.; WLLE Raleigh, N. C.; WMYB Myrtle Beach; WOKE Charleston; WORD Spartanburg; WPAL Charleston; WPCC Clinton, all South Carolina; WPEG Winston-Salem, N. C.; WPET Greensboro, N. C.; WPNF Brevard, N. C.; WQIZ St. George, S. C.; WQSN Charleston, S. C.; WRKB Kannapolis; WRNB New Bern; WSIC Statesville; WSKY Asheville, all North Carolina; WSNW-AM-FM Seneca, S.C.; WSRC and WSSB, both Durham, N.C.; WSTP-AM-FM Salisbury; WSVM Valdese; WWOK Charlotte; WYAL Scotland Neck; WZKY Albemarle, all North Carolina; WZOO Spartanburg, S. C.; WYFM(FM) Charlotte; WIST-AM-FM Charlotte; WCKB Dunn; WLAS Jacksonville; WLON Lincolnton; WRRZ Clinton; WRXO-AM-FM Roxboro, all North Carolina; WTND and auxiliary, Orangebury, S. C.; WBTV(TV) Charlotte, N. C.; WBTW(TV) Florence, S. C.; WECT(TV) Wilmington, N. C.; WFMY-TV Greensboro, N. C.; WIS-TV Columbia, S. C.; WISE-TV Asheville, N. C.; WPAQ Mount Airy, N. C.; WITN-TV Washington, N. C.; WLOS-TV Asheville, N. C.; WNOK-TV Columbia, S. C.; WNCT(TV) Greenville, N. C.; WSJS-TV Winston-Salem, N. C.; WTVD (TV) Durham, N. C.; WABV Abbeville, S. C.; WABZ-AM-FM Albemarle, N. C.; WAYN Rockingham, N. C.; WCGC Belmont, N. C.; WCOS-AM-FM Columbia, S. C.; WCPS-AM-FM Tarboro, N. C.; WCVP Murphy, N. C.; WDSC Dillon; WESC-AM-FM Greenville; WFBC Greenville; WFGN Gaffney, all South Carolina; WFLB Fayetteville, N. C.; KAPT Salem, Ore.; KRVC Ashland, Ore.; KUIK Hillsboro, Ore.; WHOU Houlton, Me.; WOWW Naugatuck, Conn.; WCNX Middletown, Conn.; WCSH-TV Portland, Me.; WLDB Atlantic City, N. J.; WAGY-AM-FM Forest City, N. C.; WGNC-AM-FM Gastonia, N. C.; WGOO Georgetown, S. C.; WGTM Wilson; WGWR-AM-FM Asheboro; WHNC-AM-FM Henderson; WKBC North Wilkesboro; WLLY Wilson; WLNC Laurinburg; WLOS Asheville; WLSE Wallace; WLTC Gastonia; WMNC Morganton; WMYN Mayodan, all North Carolina; WNCG North Charleston, S. C.; WNOH Raleigh, N. C.; WOIC Columbia, S. C.; WOLS Florence, S. C.; WOOW Greenville, N. C.; WPTF-AM-FM Raleigh, N. C.; WRCS Ahoskie, N. C.; WHRI Rock Hill, S. C.; WSAT Salisbury, N .C.; WSJS-AM-FM Winston-Salem, N. C.; WSPA-AM-FM Spartanburg, S. C.; WTAB Tabor City, N. C.; WTIK Durham, N. C.; WTYC Rock Hill, S. C.; WTYN Tryon, N. C.; WWGP-AM-FM Sanford, N. C.; WYCL York, S. C.; WYMB Manning, S. C.; WYRN Louisburg, N. C.; WFNC-FM Fayetteville, N. C.; WKTM(FM) North Charleston, S. C.; WMDE (FM) Greensboro; WMIT(FM) Black Mountain; WQMG(FM) Greensboro; WSOC-FM Charlotte; WYFS(FM) Winston-Salem; *WFDD-FM Winston-Salem, all North Carolina; *WSBF-FM Clemson, S. C.; KAPA Raymond, Wash.; KATR Eugene, Ore.; KSHA Medford, Ore.; WHBI(FM) Newark, N. J.; WLIR(FM) Garden City, N. Y.; WPLM-FM Plymouth, Mass.; KPIC(TV) Roseburg, Ore.; WHYN-TV Springfield, Mass.; WPAC-AM-FM Patchogue, N. Y.; WIVE Ashland, Va.

■ Following were granted extensions of completion dates as shown: WVCF Apopka, Fla., to May 1, 1964; WHIM-FM Providence, R. I., to May 1, 1964; KSNO Aspen, Colo., to May 1, 1964.

KSO Des Moines, Iowa—Granted authority through current license term to deliver play-by-play descriptions of hockey games via leased telephone landlines to CFCO Chatham, Ontario, Canada.

Actions of Nov. 27

■ Granted renewal of licenses for following: WAGR Lumberton, N. C.; WAIM Anderson, S. C.; WALD Walterboro, S. C.; WATA Boone, N. C.; WBEU-AM-FM Beaufort, S. C.; WBHC Hampton, S. C.; WCHL Chapel Hill, N. C.; WCOG Greensboro, N. C.; WCRE Cheraw, S. C.; WEAL Greensboro; WELS Kinston; WFAG Farmville; WFAI Fayetteville; WFGW Black Mountain; WFSC Franklin; WGNI Wilmington; WGBR Goldsboro; WGTL Kannapolis; WHCC Waynesville, all North Carolina; WHSC Hartsville, S. C.; WIAM-AM-FM Williamston, N. C.; WIS Columbia, S. C.; WISE Asheville, N. C.; WJNC Jacksonville, N. C.; WJOT Lake City, S. C.; WKRK Murphy, N. C.; WLOW Aiken, S. C.; WMPM Smithfield, N. C.; WMRB Greenville, S. C.; WBT-FM Charlotte, N. C.; WCAC(FM) Anderson, S. C.; WEQR(FM) Goldsboro; WFMA(FM) Rocky Mount; WIFM-FM Elkin; WKBC-FM North Wilkesboro; WCNC Elizabeth City; WEWO-AM-FM Laurinburg, all North Carolina; WJAY Mullins, S. C.; WJRI Lenoir, N. C.; WKLM Wilmington, N. C.; WLBG-AM-FM Laurens, S. C.; WMBL Morehead City, N. C.; WNOK-AM-FM Columbia, S. C.; WWNC Asheville, N. C.; WKIX-FM Raleigh, N. C.

WKBZ Muskegon, Mich.—Granted authority through current license term to deliver play-by-play descriptions of hockey games via leased telephone landlines to CFCO Chatham, Ontario, Canada.

Actions of Nov. 26

Pima TV Association, Pima, Ariz.—Granted CP's for new VHF TV translator stations on channels 2, 6, 7 and 11, to translate programs of KGUN-TV (ch. 9), KOLD-TV (ch. 13), KVOA-TV (ch. 4), all Tucson, Ariz., and KPHO-TV (ch. 5) Phoenix, Ariz., respectively.

WHIM Providence, R. I.—Granted renewal of license for AM and aux.

WFBR Baltimore—Granted renewal of license for AM and aux.

WFTL Ft. Lauderdale, Fla.—Granted license covering installation of aux. trans.

WCBT Roanoke Rapids, N. C.—Granted license covering increase in daytime power and installation of new trans.; specify type trans.

WIVY Jacksonville, Fla.—Granted license covering use of old main trans. as aux. trans. at main trans. site; remote control permitted.

K75BC, K71BE, both Beatrice, Neb.—Granted licenses for UHF TV translator stations and covering changes in facilities.

KGTC Greenville, N. C.—Waived Sect. 3.30(a) of rules and granted mod. of license to extent of permitting establishment of main studio to South Evans Street (extended), beyond corporate limits of Greenville (same as FM).

KEPR-TV Pasco, Wash.—Granted CP to reduce aur. ERP to 9.77 kw and make changes in equipment.

WBAL-TV Baltimore—Granted CP to redescribe trans. location and change studio location (aux. trans. and ant.).

WNEW-TV New York—Granted CP to change type trans.

***WCWP(FM) Brookville, N. Y.**—Granted mod. of CP to move ant.-trans. and studio location (same description); decrease ERP to 100 w; increase ant. height to 190 feet and make changes in ant. system.

■ Following TV stations were granted extensions of completion dates as shown: WHNB-TV (aux. ant.) New Britain, Conn., to May 11, 1964; WCOC-TV Meridian, Miss., to June 4, 1964; *KNME-TV Albuquerque, N. M., to May 26, 1964; *KCSM-TV San Mateo, Calif., to March 25, 1964.

Action of Nov. 25

WVUE(TV) New Orleans—Granted extension of completion date to Jan. 15, 1964.

Action of Nov. 22

WVIC(FM) East Lansing, Mich.—Granted extension of completion date to Jan. 15, 1964.

Action of Nov. 21

WAPF McComb, Miss—Granted request to continue existing presunrise operation with non-DA and reduced power of 1 kw between hours of 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

Actions of Nov. 20

WOIA-FM Saline, Mich.—Granted license.

WOIA Saline, Mich.—Granted license covering change in DA pattern.

Southwest Oregon Broadcasting Corp., Tri City, Riddle and Canyonville, all Ore.—Granted CP for new VHF TV translator on channel 11 to translate programs of KPIC (TV) (ch. 4) Roseburg, Ore.

Rulemaking

PROPOSED

■ By notice of proposed rulemaking, commission invites comments on that portion of petition by University of North Carolina seeking assignment and reservation of VHF channel *2 to Columbia, N. C., as one link in proposed statewide educational TV network. University's request for additional UHF educational channels in North Carolina will be considered as comments in commission's overall UHF channel allocation proposals in Doc. 14229. Action Nov. 27.

U. S. CONFERENCE OF MAYORS BROADCAST PIONEERS

Local Community Service Radio-Television Awards

These two (2) national awards will recognize outstanding accomplishment by a radio station and a television station in the field of local community service—the credit to be awarded for non-network presentations in individual programs, program series and overall contributions to the station's audience.

The purpose of these awards

...to bring national recognition to radio and television properties, stations which have been rendering superior service over many years to the people of their respective communities.

...to encourage other station ownership and management to address itself more vigorously to this important area of a community's local needs.

JUDGING will be done on the basis of the calendar year. Final filing date is February 1, following the year of the station's performance.

WINNERS will be announced at the Annual Conference of the U. S. Conference of Mayors in late May. Awards will be conferred to the winning stations by the Mayors of their city.

Mr. M. H. Shapiro
Broadcast Pioneers
589 Fifth Avenue
New York 17, New York

Dear Mr. Shapiro:

Please forward further information and official entry form to:

Name_____

Company_____

Address_____

City_____ State_____

Deadline for entries: February 1, 1964

OUR RESPECTS to Louis Archer Smith

'The absolute best measure of efficiency is sales'

What makes a good salesman?

Without hesitation, Lou Smith, vice president and television sales manager of the Chicago office of Edward Petry & Co., will snap off the answers crisply, like the way he strides down Michigan Avenue to complete an agency's buying order.

He knows the qualities demanded of the profession from years of personal experience in selling the business of broadcasting. It's second nature, like knowing every significant facet of the stations represented by his firm.

Top Of List ▪ Now also a stockholder and director of Petry, Mr. Smith believes the best salesmen get that way by wanting to sell more than anything else, having interest and enthusiasm which makes them prefer to be on the job more than anywhere else, absolute honesty, moderation, a responsive and pleasing personality and an ability to contain personal feelings or any condition that might detract from getting the order. These head his list.

The station representative's biggest challenge today is simplification of paperwork to make it easier for the agency to evaluate and buy time, Mr. Smith feels. Petry is attacking this problem with its simplified TV rate card.

TV is today's strongest medium, he says, because it combines the best of nearly every other medium. From long experience he respects radio's strong sell-ability too. Both media's cash register results speak louder than ratings, he feels, although ratings are useful indicators.

Louis Archer Smith was born in Rock Island, Ill., Jan. 23, 1915. Brought up chiefly by his maternal grandparents after the loss of his father in World War I, Lou spent his school days doing what most boys do—taking on various odd jobs to earn his spending money.

The favorites were theater usher and working in department stores during the holiday seasons. The most difficult trial of his youth was his nickname, "Louie," but he had put a stop to that by the time he got to college.

Short Order ▪ After high school he took commercial courses for several semesters at the University of Illinois and earned his way as fraternity house cook. Next he went to Richmond University, Richmond, Va., for a while and worked nights as a hotel short order cook. His considerable culinary skills would serve him many more times getting over life's rough spots.

Mr. Smith became aware of the future prospects of advertising while a freshman at Illinois. He had heard quite a bit about this vital profession from one of his sophomore friends, Barton A. Cummings, now board chairman and chief executive officer of Compton Advertising, and it made an impression.

Finding the economics of college in those depression times just a bit too steep, Mr. Smith left Richmond. Hitchhiking home he ran out of money in Memphis. But another talent, singing, came to his rescue and he earned what he needed by his vocal selling of sheet music in a dime store.

Although Mr. Smith admitted he could not read music, his confidence had been bolstered earlier by winning a talent contest staged by Kay Kyser at the Blackhawk restaurant in Chicago. At that time his rendition of "Minnie the Moocher" won him a week's paid engagement there with the Kyser show.

Home Again ▪ Back home in Rock Island he once again worked as a cook until he was able to get a job selling real estate. Mr. Smith recalls that he didn't stick with that field very long, though.

During this period Mr. Smith remembers that he made a constant pest of himself asking Maurice Corken of WHBF Rock Island for the chance to take a crack at radio selling. Finally his persuasions won out and he was hired: $7.50 a week plus two bridge tokens daily so he could make sales calls across the Mississippi River in Davenport, Iowa.

Since the local accounts used no agency, Mr. Smith got plenty of production and writing experience too. When he sold a series of remotes to a nightclub, he also had to become the MC and present the show.



Mr. Smith

About 1937, after two years at WHBF, Mr. Smith sold briefly for WJJD Chicago and then joined KOWH Omaha as a local salesman. He was with KOWH four years, becoming sales manager before he left in 1941 to enter the Air Force.

Private Smith was a military marvel: "I loved KP. I could peel potatoes all day long."

Agency Basics ▪ Following a disability discharge in 1942, Mr. Smith returned to KOWH for a short while and then joined Lake-Spiro-Shurman Advertising, Memphis. A valuable lesson on human relationships in business that he learned while working with Milton Shurman: You can catch more flies with honey than vinegar.

In 1944 Mr. Smith went to New York to take a media-selling position but he quickly realized he didn't feel at home in that city then. Returning to the Midwest and Chicago, he took a temporary job making Mrs. Snyder Candy until John Ashenhurst of Petry's Chicago office offered an opportunity as a radio station representative.

In 1947 Mr. Smith formed his own advertising agency in Chicago specializing in the broadcast media. Besides handling radio accounts, he recalls "placing the first origination on ABC-TV out of Chicago" for Paris suspenders and belts. He had to pioneer producing his own TV commercials, filming some spots for as little as $50 and using fellow workers as models.

Three years later he gave up his own agency and became manager of the Chicago sales office of WOR-AM-TV New York for about a year. In 1951 he rejoined Petry's Chicago office as sales manager for television. He was made a vice president of Petry in December 1959. Last August he became a Petry stockholder and member of the board.

Golf Buff ▪ A past president of the Western Advertising Golf Association, Mr. Smith also has served on the board of Chicago's Broadcast Advertising Club. He also is a member of the Mid-America Club.

Mr. Smith married Martha Ferrell of Weston, Mo., June 7, 1939. They had met in Omaha. The Smiths enjoy playing golf together and the family likes to vacation in Florida near the ocean. They have two boys and a girl: Ferrell, 19, sophomore at the University of Colorado; Norman, 16, and Louise, 8.

The Smiths live in suburban Lake Forest on Chicago's North Shore. They eat well: Dad still turns out very tasty short orders.

No miracles

NOW that the nation has regained its balance after the terrible experience of Nov. 22 will it be business as usual?

For general business, yes. A new President has taken over with hardly a break in pace and with the economy strong. But for broadcasters it should never be business as usual again.

A new norm was established for broadcasting, as a profession, during those four days in November. History will record the achievement of broadcasting as its transition from solely an entertainment medium to the primary journalism force through its all-encompassing coverage of the assassination of President John F. Kennedy.

In those four days broadcasters spontaneously did more for themselves than all of the country's press agents and lobbyists could have accomplished. They did it without that goal in mind, and without a goad from government.

Broadcasters should build solidly on this new bedrock of public acceptance. No accusing fingers need be pointed at the minority of stations that might not have responded adequately. The goal should be to bring all broadcasting up to the new standard of magnificence.

If broadcasters have new responsibilities, so does government. The message should be clear. Can there be doubt any more about broadcasting as part of the free press?

The FCC knows that President Lyndon B. Johnson is the most knowledgeable chief executive in the area of broadcasting ever to hold that office. It needs no guidelines; these were written by Mr. Johnson's stewardship in House and Senate and his dedication to the free enterprise system.

But don't look for miracles. The very fact that President Johnson has been indirectly identified with broadcasting by virtue of Mrs. Johnson's ownership interests in Texas probably will cause him to disturb the FCC least of all.

The regulatory pattern isn't likely to change overnight. But it already has slowed down because the control-everything zealots are not so cocksure.

Immediately ahead is the FCC's consideration of commercial time limitations, on which oral argument is to be heard today (Dec. 9). This is an exercise and a waste of taxpayers' money, because the FCC won't adopt a rule. Congress won't let it.

Legislation to curb FCC excesses is pending in the House. It won't do to have the FCC blandly drop the commercial limitation rule, or simply reinterpret its irrational "fairness" doctrine, or merely defer the schedule of filing fees set to become effective Jan. 1, 1964. Congress should build a record affirmatively instructing this FCC and its successors that it is precluded from invading private business affairs and programing.

How to make good

ADVERTISERS and agencies have been quick to acknowledge, along with the rest of the nation, the magnificent job turned in by broadcasters on the long black weekend of President Kennedy's assassination. Many of them have made this recognition tangible by agreeing to accept "make-good" announcements for those that had been scheduled but were almost universally pre-empted by broadcasters' unwavering concentration on the news surrounding the President's death.

These advertisers, in turn, are owed the gratitude of the broadcasters, for by taking make-goods instead of demanding credits they are lightening by that much the practically incalculable financial load imposed by almost four days of vastly intensified—but commercial-less—coverage.

Fear that make-goods might be shunted into undesirable positions has been cited by a number of advertisers who, through most of last week, were still holding out for credits. By careful placement of the make-goods entrusted to them, broadcasters can demonstrate that this fear was baseless and that those who gave it as their reason for demanding credits were, in fact, giving the wrong reason.

Although broadcasters sustained the biggest losses, they were not alone. Advertising agencies, for instance, missed hundreds of thousands of dollars in commissions—as did sales representatives. To the extent that make-goods are accepted, these losses, too, will be reduced.

But although the acceptance of make-goods is a commendable gesture that helps to spread the financial burden, a tangible benefit awaits these advertisers, too. For their make-goods in both television and radio will be appearing in media infinitely more respected, more universally esteemed and consequently, we venture, even more effective than they were before 1:40 p.m. EST on Nov. 22, 1963.

IF advertisers agree generally to the use of make-goods, there is, of course, the possibility that some broadcasters may overload some time periods with advertising.

We say "overload" without being able to define precisely what it means. To our knowledge no one has ever measured the limits of audience tolerance of advertising volume. Indeed those limits may be impossible to measure in any way that would be applicable to all kinds of stations in all kinds of communities.

But responsible broadcasters have clear notions of what constitutes overcommercialization on their individual networks and stations, and they would do well in the weeks ahead to avoid any temptation to exceed the limits that they normally would impose upon themselves.

It will be an intricate job to wedge substantial numbers of make-goods into schedules that are normally heavy with advertising at this time of year. The job must be done with taste. Some of the goodwill that broadcasters have created in their coverage of those November events could be squandered by a careless lapse into overcommercialization.



Drawn for BROADCASTING by Sid Hix

"Somebody goofed . . . . the vinegar was supposed to be put in brand X!"



Courtesy of The Detroit Institute of Arts

"SELF PORTRAIT" by VINCENT VAN GOGH

uniquely reveals the artist's character despite its lack of both detail and definition. The intense vitality and tortured expression vividly demonstrate Van Gogh's spiritual and emotional loneliness, as well as the abnormal sensitivity which dogged him all his life.

in a class by itself

Masterpiece — ***exceptional skill, far-reaching values.*** This is the quality of WWJ radio-television service—in entertainment, news, sports, information, and public affairs programming. The results are impressive—in audience loyalty and community stature, and in sales impact for the advertiser on WWJ Radio and Television.

WWJ and WWJ-TV

THE NEWS STATIONS

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.

A Philosophy of RADIO REPRESENTATION that makes sense!

Our philosophy is to maintain a limited list of stations.

This enables us to provide these stations with a thorough, in-depth sales job, which consistently produces more revenue.

With a limited list, our men do intensive "creative selling" for our stations.

Makes sense, doesn't it?

adam young inc.

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • ST. LOUIS • SAN FRANCISCO

REPRESENTING RADIO AND TV STATIONS

50 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

DECEMBER 16, 1963

December spot TV sales moving at brisker pace than last year 27

FCC looking for face-saving plan in wake of commercial time hearing 38

Radio-TV homes: county-by-county breakdown released by Nielsen 94

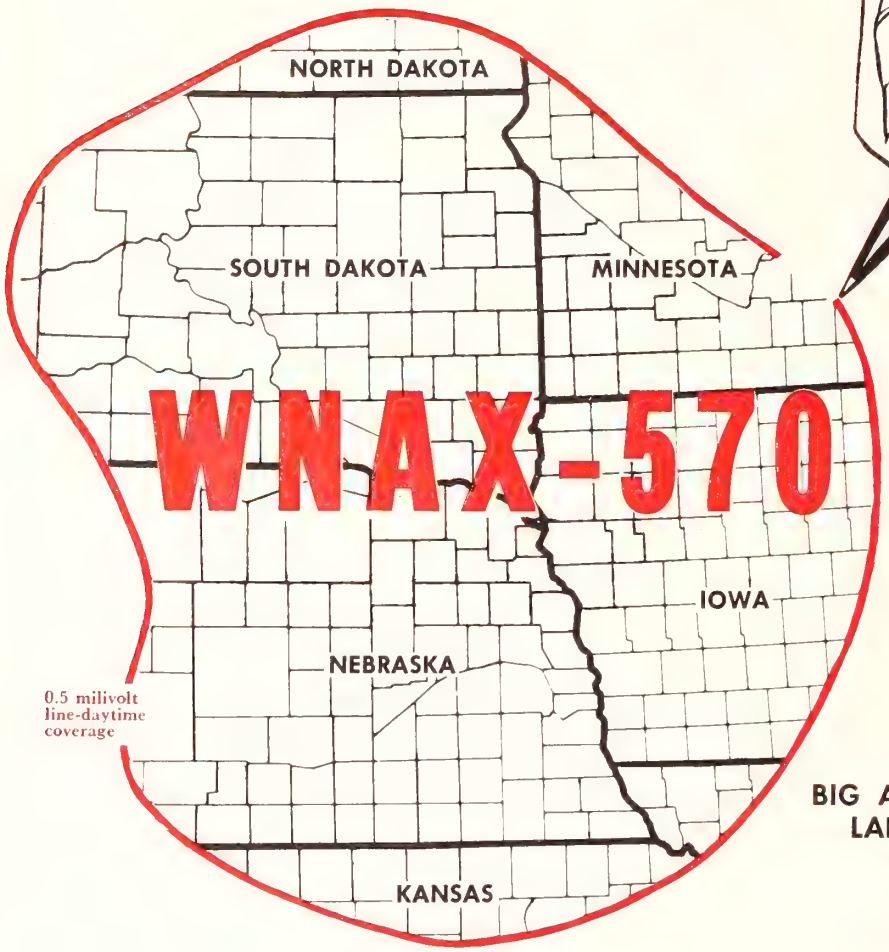
NAB boards plan special meeting on status of LeRoy Collins 68

COMPLETE INDEX PAGE 7



EDWARD PETRY & CO., INC.

THE BIG RADIO BUY IN THE U. S. A.



BIG AGGIE LAND



Since 1922 the powerful voice of WNAX-570 has held the attention of folks throughout five-state Big Aggie Land. Personalities, News and Programming have made WNAX a great station . . . the tremendous area covered by this unique station makes it a great buy.

How great? Well, almost 4 million people live within the 0.5 milivolt line. Big Aggie Land residents last year had a total spendable income of over 7 billion dollars.

Last year, too, retail sales exceeded 5 billion dollars. In all, there are 1,216,400 households in vast and prosperous Big Aggie Land. Naturally all of them are not WNAX fans. But we have our share! That's the tremendous share you get when you buy WNAX-570.

IT'S A FACT . . . YOU SELL FARM RICH BIG AGGIE LAND ON WNAX-570 . . . SEE YOUR KATZ MAN.

Season's Greetings

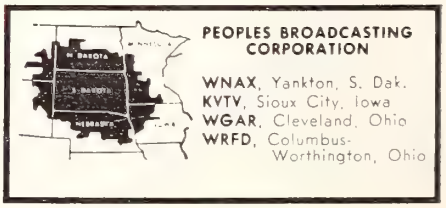
WNAX-570 CBS RADIO

PROGRAMMING FOR ADULTS OF ALL AGES

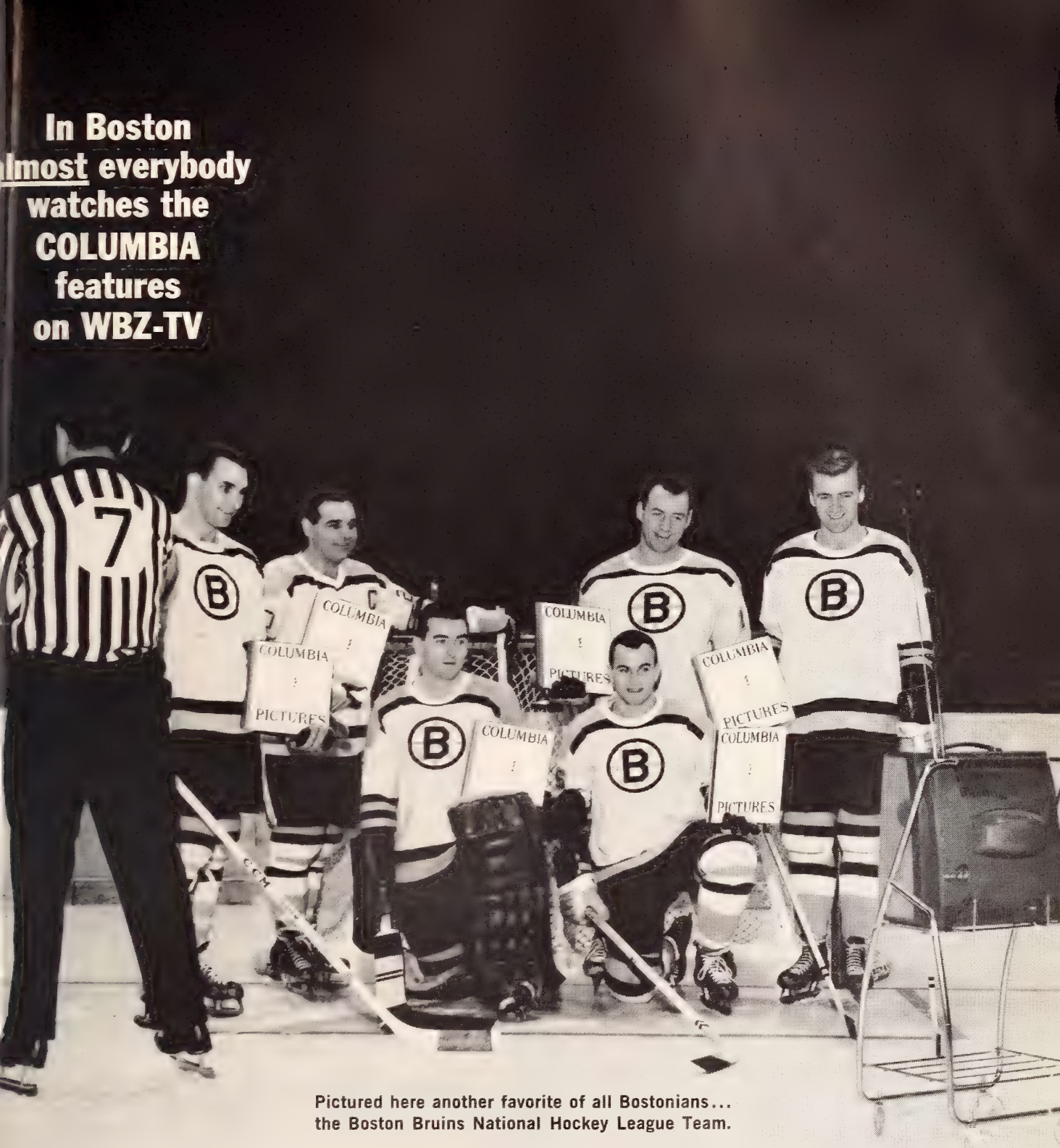
PEOPLES BROADCASTING CORPORATION

Sioux City, Iowa, Sioux Falls and Yankton, South Dakota

Represented by Katz



In Boston almost everybody watches the COLUMBIA features on WBZ-TV



Pictured here another favorite of all Bostonians...
the Boston Bruins National Hockey League Team.

The COLUMBIA features can be currently seen in more than 150 markets

Distributed exclusively by

SCREEN GEMS

WGAL-TV

8 steps to up your sales on CHANNEL 8

AUDIENCE
Potential customers for your product delivered on a mass basis.*

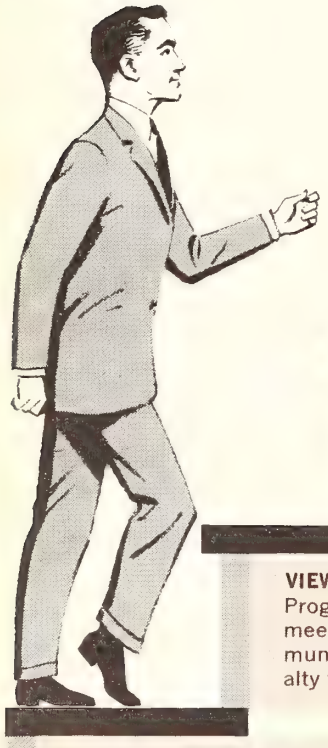
COVERAGE
Great, central-Pennsylvania market, known for continued economic stability.

LOW COST PER DOLLAR
More families consistently reached than by all other stations located in the WGAL-TV area combined.*

RESULTS Advertisers achieve sales results as proven by continuing renewal of contracts.

COLOR Only area station equipped to originate color. As NBC affiliate, it telecasts more color to an ever-growing audience.

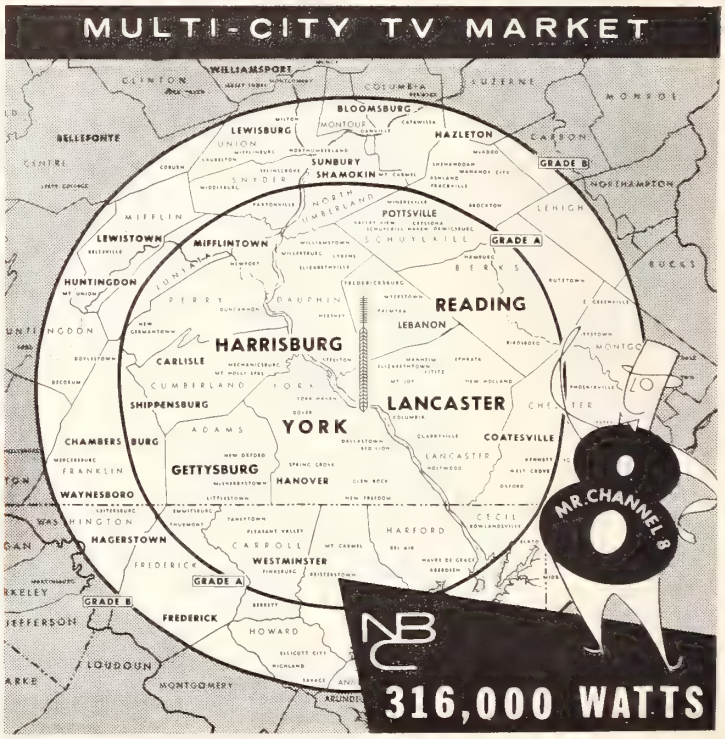
MODERN FACILITIES Latest, diversified facilities for future growth and expansion. Spacious studios, latest equipment, including two color tape recorders, color cameras, stand-by transmission units.



VIEWER LOYALTY
Programming developed to meet the needs of its communities results in viewer loyalty to Channel 8.

PIONEER VHF STATION Established 1949, one of the first, WGAL-TV pioneers with new and better services.

*Statistics based on ARB data and subject to qualifications issued by that company, available upon request.



WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

CLOSED CIRCUIT®

Henry slows pace

As far as FCC Chairman E. William Henry is concerned commission won't start new projects in any broadcast area until existing backlog is cleared. And indications are that commission will be more deliberate in its actions, chastened not only by attitude of Congress as demonstrated by House Commerce Committee action last week to block rule limiting commercials but also by President Johnson's call for more cooperation rather than more controls by regulatory agencies (BROADCASTING, Dec. 9).

Little debate

As speculation mounts on whether President Johnson will choose to face his Republican opponent in televised joint appearances next fall, one source close to Democratic National Committee said last week decision has not yet been made. President has given committee no indication whatsoever on his plans for 1964, source says, and definitely has not stated what he'll do about TV meetings with opponent.

Both parties are wondering what provision networks may make for free time if they can't get both presidential candidates on joint appearances. Parties figure greatly increased costs without generous offer from networks, but networks face awkward problems without suspension of Section 315 (see page 54)—question President could resolve with one phone call to Representative Oren Harris (D-Ark.).

Don't write; phone

Clipped by FCC because of indiscriminate letter-writing on station license renewals, FCC staff lawyers now are calling Washington attorneys about purported inadequacies, particularly in relation to programing in prime time, of client stations under scrutiny. Check of Washington attorneys revealed several had noted increases in recent weeks in prime time programing calls, but some said there appeared to be easing off. One prominent attorney, however, charged such calls on renewals constitute circumvention of FCC's instructions.

Aftermath

"More than a dozen" members of Greater Columbia (S. C.) Chamber of Commerce have resigned in protest over civil rights speech delivered by LeRoy Collins, president of National Association of Broadcasters, two weeks ago at chamber's annual dinner meeting (BROADCASTING, Dec. 9; also see page 68). Chamber official said "reaction generally has been very bitter" and "we regret his choice of subjects." Official said, however, there was no advance discussions with governor on subject of his talk, and chamber did not know what it would be until three hours before delivery.

Meagher leaving

John Meagher, vice president for radio of National Association of Broadcasters, has submitted resignation to take effect no later than next Feb. 1. Mr. Meagher has been NAB radio vice president for more than 9 years and before that was general manager of KYSM Mankato, Minn. He hasn't announced future plans.

Foul-up on fairness

After months of trying, FCC is still unable to agree on letter to CBS-TV on fairness doctrine question that was raised by dramatic show. Commission last summer received complaint from National Council of Claimants Counsel about *Armstrong Circle Theater* episode, "Smash-up," which dealt with fraudulent auto injury suits. NCCC said episode would tend to prejudice juries against claimants. CBS-TV, in commenting, said that because program was drama, fairness doctrine does not apply (BROADCASTING, Sept. 16). Proposed reply was on commission agenda last week, but no agreement could be reached.

Particular episode poses no problem; commission doesn't suspect insurance companies were in collusion with CBS in production of program, and majority of commissioners, reportedly also are in agreement in rejecting CBS view that fairness doctrine can never apply to dramatic shows, except in extreme cases. But task of reducing this area of agreement to written word is so far defying agency.

Cross ownerships

Web of mutual fund investments in publicly held broadcast properties is beginning to be unwound by Metromedia (which was singled out under multiple ownership rules in recent transfer case [BROADCASTING, Dec. 2]). MM investigators have found one fund with more than 1% interests in two national AM-TV networks and one major group owner, and second fund that has in excess of 1% interest in seven groups totaling 34 TV's, 31 AM's and 25 FM's.

Cinch case

Broadcaster accused of falsifying program logs is in danger of losing two AM stations, both located in South. Hearing examiner, in what some officials consider one of most "open-and-shut cases ever to come before commission," has recommended non-renewal of one license, revocation of other. Commission reportedly directed staff to prepare order going along with this recommendation. Staff's draft is now before commission, awaiting final action.

Social note

Washington's Broadcasters Club will start New Year with legislative bang. On Jan. 14 organization is tentatively set to be host for reception for Senators Warren G. Magnuson (D-Wash.) and John O. Pastore (D-R.I.), respective chairmen of Senate Commerce Committee and its Communications Subcommittee. On Jan. 22 club hopes to entertain House opposite numbers: Chairman Oren Harris (D-Ark.) of Commerce Committee and Representative Walter Rogers (D-Tex.) of Communications Subcommittee.

Reason for waiting

Among reasons Senator Spessard Holland (D-Fla.) hasn't announced intentions to run again (and he's expected to) is requirement under Florida law that he must begin to keep accounting of campaign funds as soon as he announces. So, longer Florida candidate for federal office puts off announcement, more time he has before he must begin bookkeeping chores. Candidates in Florida must file by March 3 (see story page 68).

Catching up

FCC campaign to reduce backlogs is having effect on number of pending transfer cases. Staff, acting on wider authority given it by commission early in November (BROADCASTING, Nov. 11), managed to process 90 applications that month. Effect on backlog: reduced by 40 cases. Staff also reports it is getting "current," that is, starting processing of applications soon after they are filed. Until recently, months often elapsed. Officials' goal is to dispose of five applications each day, 100 per month.

Music merger

In negotiation is purchase of World Broadcasting System of Philadelphia, which produces wide range of music services for broadcast stations, by Commercial Recording Corp. of Dallas, also in music production. If deal goes through, both companies are likely to be merged into single entity that would be one of majors in field. John Coyle, principal in Commercial Recording and KVIL Dallas, is masterminding deal.

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Thank You

To our viewers . . . . . whose expressions of appreciation for our weekend of service during the days of sadness and history are highly valued by the hundreds of employees who performed so unstintingly.

To our employees . . . who worked night and day without a moment's thought about personal comfort or compensation to see to it that the viewers were continuously served.

To our networks . . . . whose incredible resourcefulness, effort, experience and good taste supplied coverage no single station or group of stations ever could have accomplished alone.

To our advertisers . . . who not only permitted, but urged, that we pay no heed to their commercial commitments, but serve the public first. Our particular thanks to those who have been generous and understanding in their approval of make-goods to help allay the tremendous financial loss incurred, and our understanding of those whose particular problems did not so permit.

LOS ANGELES *KGBS*	PHILADELPHIA *WIBG*	CLEVELAND *WJW*	NEW YORK *WHN*	TOLEDO *WSPD*	DETROIT *WJBK*
MIAMI *WGBS*	MILWAUKEE *WITI-TV*	CLEVELAND *WJW-TV*	ATLANTA *WAGA-TV*	TOLEDO *WSPD-TV*	DETROIT *WJBK-TV*

STORER
BROADCASTING COMPANY

WEEK IN BRIEF

Television spot buying in December moving better than year ago, BROADCASTING survey shows. Estimate that 70% of pre-emptions for Kennedy coverage will be recouped through make-goods. See . . .

SPOT TV PACE BRISKER . . . 27

Top TV advertiser P&G flings gauntlet down to broadcasters; won't pay for spots placed in triple-spotting positions Compton advises reps make-goods or credits will be sought. See . . .

WON'T PAY WHEN TRIPLED . . . 28

Spot TV billings in third quarter up 23% to over $185 million. TvB report indicates first nine months has reached $628 million which is $24 million above last year's period. See . . .

THIRD QUARTER SPOT TV UP . . . 30

Advertisers want more creativity from their advertising agencies, NL&B survey finds. TV's effectiveness is praised, but agencies aren't expected to handle broadcast programing anymore. See . . .

MORE CREATIVITY WANTED . . . 34

FCC sits to hear arguments on proposal to limit commercial time, but hears virtually nothing but opposition. Instructs staff to drop idea, but continue case-by-case consideration. See . . .

UNHORSED IN CRUSADE . . . 38

Collins's future may be on the line next month. Special meeting of NAB executive committee called by Quarton to consider recent speeches, also reports that NAB president desires to return to political arena. See . . .

WHAT TO DO ABOUT COLLINS . . . 68

This may be TWTW for program forms. Commission expected to issue revised section for oral comments by industry at Feb. 13 hearing. Provision for listing of commercial time retained. See . . .

JUST AROUND THE CORNER . . . 60

Does President Johnson have to be "like Caesar's wife?" Family ownership of TV-radio in Texas is questioned by Iowa congressman; "expose" written by Cowles reporter. See . . .

JOHNSON OWNERSHIP QUESTIONED . . . 78

Commission issues proposals for CATV regulation via microwave licensing powers. Changes delay time from 30 to 15 days, but would still require local station to be carried on cable if requested. See . . .

EASES UP ON CATV . . . 71

Television homes in continental U. S. are up by almost 1.5 million over last year; radio by over 750,000. Nielsen issues county-by-county estimates of television and radio homes. See . . .

RADIO IN 94; TV IN 92% OF HOMES . . . 94

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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.



puzzle:

cast system

In a warm flush of seasonal joie de vivre, the management of WMAL-TV gave a Christmas party. Five bonhomous staff members—Neal Edwards, Herb Victor, Bob Whiteley, Bob Livingston and Fred Houwink—elected to do their bit by giving a Christmas Masque. Since press of work prevented rehearsal, they confronted each other for the first time, masked and in full costume. Grandfather Frost entered, followed by someone who announced he was a partridge in a pear tree. Next came Scrooge, then Melchior, one of the Wise Men resplendent in his regal robes, and, lastly, Amahl, crutch in one hand, Martini in the other, demanding to know when night visiting hours started.

While each actor knew who he was (which was more than could be said for the audience), he wrongly assigned each of the four remaining roles to one of the others. No two actors attributed the same role to any other.

Livingston, for instance, thought Edwards was Melchior; Whiteley thought Houwink was Grandfather Frost and Livingston was Scrooge. Edwards identified Whiteley as Scrooge, while Victor thought Edwards was the partridge in the pear tree and Whiteley was Melchior.

Unmask these masked marvels. Tell us who each was and who Neal Edwards thought Fred Houwink was playing. We'll make it worth your while.

The season quite o'ercomes us, too—we'll skip the commercial. If you haven't bought WMAL-TV for your clients, we're too late to help you with this year's bonus anyway. Try us again next year. Check Harrington, Righter & Parsons, Inc. for availabilities.

Puzzle adaptation courtesy Dover Publishing Co. New York, N. Y. 10014.
Address answers to: Puzzle #94, WMAL-TV, Washington, D. C. 20008.

wmal-tv abc

Evening Star Broadcasting Company WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVA-TV and WSVA, Harrisonburg, Va.

Collins defends his speech to churchmen

SAYS IT'S HIS DUTY TO EXPOSE BROADCASTING'S EVILS

Broadcasting's faults should be "specifically identified" and "not vaguely treated." LeRoy Collins, president of National Association of Broadcasters, has written NAB board in defense of his speech two weeks ago before National Council of Churches.

Governor Collins position was given in reply to letter from Willard Schroeder, WOOD Grand Rapids, Mich., criticizing governor's comments on cigarette advertising before council (see page 68). Mr. Schroeder also asked NAB president why he did not devote more of his speech to controversial NCC pronouncement on TV programing.

"I think it is no less my job as president of the NAB to encourage the best and discourage the worst in broadcasting," Governor Collins told Mr. Schroeder in a letter also sent to all board members. "This means I must acknowledge that there are areas which should be improved and these areas should be specifically identified not vaguely treated," he said. NAB president said it is his duty to speak out and expose evils in broadcasting.

Governor Collins said he had received much encouragement from advertisers and agencies for his specific criticism of Lucky Strike commercials (BROADCASTING, Dec. 2).

NAB president pointed out that meeting had been scheduled between NAB and NCC for Dec. 9 to discuss church pronouncement and that it seemed "unwise" to criticize council shortly before meeting. He said his "temperate approach" was more successful and church leaders had told him so.

He said NAB is inclined to feel that there will be modification in church statement and that "delicate negotiations" are moving very well.

(Council postponed last Monday's meeting less than 48 hours before it was to begin and church spokesman said Friday it will be rescheduled for early in February. Meeting was canceled when church leaders were summoned to White House as members of Presidential Religious Advisory Committee. Council has called for FCC regulation of commercial announcements and direct regulation of networks.)

No code relaxation for holidays—Bell

In statement to members and code subscribers, National Association of Broadcasters Code Director Howard Bell said code time standards would not be waived as reported in Dec. 9 CLOSED CIRCUIT.

Magazine had reported NAB would not enforce time maximums during Christmas season because of many make-goods following four-day coverage of presidential assassination when commercials were canceled. "There will be no relaxation of established standards, either in interpretation or enforcement," Mr. Bell said in *NAB Highlights* newsletter to member stations.

He said published report that there would be relaxation was unfair and that magazine had been told this was case before item was printed. NAB officials were afraid of FCC and congressional reaction to report. BROADCASTING's original item had said report would not be confirmed by NAB.

Assassination weekend cost CBS $4 million

Cost to CBS for coverage of events surrounding assassination of President Kennedy totaled $4 million and cost to network's radio-TV affiliates was "about as great," according to letter distributed to employes by Dr. Frank Stanton, CBS president.

Cost figures supplied by Dr. Stanton included expenditures for coverage and loss of revenues. He noted that more than 660 CBS staffers worked throughout government crisis.

FCC denies waiver to Austin CATV group

FCC by 6-1 vote has denied request of community antenna television system for permission to duplicate programing of KTBC-TV Austin, owned by LBJ Co. Commissioner Lee Loevinger dissented. Mrs. Lyndon B. Johnson had transferred her majority stock interest in company to trusteeship (BROADCASTING, Dec. 9).

FCC action was in order denying TV Cable of Austin's request for waiver of condition which requires CATV system to obtain permission of local station before duplicating its programing. Unless permission is granted, station must wait 30 days (altered to 15 days by announced CATV rulemakings, story page 71) before carrying same program.

FCC noted that some 15 other CATV systems had accepted condition, as had Austin firm, and said it doesn't believe it should grant exceptions.

TV Cable had asked for waiver on ground that there is competing CATV system, Capital Cable, in Austin, which is not protecting KTBC-TV. Capital Cable is operating by cable and, rather than microwave, is outside FCC's jurisdiction.

Esty gets Fab; 2 new C-P items to Bates

Colgate-Palmolive has assigned agencies to three new products and switched one account—Fab laundry detergent. Fab will transfer effective Jan. 1—from Ted Bates, New York, to William Esty, that city. Television Bureau of Advertising reported gross time TV billings for Fab for first three quarters of 1963: network, $1,362,500; spot $1,271,600.

Colgate stressed that Fab switch was unrelated with announcement of new products: Colgate mouthwash, Palmolive liquid detergent, both assigned Bates, and Ajax detergent, assigned to Norman, Craig & Kummel, New York.

Bates said Friday (Dec. 13) that advertising plans for its products have not yet been completed. Fab's new advertising will include radio and TV, it was said. Colgate announced, meanwhile, that multimillion-dollar national introductory campaign will be launched in support of Ajax. Campaign, which will feature white knight as symbol of product strength, will include heavy network and spot TV use.

Elgin shifts watches

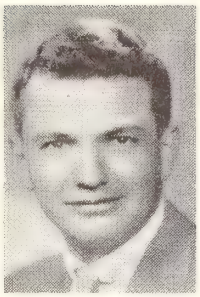
Elgin National Watch Co., New York, has appointed Lawrence C. Gumbinner Advertising as agency for its watch line, effective Jan. 1. Former agency handling estimated $1.5 million

Baker probe may be on TV

Television coverage will be permitted Tuesday (Dec. 17) when Senate Rules and Administration Committee holds first public session in its so-far closed-door proceeding on outside business activities of Robert G. (Bobby) Baker, former majority Secretary of U. S. Senate. Word came Friday (Dec. 13) from Senator B. Everett Jordan (D-N. C.), chairman, and marked first time that committee has given permission for broadcast coverage. Networks requested opportunity when hearing began earlier this fall.

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Storer

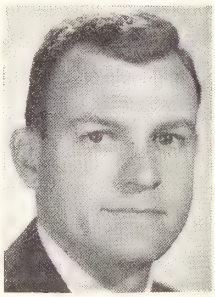
George B. Storer Jr., president of Storer Broadcasting Co., Miami, appointed chairman of steering committee of National Association of Broadcasters-Radio Advertising Bureau, that will conduct $200,000 study of radio research field (see story, page 51). Mr. Storer, who was not member of committee, will direct joint investigation sponsored by both organizations.

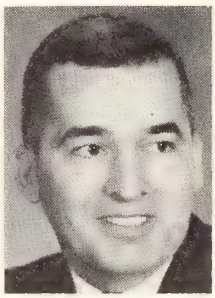

Mr. Goshen


Mr. Slate

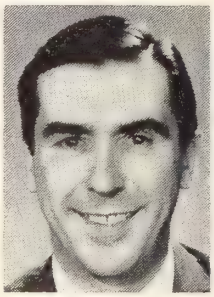
Sam J. Slate, VP of CBS Radio and general manager of WCBS-AM-FM New York, resigns, effective Jan. 3, to accept newly created post of executive VP of RKO General Broadcasting. Jerome Bess will continue, however, as executive VP in charge of operations. According to Hathaway Watson, president of RKO General Broadcasting, Mr. Slate will devote his efforts to long-term planning, government and industry relations, and program development. **Ralph W. Goshen,** WCBS-AM-FM general sales manager since 1959, elected VP and general manager, effective Dec. 30, replacing Mr. Slate. **Jacques Biraben,** VP in charge of sales for RKO General-owned WOR-AM-FM New York, assumes added duties as sales chief for WOR-TV. **Burt Lambert,** currently VP in charge of sales at WOR-TV, appointed VP and director of sales planning for WOR-AM-FM-TV. Thirty-year veteran of broadcast field, Mr. Slate originally joined CBS in 1933 in news and press department. He served as program director of BBC's New York office for six years (1945-51) before returning to CBS in 1951 as program director of WCBS and was appointed general manager in 1957. RKO General Stations are WOR-AM-FM-TV New York; WNAC-AM-TV and WRKO-FM Boston; CKLW-AM-FM-TV Windsor, Ont.-Detroit, Mich.; KFRC-AM-FM San Francisco; WGMS Bethesda, Md., and WGMS-FM Washington, and WHBQ-AM-TV Memphis, Tenn.

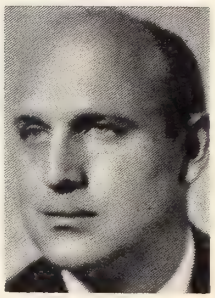
Earl G. Johnson, general manager of Midwest division of Pepperidge Farms Inc., Norwalk, Conn., joins American Marketing Association, Chicago, as executive director, effective Jan. 2. Over 300 applicants for AMA post were screened in past two months.


Mr. Bowen


Mr. Cuddeback

John S. Bowen, Alva C. Cuddeback, Michael G. Turner and **Robert F. Young,** all VP's of Benton & Bowles, New York, appointed VP-management supervisors. Mr. Bowen, who joined B&B in 1959 as account executive and became VP on Crest tooth paste account in 1961, now has responsibility for Procter & Gamble toilet goods account. Mr. Cuddeback has been named director of B&B's Texaco account. He joined agency in 1958 as account executive on General Foods and was elected VP in 1962. Mr. Turner, with B&B since 1950, joining as assistant account executive and reaching vice president position in 1959, will head newly acquired Eastern Air Lines account. Mr. Young will be responsible for B&B's Instant Maxwell House and Gaines accounts. He joined agency in 1956 as account executive and was elected vice president in 1960.


Mr. Young


Mr. Turner

Armando M. Sarmento, president of McCann-Erickson International since 1959, elected president of McCann-Erickson Inc., New York. He assumes duties being relinquished by **Emerson Foote,** who has been both president and chairman and continues in latter position. Mr. Sarmento joined M-E as assistant manager of Rio de Janeiro office in 1935 and has served agency continuously in various executive posts.

For other personnel changes of the week see FATES & FORTUNES

account was McCann-Marschalk, New York. McCann-Marschalk, however, continues as agency on Elgin's hour special on NBC-TV Feb. 20, *A Wild Winters Evening,* starring comedian Jonathan Winters.

AP admits it erred in story on Collins

Associated Press lead on speech National Association of Broadcasters President LeRoy Collins delivered before Columbia, S.C., Chamber of Commerce (BROADCASTING, Dec. 9) was "off base," according to AP executive.

John Aspinwall, AP radio-TV news editor, said that text of speech does not bear out news service lead saying NAB president "blamed the climate of violence in the South for President Kennedy's assassination." He said nature of governor's remarks "obviously was such as to require the most careful handling. The incident constitutes an object lesson and will be pursued with our Charlotte [N. C.] bureau" which handled speech, Mr. Aspinwall said.

His comments were made in letter replying to Harold Essex, president of WSJS-AM-TV Winston-Salem, N. C.

On Friday, Senator Strom Thurmond (D-S. C.), member of Senate Communications Subcommittee, attacked Governor Collins's Columbia speech: "For one who professes to abhor the emotion of hate Mr. Collins proves himself singularly adept at verbally purveying this most violent emotion."

Fairness, editorials to get another look

House Communications Subcommittee endorsed editorializing in report released Friday (Dec. 13). Subcommittee, which held hearings on subject this summer and fall, announced plans to look further into problems in fairness and editorializing raised at those sessions (story page 56).

Report asks FCC's assurance that "no action will be taken . . . against any broadcast licensee resulting in license revocation or denial of license renewal" as result of fairness doctrine application. Commission has never taken such action, it says.

One of a series of full page ads appearing in the New York Times



but make sure it's

MAJOR STATION RADIO

With almost 4,000 radio stations on the air today, how you *choose* and how you use "The Companion Medium" is more important than ever before.

Your first guide to effective selection is the *difference* between ordinary radio and great station radio—the *difference* between the relatively few major stations and the thousands of ordinary stations. These are the basic criteria that best identify the major station:

- *It has capable management that creates confidence.*
- *It serves a major market.*
- *It has superior facilities—a frequency and power that reaches out.*
- *It devotes major effort to public service.*
- *It features full range programming designed for the adult audience.*

Stations selected on this basis give you RADIO at its best.

HENRY I. CHRISTAL CO., INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • LOS ANGELES • SAN FRANCISCO • ATLANTA • ST. LOUIS

THESE RESPONSIBLE STATIONS DELIVER RESPONSIVE AUDIENCES

KFI Los Angeles	**WHAS** Louisville
KOA Denver	**WJR** Detroit
KWKH Shreveport	**WPTF** Raleigh
WAPI Birmingham	**WSM** Nashville
WBEN Buffalo	**WSYR** Syracuse
WGY Schenectady	**WTAG** Worcester
WHAM Rochester	**WTIC** Hartford

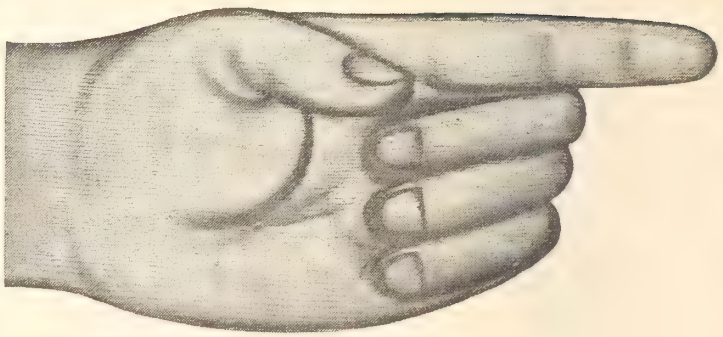
WTMJ Milwaukee



NBC Television is not the only network that designs a program schedule for a wide range of interests. It is not the only network that unhesitatingly interrupts the regular broadcast schedule to present frequent programs of special significance.

For the NBC Radio network does these things, too. In more than 33 hours of weekly service to nearly 200 stations, NBC Radio reflects the responsibility and creative excellence of its TV counterpart.

Its news coverage, for example, is furnished by the same, award-winning NBC News team. Chet Huntley, Frank McGee, Edwin Newman and Martin Agronsky are among those who contribute to more than 150 regularly scheduled news and information programs each week (more than any other radio network). In addition, more than 200 hours of special programming have been devoted to coverage of leading world and national news developments so far this year.



NBC Radio's unique *Monitor* entertains and informs the nation's weekend listeners with its diverse parade of music, comedy vignettes, sports events, interviews and around-the-globe special features.

Wide acclaim has greeted such imaginative programs as *Experiment In Drama* ("... splendid examples of the skillful use of radio"—N. Y. Herald Tribune) and *Toscanini—The Man Behind The Legend* ("... a program indeed worth listing as a radio special"—N. Y. Journal American).

Broadcast annually by NBC Radio are the nation's leading sports events, including the World Series, the Rose Bowl, the NFL Playoff, and the National Singles tennis tournament from Forest Hills.

Rewarding as all of this may be to listeners, it is just as pleasing for sponsors. That's why—year after year—they spend more advertising dollars on NBC than any other radio network. Orders already placed for 1964 are running well ahead of 1963's record-breaking sales pace.

Obviously, the achievements of this "other network" are quite satisfying to us. But, to be perfectly candid, it would be more than just a bit embarrassing if NBC *couldn't* operate a radio network successfully. This is where the whole idea started.

NBC

THE OTHER NETWORK

BETWEEN AVAILS

We're out selling between buys ...not just when avails are submitted. We know every personality on the stations we rep, and why local accounts use them.

Our salesmen visit our stations.

Station Reps

BOB DORE

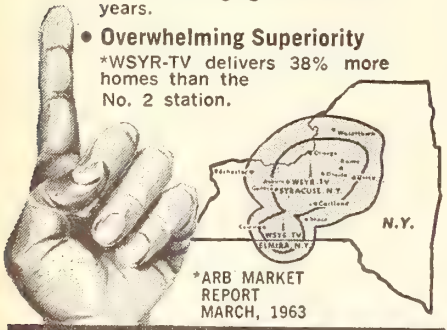
ASSOCIATES

11 WEST 42nd STREET, NEW YORK 36, N. Y.
CHICAGO LOS ANGELES SAN FRANCISCO

FIRST EVERY DAY

and here's why...

- **Exciting Local Programming**
  News, music, documentaries that actually out-rate network shows.
- **Great TV Personalities**
  Hard-selling WSYR-TV personalities, "Central New York's greatest salesmen," at work from before sun-up to signoff.
- **Best Technical Facilities**
  First in Central New York with color, videotape, completely equipped TV center, and the only channel with maximum power at maximum height.
- **Experience and "Know-How"**
  A veteran staff directed by executives averaging more than 20 years.
- **Overwhelming Superiority**
  *WSYR-TV delivers 38% more homes than the No. 2 station.



*ARB MARKET REPORT MARCH, 1963

WSYR • TV

NBC Affiliate

Channel 3 SYRACUSE, N.Y. 100 KW

Plus WSYE-TV channel 18 ELMIRA, N.Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

DATEBOOK

A calendar of important meetings and events in the field of communications.

■ Indicates first or revised listing.

DECEMBER

Dec. 16—**Hollywood Ad Club** Christmas party, Hollywood Palladium. Tickets are $6.50 each. For further information, write: HAC, 6362 Hollywood Blvd., Hollywood 28.

■ Dec. 16—**Broadcasting Executives Club of New England** Christmas party, Sheraton Plaza hotel, Boston.

Dec. 16—Deadline for the return of **FCC** questionnaires by the **Pacifica Foundation** attesting to the political loyalty of the foundation's directors and other officials.

Dec. 17—**International Radio and Television Society** Christmas party, Grand Ballroom, Waldorf-Astoria, New York.

■ Dec. 17—**National Collegiate Athletic Association** television committee meets in New York with the three networks to consider bids for a new two-year pact. CBS-TV's $10.2 million contract expires this year.

■ Dec. 18—Annual stockholders meeting, **Columbia Pictures Corp.**, New York.

■ Dec. 27-28—Annual winter conference of the **American Marketing Association**, Somerset hotel, Boston.

JANUARY 1964

Jan. 1—New **FCC engineering rules** requiring that third-class radio-telephone operator be present for routine transmitter operation if first-class operator is employed parttime.

Jan. 3—Comments due on proposal to authorize on regular basis **operation of Midwest Program for Airborne Television Instruction Inc.** (MPATI) and to allocate six UHF channels for the purpose.

Jan. 3—Comments due on proposed expansion of **UHF table of assignments.**

■ Jan. 6—**North Carolina AP Broadcasters Association**, High Point, N. C.

■ Jan. 6—**Hollywood Ad Club** luncheon meeting, 12 noon, at Hollywood Roosevelt. James Nelson, creative vice president of Hoefer, Dieterich & Brown, San Francisco, will speak on "My Son, the Creative Director."

Jan. 8—Newsmaker luncheon, **International Radio & Television Society**, Grand Ballroom of Waldorf Astoria, New York, News analysis and forecast by a panel of Chet Huntley, Walter Cronkite and Ron Cochran.

Jan. 10-11—**Arizona Community Television Association** meeting, Ramada Inn, Scottsdale, Ariz. Anyone interested in CATV and allied fields is welcome to attend. For additional information contact Arlo Woolery, KSUN Bisbee, Ariz., ACTA president.

■ Jan. 13—Annual winter meeting of the **Rhode Island Association of Broadcasters.** Place to be announced.

Jan. 14—Meeting of **Hollywood chapter of National Academy of Television Arts and Sciences** to discuss subject of pay TV. Place to be announced.

Jan. 17—Franklin Day banquet of **Poor Richard Club**, Bellevue Stratford hotel, Philadelphia. Leonard Goldenson, president of American Broadcasting-Paramount Theatres Inc., will receive club's Medal of Achievement citation.

■ Jan. 17—Board of directors meeting of the **Association of Maximum Service Telecasters (AMST)**, Diplomat, Hollywood, Fla. (postponed from Dec. 5).

Jan. 17—**New York chapter of National Academy of Television Arts and Sciences** honors Jackie Gleason at its annual "close-up" dinner and show, Americana hotel, New York. Alan King is master of ceremonies.

Jan. 17-18—Midwinter meeting of **Oklahoma Broadcasters Association**, Enid. Paul Comstock, National Association of Broadcasters vice president for government affairs, will be featured speaker.

■ Jan. 20—**Hollywood Ad Club** luncheon meeting, 12 noon, at Hollywood Roosevelt. Richard Dinsmore, vice president and general manager of Desilu Sales, will speak on the foreign market for American TV programs.

Jan. 21-23—**National Religious Broadcasters** convention, Mayflower hotel, Washington.

Jan. 21-23—Nineteenth annual **Georgia Radio-TV Institute**, co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism. University of Georgia, Athens.

Jan. 24-26—Mid-winter convention of the **Advertising Association of the West**, Bakersfield, Calif.

Jan. 24-26—**American Women in Radio and Television** board of directors meeting, Hilton hotel, New York.

Jan. 27-31—**Annual winter meetings of National Association of Broadcasters' radio, television and combined boards, Far Horizons hotel, Sarasota, Fla.**

Jan. 31-Feb. 1—Seventeenth annual convention of the **South Carolina Broadcasters Association**, Jack Tar Poinsett hotel, Greenville, S. C.

FEBRUARY

■ Feb. 3—**Hollywood Ad Club** luncheon meeting, 12 noon, at the Gaslight Club. Burton Brown, Gaslight Club president, will speak on the role of advertising in promoting his chain of clubs.

Feb. 3-5—Second annual **Electronic Marketing Conference of the Electronic Sales-Marketing Association (ESMA)**, Barbizon Plaza hotel, New York.

Feb. 4-5—Annual **Advertising Federation of America government conference** in Washington. Highlight will be breakfast session during which top industry official will present advertising's side to congressmen. U. S. Chamber of Commerce will be host Feb. 5-6 at public affairs conference.

Feb. 5—Newsmaker luncheon, **International Radio & Television Society**, Grand Ballroom of Waldorf Astoria, New York. National Association of Broadcasters President LeRoy Collins is speaker.

■ Feb. 5-6—Third annual **Association Public Affairs Conference** of U. S. Chamber of Commerce, Sheraton-Park hotel, New York. Governor Nelson Rockefeller will speak at the Feb. 6 luncheon. Other conference speakers include Senators Everett Dirkson (R-Ill.), Philip Hart (D-Mich.), and Roman Hruska (R-Neb.); William Miller, chairman of the Republican National Committee, and Paul Rand Dixon, chairman of the Federal Trade Commission.

Feb. 5-6—Legislative dinner and mid-winter convention of the **Michigan Association of Broadcasters**, Jack Tar hotel, Lansing.

Feb. 5-7—**National Winter Convention on Military Electronics**, Ambassador hotel, Los Angeles. C. D. Perrine, executive vice president of General Dynamics/Pomona, is convention chairman.

Feb. 6—**Minnesota Associated Press Broadcasters Association** meeting, Minneapolis.

Feb. 8-16—**International TV and Equipment Market**, Lyons, France.

Feb. 14—Annual Valentine's Day Ball of Hollywood chapter of National Academy of Television Arts and Sciences. Place to be announced.

If you lived in San Francisco . . .



. . . you'd be sold on KRON-TV

WAPI



PERSONALITY PORTRAIT





RON CARNEY

WAPI's personality plus, Ron Carney! Ron's quick wit and masterful adlib ability make every air minute "fun time, Carney style." Better still, Ron's delightful **Happy Housewife Club** with 10,000 card-carrying members makes apron-wearing a pleasure for thousands of Alabama housewives . . . profitable, too. Take a stock of carefully selected popular albums . . . an always increasing listening audience . . . a soft spoken young man with an imagination that reaches from "the breaking point to the twilight zone" . . . add WAPI RADIO, and you've got Birmingham's better blend of listening pleasure.

WAPI-RADIO

50,000 WATTS
BIRMINGHAM, ALABAMA

WAPI radio represented by Henry I. Christal Company, Inc.

OPEN MIKE ®

Van Horne was confused

EDITOR: Recently I was very disturbed by a column published in our local Scripps-Howard paper, *The Indianapolis Times*. The column was written by Miss Harriet Van Horne. . . . I have attached a tear sheet of the column along with my response to R. K. Shull, radio-TV editor of the *Times*:

"Dear Mr. Shull: It seems that each time you go on vacation your paper fills your column space with the wretched work of Harriet Van Horne. . . .

"In this particular column Miss Van Horne is guilty of the common, but reprehensible, fault of quoting out of context and falsely attributing statements and comments to another medium. Miss Van Horne describes BROADCASTING magazine (accurately) as the unofficial spokesman of the broadcasting industry. She then implies that the magazine made editorial comments to the effect that 58% of the American public desires legislation to control television commercials. She further printed quotes attributed to BROADCASTING that in reality were printed by that magazine in a review of an article written by her fellow journalist Jack Boyle (BROADCASTING, Dec. 2). It actually was Mr. Boyle's column that contained the information about the proposed legislation.

"Irresponsible journalism isn't Miss Van Horne's only mistake in this particular column however. . . ."—*Eldon Campbell, vice president and general manager, The* WFBM *Stations, Indianapolis.*

A $31,600 discrepancy

EDITOR: I don't know where you got the information that the purchase price for WEW St. Louis is $500,000 (BROADCASTING, Nov. 25). It is $468,400, which includes the assumption of the existing mortgage.

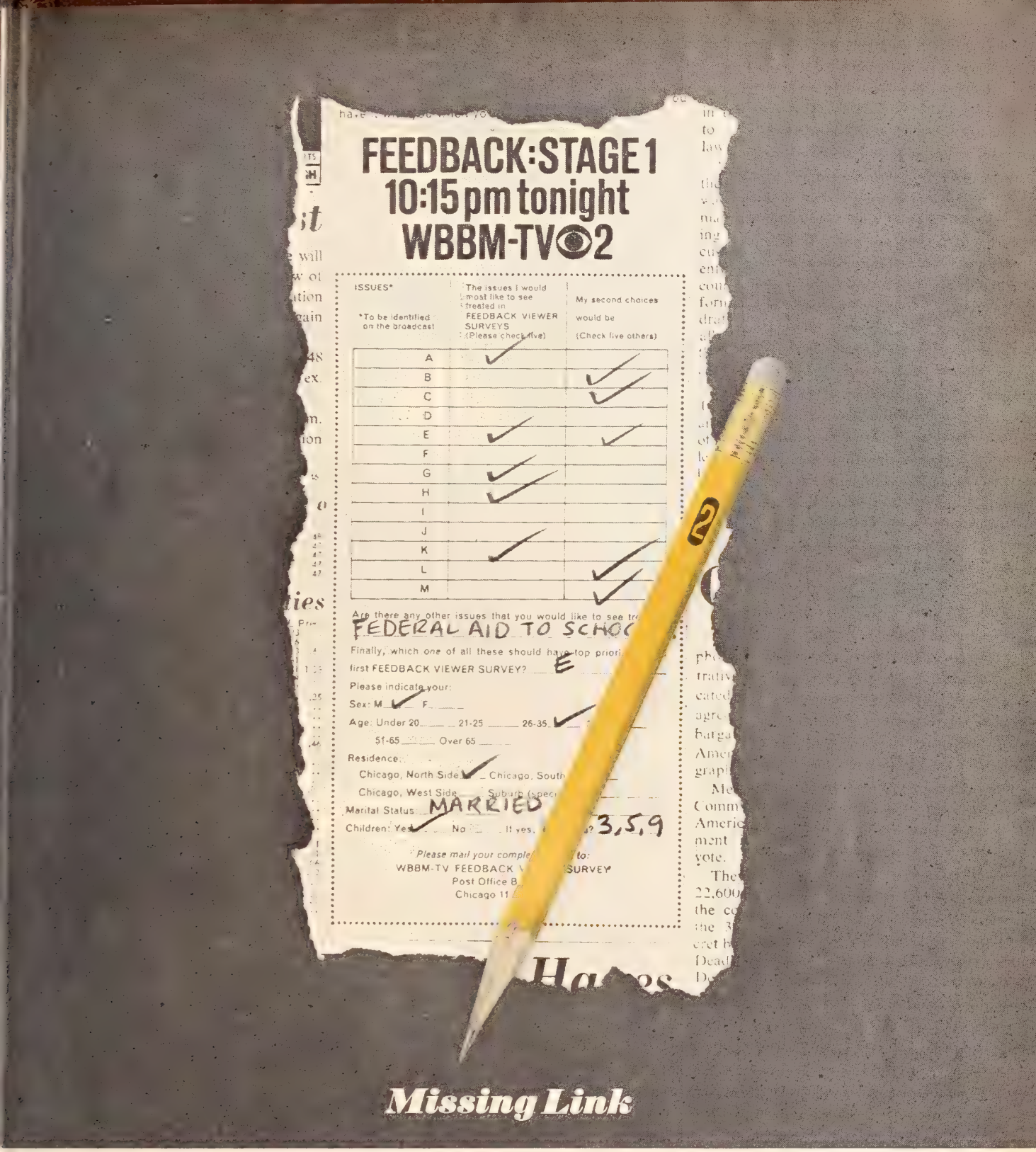
The statement that Franklin Broadcasting Co. has disposed of all of its radio stations is totally incorrect, as only one station has actually been disposed of. The others are still owned by Franklin, even though the sales are pending.—*Alvin Koenig, chairman of the board, Franklin Broadcasting Co., New York.*

(The $500,000 figure was taken from a news release issued by one of the parties to the transaction.)

Clarification of facts

EDITOR: I read with considerable interest your lead story "The new life in old film (BROADCASTING, Dec. 9). But I must point out that there are certain facts that should be clarified.

1. Pathe News Inc. and Sherman



Missing Link

Until recently there was no direct connecting link enabling Chicagoans to vote en masse for what they want to see on their favorite station. *Now* there is.

Via a specially-prepared program, "Feedback: Stage One," WBBM-TV audiences were asked to name community issues they most urgently want explored on future public affairs programs. To facilitate returns, special "Feedback" write-in ballots appeared in six Chicago-area papers. Response was tremendous.

Nearly 10,000 viewers filled in and returned ballots. As a direct result, on November 18 Channel 2 aired "Feedback: The Race Dialogue." And response was even more tremendous. *Within 48 hours alone, some 25,000 Chicago viewers had written WBBM-TV to comment on the program.*

Future broadcasts will cover such runner-up topics as medical care for the aged, crime in Chicago, taxes, schools, birth control and the Test Ban Treaty.

This successful experiment in large-scale *two-way* communication accomplishes a dual purpose. It keeps WBBM-TV in closer touch with all segments of the far-reaching Chicago community. And thus guarantees that audiences seeking local programming that exactly matches their tastes, and answers their needs, will continue to keep in touch with Channel 2—CBS Owned WBBM-TV.

WBBM-TV 2



SUNNY ROPES THE "MAVERICK MARKET"

Sunny ties up what the "Sunshine State's" business magazine, *Florida Trend*, cites as "FLORIDA'S MAVERICK MARKET."

WSUN's home county has the nation's highest incidence of auto and stock ownership; brain power industries; high discretionary income . . . *Florida's 2nd market should be 1st on your list.*

WHAT A MARKET, AND SUNNY SELLS IT!

WSUN
TELEVISION - RADIO
TAMPA-ST. PETERSBURG
Natl. Rep: VENARD, TORBET & McCONNELL
S. E. Rep: JAMES S. AYERS

Grinberg Film Libraries Inc. each owns and controls 50% of the Pathe Newsreel Library. Grinberg has the right to lease and sell the stock footage, subject to the payment to Pathe News Inc. of a specified monthly fee.

2. Pathe News has the right to produce any type of programs from the Pathe News Library and it, alone, has the use of the name and trademark in its productions. In its planned productions, Pathe News will utilize the Pathe footage in large part, though, of course, it will use needed footage from other sources also.

These omissions do not detract from the value of your informative and comprehensive article, but I do want to set the record straight.—*Joseph P. Smith, president, Pathe News Inc., New York.*

(BROADCASTING did not intend to suggest that Pathe News Inc. has no access to the Pathe Newsreel Library, but pointed out that its productions will use footage from a number of sources.)

Uncommissioned research

EDITOR: First let me thank you for the coverage given my talk on the Negro market (BROADCASTING, Dec. 9).

But I must hasten to correct an erroneous statement of facts relating to research studies on the Negro market that I quoted from.

I refer specifically to the study by the Center for Research in Marketing. Bernard Howard & Company did not commission the center to prepare a study. The data . . . which I quoted was from the center's third study, "The Dynamics of Purchase Behavior in the Negro Market." The findings that I quoted were released to us, at my request, after [it] had been publicized at a [news] conference. The reference to the center, as reported in your article, tends to misconstrue Bernard Howard & Company's participation in their overall research project.—*Bernard Howard, president, Bernard Howard & Company, New York.*

Concurrence and a reminder

EDITOR: The Dec. 2 editorial, "In days of anguish, a lesson learned," on the performance of radio-television (following the assassination of John F. Kennedy) is one of the most outstanding I have read. In fact, I want to have it framed. . . .

Many stations would welcome this printed on suitable paper for framing—*Wayne Cribb, national sales manager, Lee Stations, Quincy, Ill.*

(Reprints, suitable for framing, are available on request.)

EDITOR: I wish to take issue with one paragraph in your otherwise excellent Dec. 2 editorial. I refer to: "The homogenizing force of television, which alone among the communications media can convey to people the presence of events as they occur, was never more clearly demonstrated." I wish to point out, and I am sure you agree, that radio just as well as television can be, and in this case was, on the scene broadcasting immediate details.

In fact, many times radio, because of its increased portability, is more immediate than television.—*Lowell Green, chief news editor,* CFRA-AM-FM *Ottawa, Ont.*

EDITOR: . . . One thing is certain—broadcasters covered themselves with glory during our national emergency.—*Milton J. Shapp, Suburban Station Building, Philadelphia.*

EDITOR: Among the many letters we've received and which we have, of course, sent along to the networks is this moving commentary from Mrs. L. E. Alford, Box 189, Kissimmee, Fla.

"Dear Sir: For some time I've wanted to express appreciation to the cameramen of television, but did not know just where to write.

". . . I am a totally deaf housewife and that limits me in many ways. But some programs on TV lift me to faraway places and into experiences I'd never have otherwise. The actors and script writers are important, but the way the camera is used is truly inspiring at times.

"They were especially tasteful in the long weekend of President Kennedy's death and burial. It was difficult to do, and I thought over and over how well a certain scene was done. Please convey to them my very warm appreciation of their labors and results to the public."—*Roy Danish, director, Television Information Office, New York.*

A germane question

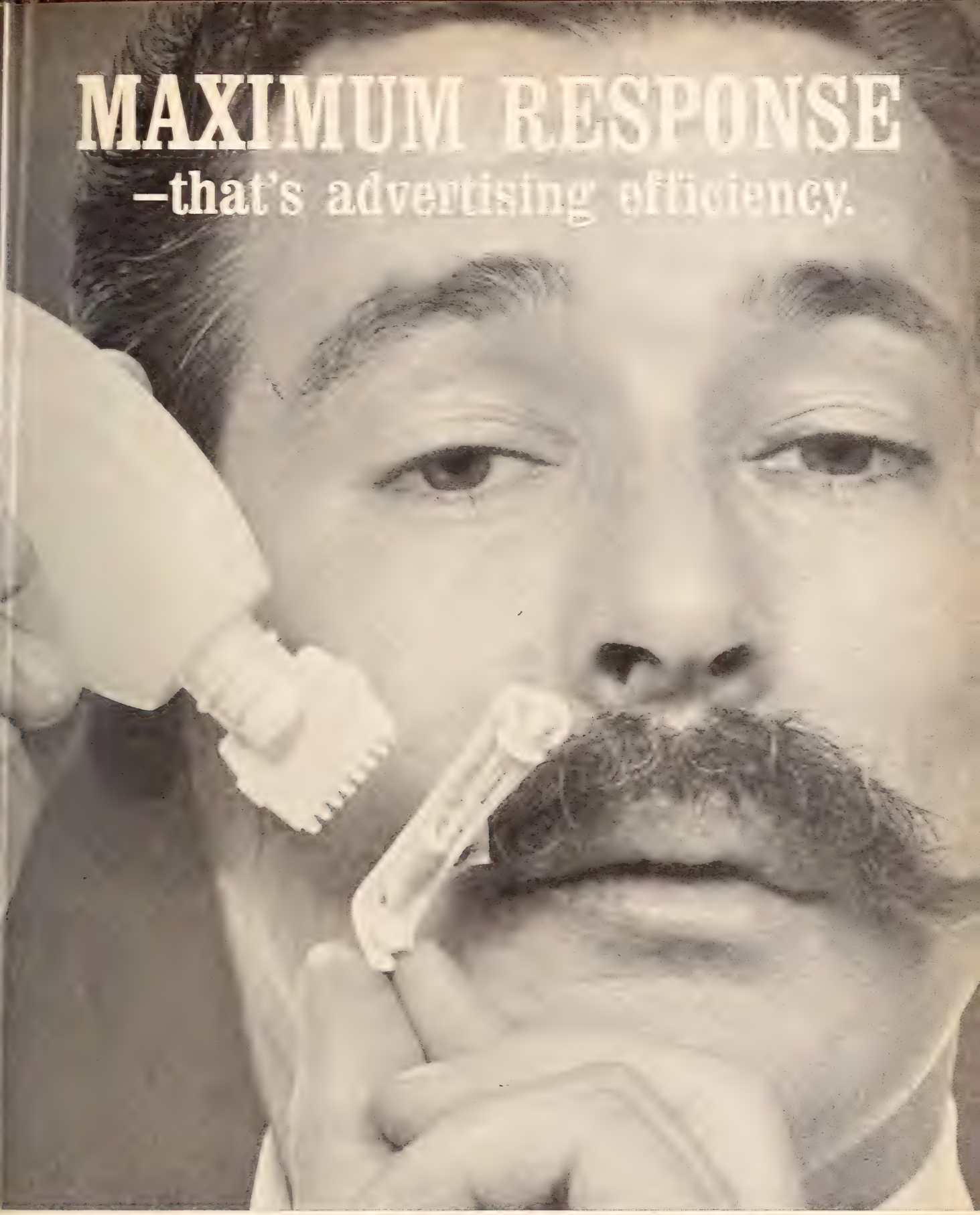
EDITOR: I wonder: Do the jurists who heard and watched our industry's dignified and sensitive coverage of President Kennedy's funeral feel their courtrooms are more sanctified than St. Matthew's Cathedral?—*Dwight D. Seely, operations manager,* KVOY *Yuma, Ariz.*

In quest of the superior

EDITOR: There is a wealth of evidence through the years on the productivity of commercial television. But we always can learn and the Schwerin story (BROADCASTING, Dec. 2) was most interesting. This kind of information is as important to the seller as it is to the buyer since we are as eager to see a schedule succeed as the buyer.

Further, the more qualitative information available will certainly contribute to the success of this great medium.

We look forward to more material of this kind, especially the definitions on what is "superior." As commercials be-



WBAL-TV 🔊 BALTIMORE

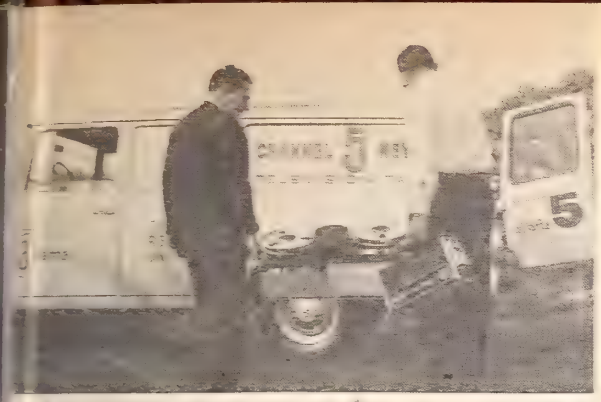
"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.



WAGA-TV

"DIALOGUE" ON WAGA-TV FEATURES NATIONALLY KNOWN PERSONALITIES IN A HALF HOUR OF PENETRATING CONVERSATION. ABOVE, "MR. GOLF", ROBERT T. JONES, WITH ED THILENIUS, STATION SPORTS DIRECTOR. THE "BOBBY JONES" PROGRAM GENERATED NATIONAL ATTENTION, AND A REQUEST ON BEHALF OF ANOTHER WELL-KNOWN GOLFER, FORMER PRESIDENT DWIGHT D. EISENHOWER, FOR A FILM PRINT OF THIS "DIALOGUE" PROGRAM.



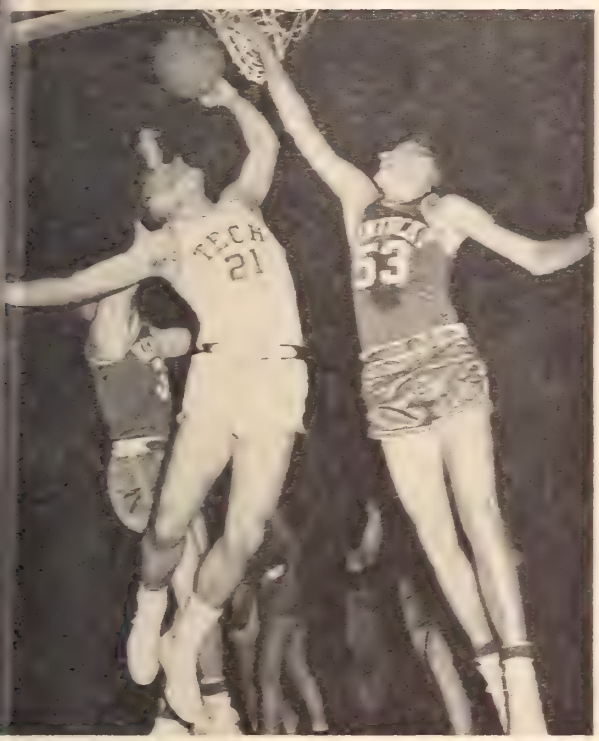
WHERE THERE'S NEWS, WAGA-TV GOES with portable Machtronics video tape recorders to capture action for viewers. The Governor's Press Conference, fast-breaking news and special events are telecast regularly.



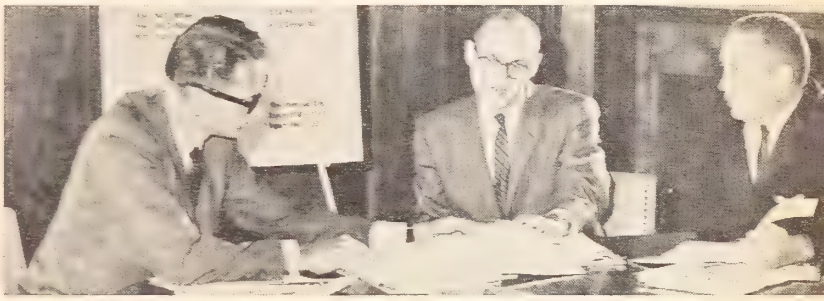
KEN BAGWELL, general manager of WAGA-TV, plays an important role in local affairs. Above, he reports to a United Appeal meeting on the progress of his division.



THE 4-H HOUR has aired weekly on Channel Five since November 5, 1955. WAGA-TV covers 752,500 TV homes in 115 counties.*



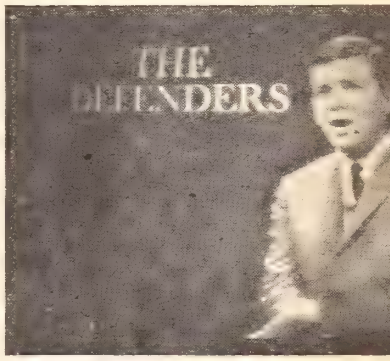
WAGA-TV FIRST televised Georgia Tech basketball! Twenty Cracker baseball games were televised in 1963! This season, WAGA-TV will telecast local college basketball, including an Invitational Tournament. Sports airs twice a day on PANORAMA NEWS.



DAILY TELEVISION EDITORIALS are discussed by the station Editorial Board, above, prior to airing. WAGA-TV has crusaded for city, county, and state improvements and never ducks controversial issues. Editorials air three times each day on WAGA-TV.



ATLANTA'S ONLY station-produced educational series features professors from local colleges and universities. Above, Dr. C. G. Alexandrides of Georgia State College.



CBS STARS promote: Robert Reed of "Defenders" is a WAGA-TV spokesman for the Atlanta Bar Association Legal Aid Committee.

.dynamic leader in local programming!



Boy Scouts pledge allegiance to the flag three times a day on WAGA-TV!

ATLANTA looks to WAGA-TV for local programming that reflects the pace of the city and the tone of the times. Channel Five has its sights on more than ratings; the growth of its market motivates the station to do the things it does! WAGA-TV programs the only weekly prime time network and local public affairs shows . . . punctuates the needs of the market with Atlanta's only daily television editorials . . . produces a daily television educational series . . . serves public interest with such programs as The 4-H Hour, Let's Discuss It, Reporter's Notebook, and others.

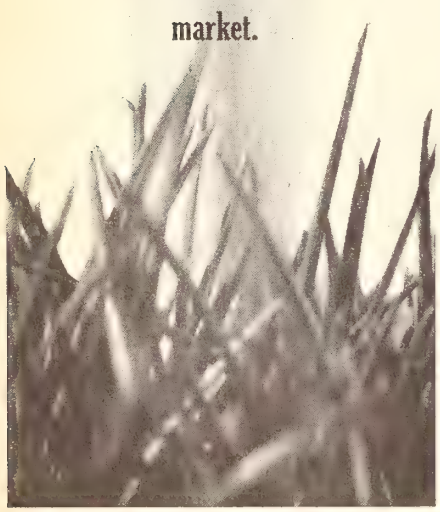
The ARB Circulation Report* shows that WAGA-TV reaches more homes daily and has more net daily and weekly circulation than any newspaper or TV station in an arc swinging from Washington, D.C. to Dallas, Texas. It's your best investment. Consult with STORER TELEVISION SALES, INC.

5 atlanta waga-tv

CBS

*ARB COVERAGE STUDY, TV FACTBOOK '63, PUBLISHER'S STATEMENTS
ANY AUDIENCE SIZE DATA USED HEREIN IS BASED ON THE SOURCE INDICATED, IS SUBJECT TO THE LIMITATIONS ON ITS ACCURACY INHERENT IN THE METHOD OF SURVEY USED, AND SHOULD BE CONSIDERED AS AN ESTIMATE

Today... this
golf ball, and thousands
like it will whistle
down the fairway of one of
the 33 golf courses
in San Diego.
San Diegans go big
for year 'round golf—and
tennis and fishing and
swimming and boating.
They're busy, active,
buying people...served
best by KOGO-TV.
Buy KOGO-TV.
A must buy in a
must buy
market.



KOGO-TV
SAN DIEGO
NBC · A TIME-LIFE STATION
REPRESENTED BY THE KATZ AGENCY

come "superior" undoubtedly they will become more acceptable by everyone.—*Jack E. Harrington Jr., Harrington, Righter & Parsons, New York.*

EDITOR: Obviously, the long range implications of the work described in the article are of great importance to the future of commercial television. Should it ever become possible to predict with any degree of accuracy the validity of one commercial approach as opposed to another, I personally fear that it would tend to inhibit creative experimentation in commercial production. We have all seen examples (all bad) of attempts to follow the leader simply because the leader was successful. This does not only apply to the production of commercials but to programing, promotion and sales.

There are a number of other facets of Mr. Schwerin's study that are personally disturbing to me. I find it difficult to concur with the premise that advertising campaigns can be pretested and that value judgment such as "inferior," "equal" or "superior" can be ascribed to a commodity (the commercial itself) which is designed to appeal to both the rationale and the emotions of great numbers of people—whose senses of logic and ranges of emotions are as different from each other as the eyes and ears they use to evaluate the commercials.—*Symon B. Cowles, director of advertising and publicity, ABC Owned Television Stations, New York.*

Hits to all fields

EDITOR: The many different responses I have had to my Monday Memo (BROADCASTING, Dec. 2) certainly points up the variety of areas of your circulation. —*B. B. Randolph, manager radio and TV, Aluminum Company of America, Pittsburgh 19.*

Christmas came early

EDITOR: We would like 14 subscriptions [for the Florida congressional delegation] to begin with the next issue.—*Kenneth F. Small, executive secretary, Florida Association of Broadcasters, Gainesville, Fla.*

EDITOR: . . . There is no need to announce that the subscriptions in the enclosed order are our gift. All the gentlemen are members of our board of directors and we think it worthwhile for them to receive background information about the broadcasting industry. I know of no better source for this information than your magazine.—*J. Allen Jensen, executive vice president-general manager,* KID-AM-TV, *Idaho Falls, Idaho.*

(BROADCASTING offers special reduced rates for group subscriptions. For details, write circulation department, Washington headquarters.)

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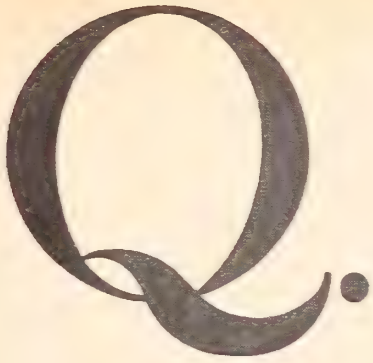
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*Reg. U. S. Patent Office
Copyright 1963: Broadcasting Publications Inc.



Which "Network" will attract the most children in 1964?



The Magilla Gorilla "Network" made-up of the leading children's stations in each city.

Ideal hand-picked these stations for greater audience, greater impact, greater sell.

HERE'S THE IMPRESSIVE LINE-UP. *This is a partial listing only. Additional stations are being added every day.*

New York	WNEW-TV	Thurs.—7-7:30 PM
Albany-Schenectady-Troy	WAST-TV	Thurs.—4:20-4:50 PM
Atlanta, Ga.	WSB-TV	Fri.—5:30-6 PM
Austin-Mason City, Minn.	KMMT-TV	Sat.—5:30-6 PM
Baton Rouge, La.	WBRZ-TV	Sun.—1:30-2 PM
Beaumont, Tex.	KPAC-TV	Fri.—5-5:30 PM
Birmingham, Ala.	WAPI-TV	Sat.—11-11:30 AM
Buffalo, N.Y.	WGR-TV	Fri.—5-5:30 PM
Cedar Rapids-Waterloo	WMT-TV	Fri.—5-5:30 PM
Charleston-Huntington	WSAZ-TV	Thurs.—5:30-6 PM
Charlotte, N.C.	WSOC-TV	Fri.—5:30-6 PM
Chattanooga, Ten.	WDEF-TV	Thurs.—5:30-6 PM
Cincinnati, Ohio	WCPO-TV	Wed.—6-6:30 PM
Corpus Christi	KZTV	Fri.—5-5:30 PM
Dallas-Ft. Worth	KTVT	Fri.—6-6:30 PM
Davenport-Rock Island	WOC-TV	Thurs—5-5:30 PM
Dayton, Ohio	WHIO-TV	Fri—5-5:30 PM
Denver, Colo.	KOA-TV	Fri.—5-5:30 PM
Eugene-Roseburg-Coos Bay, Ore.	KVAL-TV	Fri.—5:30-6 PM
Fresno, Calif.	KFRE-TV	Fri.—5:30-6 PM
Ft. Wayne, Ind.	WPTA-TV	Fri.—6:30-7 PM
Grand Rapids-Kalamazoo	WKZO-TV	Thurs.—4:45-5:15 PM
Green Bay, Wis.	WBAY-TV	Fri.—5-5:30 PM
Chicago, Ill.	WGN-TV	Mon.—6:30-7 PM
Greenville-Asheville-Spartanburg	WFBC-TV	Fri.—5-5:30 PM
Hartford-New Haven	WNHC-TV	Fri.—5-5:30 PM
Honolulu	KONA-TV	Wed.—5-5:30 PM
Houston, Texas	KTRK-TV	Fri.—5-5:30 PM
Indianapolis, Ind.	WTTV	Fri.—6:30-7 PM
Jacksonville, Fla.	WJXT-TV	Wed.—4:30-5 PM
Kansas City, Mo.	KMBC-TV	Fri.—5-5:30 PM
Lancaster-Harrisburg-York	WLYH-TV WHP-TV WSBA-TV	Sat.—7-7:30 PM
Little Rock, Ark.	KARK-TV	Fri.—4:30-5 PM
Louisville, Ky.	WHAS-TV	Thurs.—5:15-5:45 PM
Memphis, Tenn.	WMCT-TV	Fri.—5-5:30 PM
Miami, Fla.	WLBW-TV	Thurs.—5-5:30 PM
Milwaukee, Wis.	WISN-TV	Fri.—5-5:30 PM
Minneapolis-St. Paul	WTCN-TV	Fri.—5:30-6 PM
Mobile-Pensacola	WKRG-TV	Fri.—4:30-5 PM
Nashville, Tenn.	WSIX-TV	Thurs.—5-5:30 PM
New Orleans	WDSU-TV	Wed.—5-5:30 PM
Norfolk, Va.	WAVY-TV	Fri.—5:30-6 PM
Oklahoma City	WKY-TV	Fri.—5-5:30 PM
Omaha, Nebr.	KMTV	Fri.—5-5:30 PM
Orlando-Daytona Beach	WDBO-TV	Mon.—5-5:30 PM
Peoria, Ill.	WEEK-TV	Thurs.—5-5:30 PM
Philadelphia	WFIL-TV	Fri.—4:45-5:15 PM
Phoenix, Ariz.	KOOL-TV	Wed.—6-6:30 PM
Pittsburgh, Pa.	WIIC-TV	Tues.—7-7:30 PM
Los Angeles, Cal.	KCOP-TV	Fri.—6:30-7 PM
Portland, Ore.	KGW-TV	Fri.—5:30-6 PM
Providence, R.I.	WTEV-TV	Thurs.—5:30-6 PM
Pueblo-Colorado Spgs.	KOAA-TV	Fri.—5-5:30 PM
Raleigh-Durham	WTVD-TV	Fri.—5-5:30 PM
Richmond, Va.	WTVR-TV	Fri.—5:30-6 PM
Roanoke, Va.	WSLS-TV	Fri.—5-5:30 PM
Rochester, N.Y.	WROC-TV	Thurs.—4:30-5 PM
Sacramento-Stockton	KOVR-TV	Wed.—6-6:30 PM
Saginaw-Bay City-Flint	WNEM-TV	Fri.—5-5:30 PM
San Antonio	KENS-TV	Thurs.—4:30-5 PM
San Diego, Cal.	KOGO-TV	Thurs.—4:30-5 PM
San Francisco	KTVU-TV	Wed.—6-6:30 PM
Salt Lake City	KCPX-TV	Fri.—5:15-5:45 PM
Scranton-Wilkes Barre	WNEP-TV	Fri.—5:30-6 PM
Seattle-Tacoma	KING-TV	Fri.—5:30-6 PM
Shreveport, La.	KTBS-TV	Fri.—5:30-6 PM
Spokane, Wash.	KREM-TV	Wed.—6:30-7 PM
Springfield, Mo.	KVTV	Fri.—5-5:30 PM
St. Louis, Mo.	KPLR-TV	Fri.—5:30-6 PM
Syracuse, N.Y.	WSYR-TV	Fri.—5:30-6 PM
Tampa, Fla.	WFLA-TV	Fri.—5:30-6 PM
Toledo, Ohio	WTOL-TV	Tues.—6:30-7 PM
Tucson, Ariz.	KOLD-TV	Wed.—6-6:30 PM
Tulsa, Okla.	KOTV	Fri.—5-5:30 PM
Washington, D.C.	WTTG	Fri.—6:30-7 PM
Wheeling-Steubenville	WTRF-TV	Mon.—5:30-6 PM
Wichita, Kansas	KARD-TV	Fri.—5-5:30 PM

Ideal Toy Corp., 200 Fifth Ave., New York, N.Y.

IDEAL

MONDAY MEMO from Austin P. Kelley, Ben Sackheim Inc., New York

Premixed media packages on the horizon?

Picture this: A media supervisor in a top New York agency picks up the phone and calls the representative of "Memphis Metro-Media Inc." He orders a 90-day quarter-saturation package (for profile group "A") to help promote his client's exciting new product "Aidems."

Two weeks later, 950 miles away, things really start cracking.

The city of Memphis is inundated with commercial messages for Aidems. They come from all directions: television, radio, newspapers, magazines and billboards. Each message carries the identification of one or more Aidem dealers, and each message is directed to a predetermined socio-economic group.

Aidem sales soar.

The client is happy.

The agency is happy.

And, certainly, Memphis Metro-Media Inc. is happy. Their instant media package #25-A-90 has paid off again, and handsomely.

Buck Rogers Dream? ▪ Far fetched? Perhaps a little.

But the day may soon come when the top 20 or so markets around the country can be "bought" instantaneously. What's more, each market will be available in varying degrees of saturation (i.e.—full, half, quarter, etc., similar to current-day outdoor advertising coverage).

More importantly, each market will be divided into carefully defined profile groups. An advertiser will be able to concentrate his effort at any socio-economic level he chooses.

Each market would offer perhaps six to eight premixed media buys; the exact total would equal the number of profile breakdowns times the number of saturation plans available. Duration of campaigns would remain flexible.

The 'Package' Inside ▪ Let's take a look inside a premixed package, this time one geared to reach the upper-income group in greater New York City. We'll label this particular mix "NYC #50-D-90"—indicating a 90-day program of medium saturation.

Radio: Daily spot announcements on the city's top semiclassical music station.

Television: Concert, drama or news analysis broadcasts, twice a week.

Magazines: Three pages total in the New York City edition of the leading national news weekly. Three pages in the sophisticated lively arts weekly.

Newspapers: Weekly 1,000-line insertions in the two upper-crust dailies.

Outdoor: Carefully spotted quarter-showings in Westchester, Rockland, Nassau, Fairfield and Bergen counties.

Such a plan would theoretically offer a 20% volume discount. In addition, some leeway in media emphasis would be allowed for certain products.

Obvious Factors ▪ Just what factors on the horizon indicate a trend to premixed media? Quite a few. Let's take a look at some of the more obvious ones.

For years now, advertisers have been making a slow but deliberate move toward media localization. Of course, radio, newspapers and outdoor have long been available on a market-by-market basis. But recently, magazines and even television have been offering greater flexibility to media buyers.

Who would have thought some time back that *Time* magazine could ever be bought for metropolitan New York alone, or that the Cleveland area could be broken out of *Life's* 7 million-plus circulation, or that *TV Guide* could be bought in some 70 editions?

Who would have thought, too, that the mighty medium of television might someday join the ranks of local media? There *is* an indication of such a trend, however, in the move away from full or partial program sponsorship to participations (participations have increased 425% in the past five years, while single sponsorships have dropped 67% and alternate sponsorships have fallen 25%).

Slice Of Pie ▪ There is further indication in the fact that at least one network is already slicing up its station lineup for important enough advertisers. In addition, the FCC's determination to strengthen the position of independent stations and give nonnetwork advertisers equal opportunity for TV time adds validity to the premise.

The need for geographic market standardization may accelerate the trend to premixed media. The future may see the day when Boston is *Boston* to everyone and every medium—no more retail trading zones, no more standard metropolitan areas, no more Nielsen "A" counties.

Another factor that seems to indicate a trend in this direction is the urbanization that is sweeping the country. Within a decade or two, the topography of America may serve as little more than a backdrop for 15 or 20 population "islands."

On this point, several agency and media studies made over the past decade have indicated that many marketing areas are undergoing drastic change because of these population growth patterns. Subsequently, these studies have paved the way to new media strategies and concepts.

Ready-mixed media could offer innumerable advantages. Not the least important of these would be an attractive volume discount structure.

Territory Awareness ▪ Equally as important would be the fact that sales representatives for premixed media would be extremely knowledgeable about the territory they represent; so much so that they could concentrate on selling their *market* and forego the time-worn tendency to sell against competitive media.

In the creative area, too, premixed media would offer distinct advantages. Campaigns could be custom tailored to specific markets, even specific segments of those markets. Test marketing could come into its own. And advertisers who often find themselves hamstrung in regional or state legal technicalities (insurance, liquor, etc.) would likely find life a little bit easier.

Premixed media may never come into being. But, then again, it just could happen. In either event it makes interesting food for thought.



Austin P. Kelley, a vice president of Ben Sackheim Inc., New York, has served as senior account executive on Nationwide Insurance and American Cyanamid during the five years he's been at the agency. Before joining Sackheim, he was creative director in the advertising department of Continental Insurance. Mr. Kelley is a native of Charlotte, N. C., holds a degree from The Citadel and has done graduate work at New York University and City College of New York.

You can't cover Indianapolis with Indianapolis TV!

**The Indianapolis Market, we mean!*

WTHI-TV in combination with Indianapolis stations offers more additional unduplicated TV homes than even the most extensive use of Indianapolis alone.

More than 25% of consumer sales credited to Indianapolis comes from the area served by WTHI-TV, Terre Haute.

More than 25% of the TV homes in the combined Indianapolis-Terre Haute television area are served by WTHI-TV.

This unique situation revealed here definitely suggests the importance of re-evaluating your basic Indiana TV effort . . . The supporting facts and figures (yours for the asking) will show how you gain, at no increase in cost . . .

1. *Greatly expanded Indiana reach*
2. *Effective and complete coverage of Indiana's two top TV markets*
3. *Greatly improved overall cost efficiency*

So, let an Edward Petry man document the foregoing with authoritative distribution and TV audience data.

WTHI-TV*

CHANNEL 10
TERRE HAUTE,
INDIANA

**An affiliate of WTHI AM & FM*

CBS TELEVISION

Edward Petry & Co., Inc.

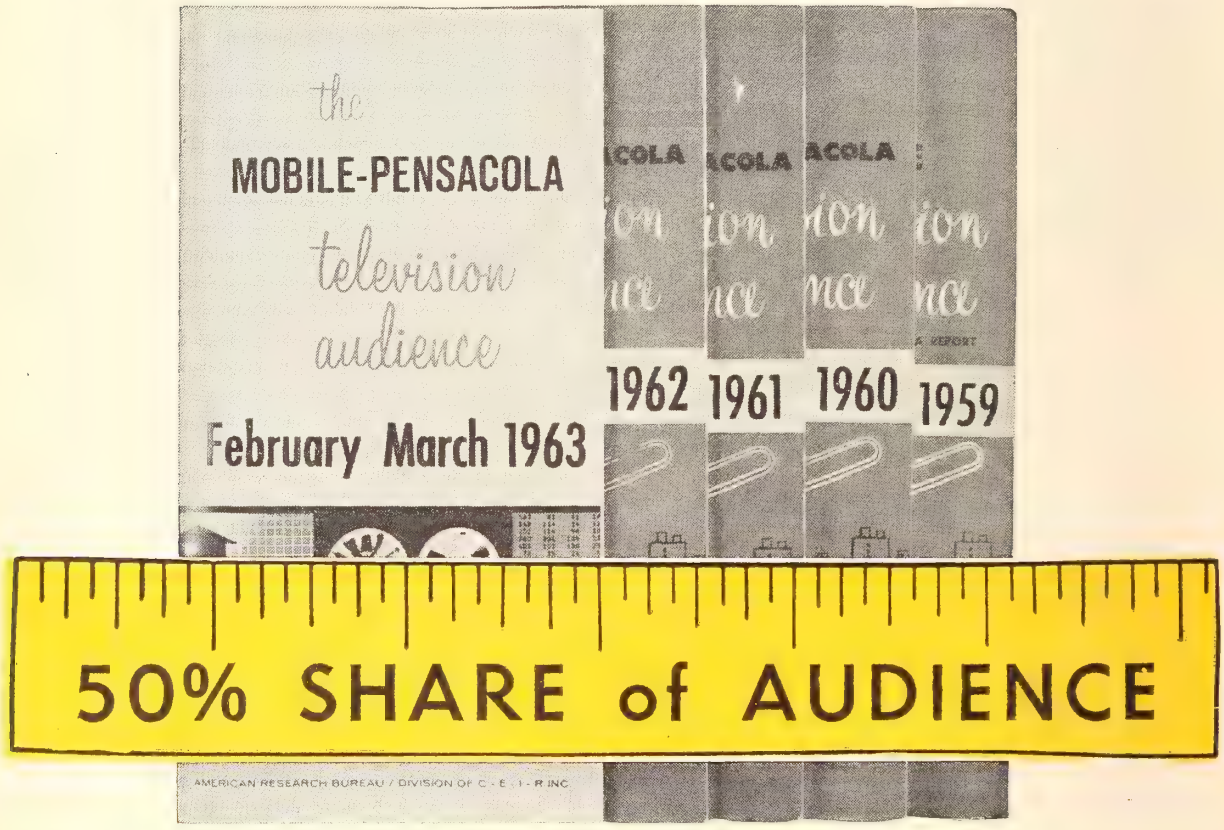
WTHI-TV delivers more homes per average quarter hour than any Indiana station *

(March 1963 ARB)

*except Indianapolis

NO OTHER STATION CAN MAKE THIS STATEMENT

5 CONSECUTIVE YEARS



Exception To The Rule

WKRG-TV—Mobile—Pensacola

has averaged 50% or more share of audience in every March ARB measurement since 1959, from 9 a.m. to midnight.*

Audience measurement data are estimates only—subject to defects and limitations of source material and methods. Hence, they may not be accurate measures of the true audience.

Represented by H-R Television, Inc.
or call

C. P. PERSONS, Jr., General Manager

*3 station VHF market.

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
December 16, 1963, Vol. 65, No. 25

SPOT TV PACE BRISKER THIS YEAR

■ Station time mostly sold even before pre-emption problem arose
■ Advertisers agree to make-goods for most of lost commercials
■ Dollar figures will be uncertain until final totals are ready

The dollar-and-cents effect of television stations' wholesale cancellation of spot advertising business in their 3½-day coverage of President Kennedy's assassination began to assume more nearly appraisable proportions last week.

The full effect may never be known more than vaguely, but two developments offered heartening possibilities that the money losses, overall, won't be as bad as they could have been.

▪ A survey by BROADCASTING, part of an annual series, indicated that for a majority of TV stations December's spot bookings were moving at a moderately brisker pace than last year—even before the pre-emptions occurred. This factor, in the face of pessimistic reports that had circulated regarding December prospects, could ease the impact of the Nov. 22-26 hiatus on commercials on yearend profit-and-loss statements.

▪ After two weeks of uncertainty, it began to appear that about 70% of the unprecedented volume of pre-emptions has in fact been rescheduled—or will be—through the authorization of "make-goods" by most advertisers. This estimate was drawn from soundings taken among leading station sales last week.

In addition, the BROADCASTING survey found that a high proportion of stations —even higher than those reporting December gains—expected their 1963 full-year spot billings to exceed 1962's. But that was before the pre-emptions occurred, and how these might affect the forecasts was not calculable. Station reps, however, anticipated last week that spot TV business for 1963 would be up in total but that some markets, as always, would be down.

Observers speculated that a 70% make-good level might represent the retrieval of $4 million to $5 million of an estimated $7 million-plus in national spot business voluntarily dropped on the weekend of President Kennedy's death. But it was acknowledged that dollar figures must remain speculative at least until fourth-quarter reports have been compiled, and may never be fully known.

Good Positions ▪ It also was noted that for stations already approaching sold-out status, most make-goods would have to go into positions for which other buyers normally could be found, so that as a practical matter make-goods would not materially affect the pre-emption losses of these stations.

Authorities also pointed out that most cases of inability to accommodate make-goods—of which there have been some, though relatively few—would occur in major markets where the rates are highest, so that the number of pre-emptions rescheduled is at best an uncertain and probably an overoptimistic indicator of the number of dollars that may be recouped.

While advertisers, agencies, stations and their reps were wrestling with this biggest make-good problem in broadcasting history, another complication entered the picture as Procter & Gamble, television's No. 1 customer, warned stations that it will not pay if they place its commercials in "triple-spotting" positions adjacent to "shared" but inadequately integrated messages (see page 28).

BROADCASTING's station survey, an annual yearend business study, reflected national spot traffic movement at almost the precise period of the Nov. 22-26 pre-emptions. By coincidence the questionnaires were distributed a few days before President Kennedy's death and were returned, in practically all cases, before make-goods could have been taken into account.

As It Might Have Been ▪ Thus, although they inquired specifically about



Seven sit on FCC's proposed commercial time limits

The seven members of the FCC, sitting in the borrowed majesty of an Interstate Commerce Commission hearing room, heard the views of some 40 individuals and groups last week on the FCC's proposal to set commercial time limits.

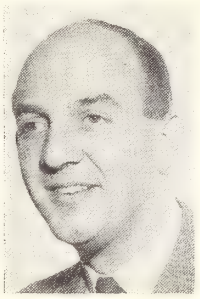
The commissioners heard little that was new and, reportedly, decided on Thursday to abandon the rulemaking. The commission is expected to take final action on the matter Wednesday (see story page 38).

Shown testifying is Richard Nicodemus (l), a sociologist employed by the National Recreation Association. He supported the rulemaking. But, like others who favored a rule, he was unable to help the commission with the crucial question—how could one rule be fashioned that would be equitable for all stations?

The commissioners (l-r) are Kenneth A. Cox, Robert E. Lee, Rosel H. Hyde, Chairman E. William Henry, Robert T. Bartley, Frederick W. Ford and Lee Loevinger, who wore dark glasses against the "glare" of the TV camera lights.

P&G won't pay for spots next to piggybacks

Top TV advertiser Procter & Gamble warned last week that it will not pay for spots placed in "triple - spotting" positions alongside so-called "piggyback" commercials.


Mr. Hay

P&G in the third quarter of this year alone spent more than $17 million in spot TV, according to Television Bureau of Advertising computations of gross time billings (see story, page 30).

The warning and P&G's guidelines were issued through Compton Advertising, New York, in a letter to station representatives. Compton said it was acting in this area as the "spot coordinating agency" for P&G and its several other agencies.

Explicit in Compton's letter was P&G's expectation that so-called violations of the policy would make good either by running the Procter & Gamble commercial again ("make-good") or by crediting the advertiser with the amount of time affected. The policy was aimed at spotting of P&G commercials adjacent to two other commercials even when the other two were sponsored by the same company. This one-company sponsorship of adjacent commercials is often called "piggyback" buying.

The letter, sent by Graham Hay, broadcast media supervisor at Compton, set the scene in the opening paragraph:

"Procter & Gamble, as you know, has been and is opposed to triple-spotting. Where incidents of this are uncovered relative to Procter & Gamble announcement schedules, its agencies have always insisted on either make-goods or credit."

Asks Confirmation ▪ Mr. Hay asked the reps to advise stations of the policy and "confirm in writing to us the fact they have been so apprised." He also noted that if any of the stations "care to comment on this policy, please direct such correspondence to us."

Several factors, it was said by agencies, reps and advertisers, have combined to focus attention on this long-simmering problem in spot placement, not the least of which is the current complications over make-goods stemming from wholesale spot cancellations during the Nov. 22-26 weekend (see story, page 27).

It was pointed up that national advertisers view the "shared" commercial in different ways. Some, including a Compton client other than P&G, are said to place two different commercials back to back with no "bridge" between them; others do bridge the commercials but the messages are for dissimilar products.

Broadcast businessmen note also that the shared commercial—usually made up of two 30-second messages placed back to back—is striking favor with more and more advertisers. Among those identified with using the shared commercial are Alberto-Culver, American Home Products and Pepperidge Farm Bread. Lever Bros. recently placed a shared commercial, with bridging, in a heavy spot TV campaign for two of its products: Wisk detergent and Imperial margarine.

But there are many interpretations and viewpoints, including charges of some reps of indirect "rate-cutting" (on the theory of getting two commercials for the price of one).

On the other hand, a national advertiser observed that by using the shared-commercial concept it was able to spread its advertising over additional markets and thus get its message into markets other than the top 50. It also found the method enabled the company to extend the life of the campaign.

Product Protection ▪ Product protection is still another vexation over piggybacks. The traditional protection expected by advertisers is a separation of 15 minutes. But, as some reps have noted, two "integrated" commercials used side-by-side raise a specter of four separate commercials which when the usual 20-second addition is allowable in non prime time may add up to five commercials.

Several representatives indicated they had little to quarrel about with P&G's approach in that they also seek better definition and "policy."

P&G—through Compton—defined its policy as follows:

"A 'shared' commercial will be considered an integrated one, and thus actually one commercial, if it satisfies these requirements:

"Both commercials are identified as having the same brand name. It is not sufficient that the bridge say, 'here's another product from'—and then go into a commercial having no audio or video identification with the brand name of the first commercial in the pair.

"Both commercials are for products which have the same general

spot business booked for the week of Dec. 9, they produced data on sales levels as they would have been if the pre-emptions had not occurred. They therefore provide the most complete light yet availiable on the question, which a number of advertisers have raised, of stations' ability to re-schedule such a volume of commercials in positions generally comparable to those originally ordered.

The findings suggest that in some cases it could not have been done but that in most instances it could—within limits—and that on the "average" station it almost certainly could have been.

The "limits" affecting most stations' ability to accommodate a full run of make-goods had to do with such questions as whether an advertiser wanted the commercials to run before Christmas or whether he would let them extend through the end of the month or even into January, as some have done; the rigidity with which the advertiser defined "comparable" positions, and the willingness of local advertisers in a number of cases to adjust their own schedules.

Big Markets Toughest ▪ The pinch would of course have been tightest—as it is now—in major markets and in the rescheduling of 60-second announcements, which traditionally are in greatest demand and shortest supply in markets of all sizes.

But even in the bigger markets, the survey found, minute sales in most of the choicest periods were running short of capacity by 10% or more on the average, and in other periods by as much as 30 or 40%.

Considered individually, however, some stations were within 5% of sell-out and a few reported no minute availabilities at all in prime periods, indicating that these stations had little leeway for make-goods when the problem arose.

The rescheduling of pre-empted ID's and 10-second and 20-second announcements presented a much smaller problem, the survey indicated. Sales of these lengths were running lighter in practically all markets, as is normally the case.

Overall, December sales on three out

customers and use.

"The bridging or integrating of the two commercials is so executed as to appear to be one commercial.

"The continuity of a shared commercial meeting all of the above requirements with one other commercial does *not* create a triple-spotting occasion.

"A shared commercial which does *not* satisfy all of the above stated requirements will be considered a 'piggyback' commercial, or, two separate commercials. If a commercial for Procter & Gamble is run adjacent to a 'piggyback' pair, a triple-spotting condition has been effected for which we will require a make-good or credit."

The National Association of Broadcasters' TV code defines the basic differences between an integrated and a piggyback commercial as follows:

A commercial that's integrated has two or more products or services but is so executed by audio and video "that it actually is a single announcement." The products or services must be related in character and purpose or they must be offered by the same sponsor. The piggyback is defined as one in which the audio and video bridge is so executed as to make the presentation actually two or more separate announcements and must be counted as two or more, according to the code.

But broadcasters and advertisers who must decide on the question maintain the provisions are open to question and the term "executed" vague.

While NAB may consider a commercial with two different products advertised as "integrated" so long as the same sponsor is offering the products and the bridging is acceptable, many advertisers and reps remain confused.

of four stations in the survey were running ahead of last December's. But the gains were not as general as those reported a year ago, though there were signs that individually they may be running a little higher, on the average, than they did last December.

The 75% who reported gains, for example, compared with 91% increases last December. Where the gains were described numerically, the average increase this year was 27% as against 24% last December.

More Declines ▪ This year's survey found 14% of the responding stations reporting December declines, as compared to 2% a year ago. Where a rate of decline was indicated, it averaged 10% this year to 2% last December.

The biggest gains were in sales of announcement lengths under one minute. Minutes were far and away the best-sold commodity, but on the average the shorter lengths all registered more gains than losses—as compared to last December—while minute sales declined more often than they gained.

Some stations reported unit sales down but dollar volume up.

The most widespread increases were evident in returns from markets with four or more stations, where 87% of the respondents reported December billings increases as compared to 13% who said business was down from the December 1962 levels.

In one and two-station markets 78% of the returns indicated December increases, 17% showed drop-offs and 5% saw little or no change from last December. In three-station markets 70% of the respondents reported December increases, 13% reported declines and 17% indicated no change.

Study Supported ▪ The basic findings of the station study were borne out by a supplementary survey conducted by BROADCASTING last week among leading television sales representatives.

Like the stations, reps preponderantly reported that December business is running ahead of last December's—despite some cutbacks by a number of major advertisers (CLOSED CIRCUIT, Nov. 23) —and by more than 10 to 1 they indicated that their 1963 billings would exceed 1962's.

Their individual estimates of 1963 increases averaged out to about 14% above 1962 billings.

A few representatives said some of their stations had not been able to handle even the make-goods that had been offered them, but these were exceptions. An overriding majority said they had been able to reschedule all or practically all make-goods that have been authorized. A number of advertisers agreed to let their make-goods run into January, some of them stipulating that they be billed as if they run in 1963.

The 70% figure on acceptance of make-goods from the Nov. 22-26 period represented a consensus, but on a station-to-station basis the percentages varied widely, some outlets, mostly in major markets, were reported as having make-good levels of 40, 50 and 60%, while other stations, especially smaller ones, were said to have obtained make-good instructions covering up to 90% of their pre-emptions.

Cooperation Good ▪ The dominant impression communicated by the reps was that advertisers and agencies generally had cooperated to a considerable extent. They conceded there had been a wavering attitude in the week or 10 days immediately after the Kennedy death, but, in the words of one rep official; "after all is said and done, advertisers and agencies cooperated wonderfully. They worked together with us and our stations and often gave us the benefit of the doubt. Some business just couldn't be saved, of course, and that was to be expected."

The executive vice president of a representative firm that specializes in medium-sized-market stations reported that at least 85% of its cancelled spot TV business was now in the make-good category. He said there was no problem in finding appropriate time periods, adding "most of them already have been carried."

He said his business was down slightly in early December and for 1963 will be about the same as 1962. He forecast that sales will increase substantially in the first quarter of 1963, pointing out that orders are coming in more frequently than last year at this time.

The director of a large rep company said at least 60% of the cancelled commercials will be make-goods and added: "We are scheduling some of them in January. We have received approvals from some advertisers to carry them at this time because, in these cases, we couldn't fit them in this month. We applaud this move on the part of advertisers."

Ahead of 1962 ▪ Current business is running slightly ahead of last year at this time, he reported, and business for 1963 should be about 18% above that of 1962. The prospects are "excellent" for the first quarter of 1964, he reported.

A study made by another large rep firm indicated that at least 60% of its cancelled spots were recoverable though make-goods. There were few spots that could not be accommodated, an executive said.

Business is up slightly for early December, he said, and 1963 as a whole will conclude with an approximate 5% increase in billing over 1962. Indications are, he added, that the first quarter will be bright though January may be a "bit lower" than January 1963.

An estimated 50% of another large rep firm's cancelled TV spots will fall into the make-good class, an official said. He noted that among his stations the range runs from 30% in one market up to 80% in several other markets.

"We were able to schedule the make-goods in every case, except when a program buy, such as a news show or a special program, was involved," he explained.

Business now running on his stations is slightly down from last December, even counting the make-goods, he acknowledged. He continued: "more advertisers seem to be taking 'breathers' in December and in January. We detect fewer campaigns on anything resem-

bling a national basis this month and next.

Over 1963 Level ▪ But he thought that business for the first quarter of 1964 generally should be over the 1963 level. He estimated that for 1963 his stations would increase their billing by an average 7% over 1962.

A rep firm that is represented strongly in major markets estimated that 60% of business would be recouped through make-goods. He said stations were able to accommodate virtually all of the spots because business for December was hit by a "wave of cancellations" before the Kennedy tragedy.

The evaluation was that business currently running on the stations is "about the same or slightly better" than during the same period in 1962. He added: "December is not one of our better months; every other month of this year did better than the comparable month of 1962 but we'll consider ourselves fortunate if December is up even or slightly over December 1962."

His judgment was that 1963 billings for his stations will be at least 12% over 1962 figures. The first quarter of 1964 looks "very promising," he added.

Third-quarter spot TV up $185 million

INCREASE OF 23% IN PERIOD BRINGS NINE MONTH TOTAL TO $628 MILLION

Spot TV billings (national and regional spot) for the third quarter of 1963 totaled more than $185.3 million, an increase of 23.1% over the like period a year ago.

The report released by Television Bureau of Advertising today (Dec. 16) and based on N. C. Rorabaugh Co. compilations, places the first nine-month total of gross time billings for spot TV at $628.1 million. This is some $24 million ahead of initial projections made last summer (BROADCASTING, Aug. 12).

TvB said the percentage increase is based on an analysis of the same 318 stations which reported for the third quarter of both years.

In the third quarter, Procter & Gamble was the No. 1 spot advertiser, billing more than $17 million. General Foods and Colgate-Palmolive billed $7.7 million and $7.4 million respectively.

Top gainers by product classifications in dollars and percentages, according to TvB:

Automotives, an increase of 41% from $5.37 million to $7.58 million; confections and soft drinks, up 42% from $12.38 million to $17.61 million; gasoline and lubricants, up 57% from $5.46 million to $8.5 million; household paper, boost of 73% from $2 million to $3.5 million, and tobacco products-supplies, also up 73% from $4.99 million to $8.64 million.

American Tobacco was a leading gainer among individual advertisers showing a third quarter jump from $437,100 to a little over $2 million. Another cigarette company, Brown & Williamson Tobacco, moved up from a $211,300 expenditure for spot TV time in last year's third quarter to more than $1.29 million in the same period this year.

General Foods, TvB's figures point out, doubled its expenditure: it climbed from $3.89 million to $7.7 million in the comparative quarters. Shell Oil is back in spot TV quite strong: the comparative difference for the quarter was $804,000 last year to $2.4 million this year.

In the third quarter, announcements accounted for $152.8 million, ID's (10 second spot) for $14.1 million and programs for $18.36 million.

TOP 100 SPOT TV ADVERTISERS
THIRD QUARTER 1963
(Source: TvB-Rorabaugh)

1.	Procter & Gamble	$17,045,900
2.	General Foods	7,751,600
3.	Colgate-Palmolive	7,450,500
4.	Lever Bros.	5,007,200
5.	Bristol-Myers	4,254,300
6.	General Mills	4,032,900
7.	Coca-Cola (bottlers)	4,023,300
8.	William Wrigley Co.	4,002,500
9.	Alberto-Culver	3,677,400
10.	American Home Products	3,500,800
11.	Shell Oil	2,404,000
12.	Liggett & Myers	2,336,100
13.	Kellogg	2,322,400
14.	Jos. Schlitz Brewing	2,246,900
15.	Pepsi-Cola (bottlers)	2,110,800
16.	American Tobacco	2,025,800
17.	Carter Products	1,915,000
18.	Gillette	1,845,800
19.	Ford Motor (dealers)	1,822,700
20.	Warner-Lambert	1,790,200
21.	Ralston-Purina	1,707,000
22.	General Motors (dealers)	1,567,600
23.	Beech-Nut Life Savers	1,486,800
24.	Pabst Brewing	1,420,400
25.	Philip Morris	1,411,200
26.	Food Mfr. Inc.	1,307,400
27.	Brown & Williamson	1,293,300
28.	Anheuser-Busch	1,250,000
29.	Canadian Breweries	1,246,000
30.	Avon Products	1,228,800
31.	Socony-Mobil Oil	1,211,200
32.	Simoniz	1,150,200
33.	Royal Crown Cola (bottlers)	1,074,000
34.	Helene Curtis Industries	1,046,000
35.	Standard Brands	977,900
36.	Theo. Hamm Brewing	905,700
37.	Continental Baking	905,500
38.	Eversharp	895,000
39.	International Latex	865,000
40.	Pet Milk	854,100
41.	John Hancock Mutual Life Ins.	800,500
42.	National Dairy Products	794,900
43.	Associated Products	794,600
44.	Sears, Roebuck	793,500
45.	P. Ballantine & Sons	734,500
46.	American Motors (dealers)	732,400
47.	National Biscuit	730,700
48.	Campbell Soup	718,200
49.	Chrysler Corp. (dealers)	715,800
50.	Falstaff Brewing	701,500
51.	Richardson-Merrell	695,200
52.	Welch Grape Juice	672,900
53.	Pearl Brewing	660,100
54.	R. J. Reynolds	657,100
55.	Miles Laboratories	643,600
56.	American Oil	641,900
57.	Corn Products Co.	617,800
58.	Chrysler Corp.	603,600
59.	Phillips Petroleum	540,800
60.	Humble Oil & Refining	538,100
61.	Sinclair Refining	536,700
62.	P. Lorillard	533,100
63.	Borden	528,800
64.	Climalene	525,400
65.	Canada Dry (bottlers)	505,300
66.	Foremost Dairies	495,300
67.	Pacific Tel. & Tel.	494,600
68.	Chesebrough-Pond's	484,900
69.	Frito-Lay	467,700
70.	Stroh Brewery	464,000
71.	Greyhound	457,200
72.	Pillsbury	455,900
73.	Shulton	449,600
74.	B. C. Remedy Co.	438,000
75.	M. J. B. Co.	437,600
76.	Hills Bros. Coffee	434,900
77.	Lucky Lager Brewing	432,500
78.	Associated Brands	422,600
79.	Wallace & Tiernan	421,900
80.	C. Schmidt & Sons	419,200
81.	Atlantic Refining	409,900
82.	A & P Tea Co.	406,400
83.	Kroger	404,100
84.	Armstrong Rubber	394,500
85.	E. & J. Gallo Winery	388,200
86.	Sterling Drug	386,400
87.	Nestle	384,300
88.	F. & M. Schaefer Brewing	381,800
89.	General Motors	378,100
90.	Kimberly-Clark	375,400
91.	U.S. Borax & Chemical	366,200
92.	Metro-Goldwyn-Mayer	361,600
93.	George Wiedemann Brewing	350,600
94.	Beecham Products	347,600
95.	Swift & Co.	344,800
96.	Lestoil Products	343,000
97.	Socony-Mobil Oil (dealers)	342,700
98.	Scott Paper	335,800
99.	Maybelline	332,000
100.	Sperry-Rand	326,000

NATION AND REGIONAL
SPOT TELEVISION ADVERTISERS
BY PRODUCT CLASSIFICATION

AGRICULTURE	$ 221,000
Feeds, meals	131,000
Miscellaneous	90,000
ALE, BEER & WINE	16,589,000
Beer & ale	15,836,000
Wine	753,000
AMUSEMENTS, ENTERTAINMENT	879,000
AUTOMOTIVE	7,583,000
Antifreeze	352,000
Batteries	3,000
Cars	6,127,000
Tires & tubes	670,000
Trucks & trailers	82,000
Misc. accessories & supplies	349,000
BUILDING MATERIAL, EQUIPMENT, FIXTURES, PAINTS	878,000

EVER HEAR ABOUT THE IOWA SCHOOLTEACHER?



It's been proverbial for generations in the travel trade that, wherever you go, "you always run into a lot of Iowa schoolteachers."

It's a cute quip, but it should have been worded "Iowa people." Because most of our people have more spendable income than average—and it's *spendable income* that permits travel, and new automobiles, and better food, and more luxuries of *every* sort.

Our Iowa farm people, for example, average a gross income of $4,214 *per person.* By comparison, prosperous Indiana averages $2,869 — Ohio, $2,402.

WHO-TV, covering the heart of Iowa, has many time segments that will give you more high-income farm people, at lower cost, than any other station in this area. Ask PGW for facts.

CHANNEL 13 • DES MOINES **WHO-TV**

PETERS, GRIFFIN, WOODWARD, INC.,
National Representatives

NBC AFFILIATE

Classification	Expenditure
Fixtures, plumbing, supplies	2,000
Materials	546,000
Paints	266,000
Power tools	24,000
Miscellaneous	40,000
CLOTHING, FURNISHINGS, ACCESSORIES	1,536,000
Clothing	917,000
Footwear	490,000
Hosiery	129,000
Miscellaneous	
CONFECTIONS & SOFT DRINKS	17,611,000
Confections	8,240,000
Soft drinks	9,371,000
CONSUMER SERVICES	$ 5,906,000
Dry cleaner & laundries	
Financial	722,000
Insurance	2,033,000
Medical & dental	101,000
Moving, hauling, storage	26,000
Public utilities	2,421,000
Religious, political, unions	428,000
Schools & colleges	74,000
Miscellaneous services	101,000
COSMETICS & TOILETRIES	21,053,000
Cosmetics	1,992,000
Deodorants	2,828,000
Depilatories	77,000
Hair tonics & shampoos	6,462,000
Hand & face creams, lotions	1,025,000
Home permanents & coloring	2,819,000
Perfumes, toilet waters, etc.	55,000
Razors, blades	1,546,000
Shaving creams, lotions, etc.	841,000
Toilet soaps	2,175,000
Miscellaneous	1,233,000
DENTAL PRODUCTS	3,594,000
Dentifrices	2,873,000
Mouthwashes	636,000
Miscellaneous	85,000
DRUG PRODUCTS	10,260,000
Cold remedies	801,000
Headache remedies	4,257,000
Indigestion remedies	543,000
Laxatives	672,000
Vitamins	565,000
Weight aids	1,222,000
Miscellaneous drug products	1,932,000
Drug stores	268,000
FOOD & GROCERY PRODUCTS	$42,620,000
Baked goods	4,071,000
Cereals	10,191,000
Coffee, tea & food drinks	6,627,000
Condiments, sauces, appetizers	3,757,000
Dairy products	2,663,000
Desserts	373,000
Dry foods (flour, mixes, rice, etc.)	2,160,000
Fruits & vegetables, juices	2,971,000
Macaroni, noodles, chili, etc.	967,000
Margarine, shortenings	1,197,000
Meat, poultry & fish	2,541,000
Soups	374,000
Miscellaneous foods	2,186,000
Miscellaneous frozen foods	266,000
Food stores	2,276,000
GARDEN SUPPLIES & EQUIPMENT	55,000
GASOLINE & LUBRICANTS	8,557,000
Gasoline & oil	8,405,000
Oil additives	104,000
Miscellaneous	48,000
HOTELS, RESORTS, RESTAURANTS	147,000
HOUSEHOLD CLEANERS, CLEANSERS, POLISHES, WAXES	7,120,000
Cleaners, cleansers	5,008,000
Floor & furniture polishes, waxes	1,555,000
Glass cleaners	24,000
Home dry cleaners	3,000
Shoe polish	323,000
Miscellaneous cleaners	207,000
HOUSEHOLD EQUIPMENT—APPLIANCES	1,372,000
HOUSEHOLD FURNISHINGS	714,000
Beds, mattresses, springs	282,000
Furniture & other furnishings	432,000
HOUSEHOLD LAUNDRY PRODUCTS	15,308,000
Bleaches, starches	3,114,000
Packaged soaps, detergents	10,489,000
Miscellaneous	1,705,000
HOUSEHOLD PAPER PRODUCTS	3,510,000
Cleansing tissues	579,000
Food wraps	1,099,000
Napkins	20,000
Toilet tissue	726,000
Miscellaneous	1,086,000
HOUSEHOLD GENERAL	$ 1,775,000
Brooms, brushes, mops	17,000
China, glassware, crockery, containers	355,000
Disinfectants, deodorizers	205,000
Fuels, (heating, etc.)	235,000
Insecticides, rodenticides	787,000
Kitchen utensils	60,000
Miscellaneous	116,000
NOTIONS	36,000
PET PRODUCTS	2,408,000
PUBLICATIONS	673,000
SPORTING GOODS, BICYCLES, TOYS	1,073,000
Bicycles & supplies	43,000
Toys & games	958,000
Miscellaneous	72,000
STATIONERY, OFFICE EQUIPMENT	420,000
TELEVISION, RADIO, PHONOGRAPH, MUSICAL INSTRUMENTS	209,000
Radio & television sets	177,000
Records	31,000
Miscellaneous	1,000
TOBACCO PRODUCTS & SUPPLIES	8,644,000
Cigarettes	8,076,000
Cigars, pipe tobacco	518,000
Miscellaneous	50,000
TRANSPORTATION & TRAVEL	1,996,000
Air	1,261,000
Bus	520,000
Rail	156,000
Miscellaneous	59,000
WATCHES, JEWELRY, CAMERAS	881,000
Cameras, accessories, supplies	79,000
Clocks & watches	3,000
Jewelry	5,000
Pens & pencils	772,000
Miscellaneous	22,000
MISCELLANEOUS	1,702,000
Trading stamps	201,000
Miscellaneous products	407,000
Miscellaneous stores	1,094,000
TOTAL	$185,330,000

Buy a few, get a harem

"First time ever," the commercials begin. "From Bartlett Rambler in Anaheim. A blonde with every convertible. Brunettes with station wagons. Redheads with every 1964 Rambler sedan. . . Drive that old car of yours to Bartlett Rambler. . . . Be sure to bring in your old wife, mother-in-law, whoever you want replaced, and drive away in the '64 Rambler of your choice with the hmm, hmm, hmmm of your choice sitting beside you. . . ."

The spots, broadcast on KEZY Anaheim, Calif., were conceived by Johnny Gunn, that station's program director, for Bartlett Rambler through Sarver & Witzerman, Long Beach, Calif. Lest anyone get the wrong idea, each commercial makes it clear that the offer is "wife-approved. . . You get the new car you've been wanting. She gets the beautiful House of Sheffield wig."

Studebaker ad plans in suspended state

Still up in the air last week was the question of future advertising in the United States by the Studebaker Corp. which is discontinuing automobile production in this country. The firm this year has put between $5-7 million into advertising, with about 15-20% in broadcasting—mostly in network television.

Unofficial reports that D'Arcy Advertising, New York, would lose Studebaker billings with the closing of the auto firm's main plant in South Bend, Ind., were discounted by headquarters officials last week. They said there would be no changes at this time.

D'Arcy said there has not yet been a meeting of agency and Studebaker officials to plan 1964 advertising, but that action could be expected within a few weeks. The agency also said it has completed introduction of Studebaker's 1964 models. It is preparing now for 1964 advertising that will generally point up the fact that Studebaker will continue to manufacture cars in Canada for sale there and export to the U.S. No figures have been released on 1964 billings.

Studebaker has cut its broadcast billings as was expected earlier (BROADCASTING, Sept. 16). The Television Bureau of Advertising reports that Studebaker's gross time billings in TV for the first nine months of 1963 were: network TV, $966,300 and spot TV $92,000. The firm's network sponsorship was almost entirely at CBS-TV on *NCAA Football, Twilight Zone, Alfred Hitchcock, Eyewitness* and *Mister Ed.*

Studebaker's Canadian subsidiary is represented by McConnell-Eastman, Toronto, and sponsors the *Ed Sullivan Show* on CBC-TV there.



If your trade is with teens, *the station that will best help you make sales in the Carolinas is WSOC-TV. With hit shows like Kilgo's Kanteen, livelier local sports features, WSOC-TV delivers this area's most enthusiastic product supporters. Plenty spending money, too. Charlotte's consumer spendable income per family is highest of any metro area in the South. Get a bigger share of it with* **Charlotte's WSOC-TV**

NBC-ABC. Represented by H-R. WSOC-TV WSOC associated with WSB-TV WSB, Atlanta; WHIO-TV WHIO, Dayton; WIOD, Miami; KTVU, San Francisco-Oakland

MORE CREATIVITY WANTED

Major advertisers tell surveyors what functions they want their advertising agencies to fulfill

Improved creative output, particularly in the print media fields, appears to be the chief need that major advertisers want their agencies to fulfill today, according to a study of the attitudes of major advertisers conducted earlier this year by Forward Research Inc. for Needham, Louis & Brorby.

The study also found that "surprisingly" TV programing as an agency function "is out of the running." Comments praising the commercial effectiveness of television were reported as well but the identity of their sources was not disclosed.

Needham, Louis & Brorby is releasing details of the study today (Dec. 16). The study is based on a confidential survey of more than 150 key marketing and advertising executives from a range of top companies in 22 industries. None of them now are NL&B clients.

The survey was conducted through personal interviews in New York, Chicago and a number of other cities. Interviews ran one to two hours. NL&B said the survey had a very high cooperation rate of 86% of those contacted. The findings and conclusions are those of Forward Research and not the agency. NL&B's sponsorship was not disclosed until the report was finished.

The overall objectives of the study were outlined in advance by Paul C. Harper Jr., president of the Chicago-based agency. Two other NL&B executives were responsible for the planning and follow-through. They were Dr. Leonard Kent, vice president and director of research, and Dr. Gordon Keswick, director of creative research.

Two Viewpoints ▪ Titled "Major U. S. Advertisers Look at Advertising and Agencies," the study showed broadly that there are two points of view concerning what an advertising agency should do for its clients.

"Some advertisers want total marketing help," the study said. This ranges "from sales to research."

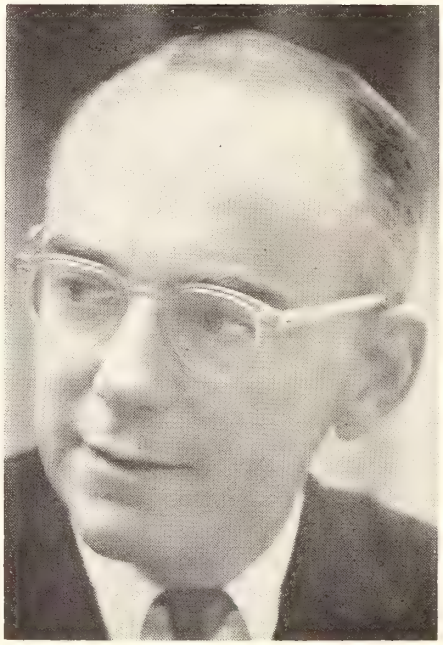
Others, however, "want creative counsel only," it noted, "in the belief that the advertiser should provide the rest of the marketing function."

The study reported that closely related to these differing points of view "it was found a communications problem often exists between advertisers and agencies. In many cases there is a misunderstanding as to the services the agency can and should provide."

Obviously there are no rights or wrongs here, the study said, because it all depends upon the individual point of view. "Nevertheless, even in 'secure' client-agency relationships," the study said, "there is evidence of a need for improved communications between advertiser and agency—especially agency management. Insecurities and suspicions seem to arise not so much from what is needed by the advertiser and not supplied by the agency as from what the advertiser expects but does not make clear."

Recent Improvement ▪ Nearly all of the executives surveyed noted specific areas of recent improvement in advertising agency performance. The report said those of major importance included marketing and sales know-how, research and creativity. Creativity refers to an agency's capacity to generate new ideas and communicate them effectively to consumers, the report explained.

"Speaking of agency service functions which are important to their needs, executives stress three that they consider the bulwarks of the best advertising agencies," the report summarized. "These are print creativity, media planning and marketing strategy. In contrast, broadcast creativity, account handling, agency management and consumer research were substantially less important. Surprisingly, TV programing as an agency function is out of the running."



NL&B's Harper

Apart from the overriding single need for agencies to improve creative output, especially in print, the executives surveyed also "see an increasing need for agencies to provide top caliber, highly intelligent and experienced people to implement these functions."

The study noted that the anonymous collective "the agency" carries neither prestige nor real meaning. Only "personal individual talents" command respect, it indicated, pointing out that more than a third of those interviewed feel that agencies should do a better job in strengthening personnel with whom the clients work.

Hope For Future ▪ In its conclusions the report observed that "creativity and research will be expected to carry the burden of the advertiser's hope for future progress. Research-mindedness, if not formal research, has arrived. To an increasing extent, research will be part of the total process of developing the advertiser's approach to the consumer."

The study continued, "and creativity, much like research-mindedness, will be expected from every member of the team. It is no longer restricted to the writer and the artist. The advertiser seeks it in everyone concerned with his problems."

In a section devoted to typical comments on areas of recent agency progress, the report included the following on creativity from one respondent:

"I think they have developed TV commercials—to me that is the outstanding thing. There is a freshness and newness about them and they're entertaining. An acceptable way has been found to show the benefits of their products. . . . They're in better taste and more entertaining, more informative, more believeable. That is an overall comment, some commercials won't come up to that, but a multitude of agencies are coming up with great improvements."

Other Comments ▪ Among interview comments quoted elsewhere in the report were these:

". . . I feel the most effective medium today is TV and consequently those agencies who can create outstanding commercials can stimulate the sale of their customer's product better than if they were superior in their creativeness for any other medium. TV is particularly effective because it is both visual and audio."

". . . The most powerful communicative medium which man has yet devised for mass selling is television. Therefore, the efficient use of television would make it the strongest weapon in an advertiser's arsenal. The creation of commercials should be handled in such a way as to make them adaptable in the most efficient way possible to the television medium so it can utilize all its power."

". . . We haven't experienced it yet

Remember when you relied on radio?

To find out if you should take an umbrella?

To avoid a traffic jam?

To get the football scores?

Your father depended on radio, too.

So will your children.

ABC OWNED RADIO STATIONS

WABC NEW YORK • KQV PITTSBURGH • WXYZ DETROIT • WLS CHICAGO • KGO SAN FRANCISCO • KABC LOS ANGELES

Radio...one of the good things about America

ABC OWNED RADIO STATIONS

WABC NEW YORK • WXYZ DETROIT • KQV PITTSBURGH • WLS CHICAGO • KGO SAN FRANCISCO • KABC LOS ANGELES

—haven't done any, but I have a strong feeling that the TV audience is the strongest audience out. That's the best way to reach the mass audience."

". . . Ideally the program department of the agency should be expert in evaluating TV programing, but should have strength to go to the client and present it. It should be an additional selling arm to what we're doing. Actually the media department in most agencies has usurped the broadcasting department's activities. They used to build shows, but that part of the business today is pretty much in the hands of the networks, because they're the only ones in a position to spend the money for show development. Even a very large-sized agency is not equipped to perform this function. As a result, media people have pretty much taken over," the respondent commented.

Business briefly . . .

Humble Oil and Refining Co., through McCann-Erickson, New York, has purchased sponsorship of 26 NBC-TV specials in 1964. The first program in the series, *Orient Express*, will be televised in color Tuesday, Jan. 7 (10-11 p.m. EST).

Beech-Nut Life Savers Inc., through Benton & Bowles, New York, has purchased time in nine NBC-TV series, giving it air time every night except Monday. Programs are *International Showtime*, *Mr. Novak*, *The Richard Boone Show*, *Espionage*, *Eleventh Hour*, *The Lieutenant*, *The Bill Dana Show*, *Temple Houston* and *Saturday Night at the Movies*.

The Savings and Loan Foundation, through McCann-Erickson, New York, has purchased full sponsorship of ABC Radio's broadcast of the American Football League championship game, scheduled for Jan. 5. The game will be played in the home stadium of the Western Conference winners, either the San Diego "Chargers" or the Oakland "Raiders."

R. J. Reynolds Tobacco Co., through William Esty, New York, has purchased sponsorship of the Orange Bowl football game on ABC-TV and Radio Jan. 1 at 1:45 p.m. Other sponsors, already announced are **Bristol-Myers Co.**, through Doherty, Clifford, Steers & Shenfield Inc.; **Buick Motor Division**, through McCann-Erickson Inc.; and **Texaco Inc.** through Benton & Bowles, all New York.

Smith, Barney & Co. will sponsor a two-hour Christmas Eve musical program on radio stations in 12 cities where the Wall Street investment firm has offices. Albert Frank-Guenther Law, New York, is the agency.

Lever Brothers Co., through Foote, Cone & Belding, New York, plans to advertise its new-formula Imperial Margarine in a campaign marking the product's return to nighttime television after an absence of two years. The drive will include commercials on CBS-TV's *The Defenders* and *Candid Camera* and ABC-TV's *The Price is Right*, as well as a heavy spot TV campaign in major U. S. markets.

Autolite Division of Ford Motor Co., through BBDO, New York. **Bristol-Myers Co.**, through Doherty, Clifford, Steers & Shenfield, also New York, and **Consolidated Cigar Corp.**, through Lennen & Newell, that city, have purchased sponsorship in *NBC Sports Special*, a weekly, 90-minute series scheduled to start Jan. 4, 1964, on NBC-TV. The program will run Saturdays, 4:30-6 p.m. EST.

Union Oil Co. of California, through Smock, Debnam & Waddell, will sponsor the Santa Anita feature races, on CBS Television Pacific Network, Saturday, 4-4:30 p.m. PST, for 11 weeks starting Dec. 28. It is the ninth consecutive season of Union Oil sponsorship of the Santa Anita races.

So good to work with . . . 1-1-3



Mulling it over—or making a deadline . . . pleasant music and crisp news maintain fresh alertness . . . radio 1-1-3

Detroit's good music station . . .

W-CAR

50,000 watts

1130 KC

One of a series in Detroit newspapers and The Adcrafter

Representation: AM Radio Sales

FCC unhorsed in commercial crusade

QUESTION NOW: HOW TO PULL BACK WITHOUT TOTAL SURRENDER

The FCC's controversial commercial-time standards rulemaking reached the end of the road last week, battered and all but friendless.

Most of a string of participants at a two-day oral argument on the proposal asked the commission to abandon it. The rulemaking suggests adoption of the commercial codes of the National Association of Broadcasters as a basis for the proposed rule.

Most of those who appeared said the agency lacked the authority to adopt such a rule and that, in any event, it would be impossible to fashion a single standard for commercialization that would be equitable for all TV and radio stations.

And the House Commerce Committee registered its concern by approving a bill that would prohibit the commission from adopting rules setting commercial limits (story page 42).

Fond Farewell ▪ Even before these developments, there were signs that four votes could not be found on the commission to provide a majority in favor of a rule. By midweek, the commission reportedly decided to jettison the proposed rulemaking (story page 39).

FCC Chairman E. William Henry indicated at the beginning of the week that he had little hope a rule could be adopted. Appearing on NBC's *Meet the Press*, on Sunday (Dec. 8), he said the commission should "at least clarify" its position so that the industry would know what the FCC means by "over-commercialization."

No Guidelines Worked ▪ Some of the broadcasting industry witnesses at the oral argument would oppose even this step. The chairman repeatedly asked witnesses if the commission should publicize guidelines followed by the staff in examining applications for over-commercialization. He said applications are spot checked for excessive numbers of commercials.

Usually, he was told, either that no instructions should be given the staff or that the guidelines should not be published. Some witnesses said publication of the guidelines would have the same effect as a rule.

The oral argument constituted an unusual effort by the commission to obtain information beyond that provided in the comments filed in the proceeding. However, many of the arguments that were made had been heard before. And none of those favoring limitations were able to suggest any method for devising a rule that would be equitable for all stations—the problem that caused the commission the most trouble.

But some of these opposing the rulemaking did suggest alternative courses.

James A. McKenna Jr., representing ABC, said the commission could add to its application forms a question asking whether the station conforms—not necessarily belongs—to the NAB code. Those licensees who reply in the negative would be required to explain their commercial policy.

Local Policy ▪ Mr. McKenna said this procdure would lead broadcasters to develop a "reasonable commercial policy in light of the needs" of their community. And this, he said, would be better than an across-the-board rule enforced by the commission.

Another communications attorney, Paul Dobin, said the commission lacked the case-by-case information needed for a rule. He suggested that the commission build up a history of ad hoc decisions before formulating a rule.

Attorneys Theodore C. Piersen and Ben C. Fisher, in separate statements, agreed that the commission lacked the knowledge to develop a rule. But they didn't suggest a case-by-case approach. They said an industry-government committee should be formed to study such questions as the effectiveness of commercials and the public's reaction to them.

Mr. Pierson said that until this knowledge is available, there should be "no meddling by the NAB or the FCC."

R. B. McAlister of KSEL and KTXT-FM-TV Lubbock, Tex., offered "the McAlister Plan:" Each licensee would file with the commission the commercial policy it would follow for the succeeding 12 month-period. These submissions could be averaged by the commission and published as guidelines for commercialization in the various broadcast services.

Invite Comments ▪ Norman E.



Mr. Anello



Judge Rosenman



Mr. Monderer



Mr. McKenna



Mrs. Logan

Jorgensen, a communications attorney, said that the licensees, along with publicizing their renewal applications, as now required, invite the public to comment on their commercial practices. He noted that this was in line with Chairman Henry's recommendation that broadcasters announce their legal obligations and invite comments on their programing (BROADCASTING, Oct. 28). He said the commission could step in when a licensee appeared to be ignoring local complaints. But the commission, he said, "would stay out as long as the public approves."

The major opponent of the proposed



Mr. Parker



Mr. Finz

rulemaking in the oral argument was Douglas A. Anello, NAB general counsel. He questioned the commission's legal authority over commercials and said the agency should consider a licensee's advertising practices only in connection with his overall programing performance.

The commission, he said, cannot decide in advance whether a certain number of commercials is too large in a particular market. Therefore, he said, it would be impossible to apply a commercial-limiting rule on an across-the-board basis.

The proposed rule, he said, would "change the face of broadcasting." He urged the commission to permit the indutry to regulate itself. He said the NAB commercial codes have been strengthened over the years, not weakened, as some commissioners have claimed.

Single Standard Questioned ▪ But in this connection he noted that the industry is beginning to feel that a single standard for all stations is unrealistic. As a result, he noted, the NAB code authority is studying the feasibility of "qualitative standards."

Mr. Anello also said the NAB code should be considered as a goal which stations seek to achieve, not a rule.

Judge Samuel I. Rosenman, appearing for CBS, said his "chief concern" is that the proposed rule would take from broadcasters the responsibility the commission and the Communications Act have given them for determining the public interest.

Judge Rosenman, who once served as speech writer for the late President Franklin D. Roosevelt, also said the proposed rule might lead to an examination by the FCC of a stations' income. He said this would be "a new and undesirable" development.

"The remedy for overcommercialization," he said, lies "in the good collective judgment of the American people."

No Mathematical Formula ▪ Howard Monderer, Washington attorney for NBC, said the proposed rule would mark a sharp departure from past FCC policy of permitting licensees to determine local needs. Asked whether it would help if the commission established criteria on commercials, he replied: "I cannot equate the public interest with a mathematical formula."

Robert F. Hurleigh, president of the Mutual Broadcasting System, said there are too many different types of stations to be covered by a single rule. He said the requests for waivers would be so great "that you might just as well not have any rule at all."

A. E. Tatham, chairman of Tatham-Laird Inc. and chairman of the American Association of Advertising Agencies, also opposed the rule—but not because he approved of broadcasters' commercial policies.

Mr. Tatham, who spoke for his own company only, echoed the complaint of other agencies and advertisers about commercial "clutter." But, he said, the proposed rule would not come to grips with this matter.

And, in any event, he said broadcasters should be left free to work out the problem without government interference.

Peter Goelet, president of the Na-

But FCC won't give up all ad control

The FCC proposal to limit, by rule, the amount of advertising a broadcasting station can carry is dead. But the commission is keeping alive the issue of overcommercialization.

The FCC tentatively decided last week to terminate the controversial rulemaking that, among other things, proposed adoption of the National Association of Broadcasters' commercial codes as government rules.

But in closing the door on a general rule, the FCC is expected to state that it will seek to apply restrictions on overcommercialization on a case-by-case basis.

Fast Action ▪ The commission reached its decision in two meetings following the two-day oral argument on the proposed rulemaking last Monday and Tuesday (Dec. 9-10). Most of the 40 participants who were heard urged the commission to drop its proposal (see story beginning on opposite page).

However, some spokesmen for broadcasting interests suggested that the agency use the case-by-case approach, and the FCC is expected to cite those suggestions as at least part of the basis for its decision.

The FCC reportedly will say it will be in a position to make a close examination of a station's commercial policy once its revised program reporting forms for radio and television are designed. Work on those forms is beginning to move ahead.

On Thursday the FCC instructed its staff to draft an order terminating the commercial rulemaking but stating that the commission would look into commercial volume on a case-by-case basis.

If the commission agrees on the language the staff submits, it will approve the order at its meeting next Wednesday (Dec. 18). If not, the document will go back for rewriting. In either case, the termination order is expected before the end of the month.

Division of Opinion ▪ Not all commissioners are satisfied with the instructions given the staff. Some, including Chairman E. William Henry, are said to feel the compromise doesn't go far enough. Others, including Commissioner Rosel Hyde, feel it goes too far.

The proposal to adopt the NAB code or some other specific standards as an FCC rule was put out by a bare 4-3 majority last May. One of those who voted for it, then Chairman Newton N. Minow, left the commission afterward. His replacement, Lee Leovinger, has never shown much enthusiasm for the proposal. And Commissioners Robert E. Lee, who originally proposed the rule, and Kenneth A. Cox, who voted for the rulemaking, have since questioned the practicability of the proposal.



Maurice Dolbier
Senior Book Reviewer and columnist, New York Herald Tribune; author.

Jimmy Breslin
New York Herald Tribune's "Boswell of the Subway Circuit"; a touch of Runyon, Hemingway, Behan, but mostly Breslin.

Robert Novak
Co-author, with Evans, of "Inside Report," nationally syndicated Washington column.

Roland Evans
Half of the Evans-Novak team; top political observer and national affairs reporter.

Marquis Childs
Author, nationally syndicated columnist and Washington Bureau Chief, St. Louis Post-Dispatch.

Walter Kerr
Distinguished drama critic, playwright and author of standard textbooks of the theatre.

Journalism spoken here



Judith Crist
Film critic, New York Herald Tribune; highly quoted for her wit and caustic pen.

Red Smith
Dean of American sportswriters; colorful, humorous, perceptive.

Stewart Alsop
Washington Editor, Saturday Evening Post; co-authored famed "Inside Washington" column.

Robert J. Donovan
Washington Bureau Chief, Los Angeles Times; author of "PT-109" and Eisenhower: The Inside Story."

Roscoe Drummond
One of Washington's most-respected newsmen; former Bureau Chief, Christian Science Monitor.

Earl Ubell
Science Editor, New York Herald Tribune; frequent winner of reporting awards.

TBA
(Other distinguished columnists to be announced.)

Literate, vigorous, authoritative . . . these distinguished columnists and writers (with others to be added) bring breadth and understanding to the important news of the day.

Always stimulating, often provocative, their analyses are videotaped in Washington and New York and are presented, one each week day, as a significant supplement to the extensive local and regional news coverage by CORINTHIAN stations

Their personal and individual commentaries range from the national to the international news, from sports to the lively arts, adding a new dimension to television broadcasting.

We are proud to present these great journalists to the communities we serve. This breakthrough in television journalism is another example of CORINTHIAN stations' concept of responsibility to their communities.

REPRESENTED BY H R

KHOU-TV Houston
KOTV Tulsa
KXTV Sacramento
WANE-TV Fort Wayne
WISH-TV Indianapolis
WANE-AM Fort Wayne

THE CORINTHIAN STATIONS
RESPONSIBILITY IN BROADCASTING

Overcommercialization is chief complaint

The FCC received 637 complaints about overcommercialization by radio and television stations during the first six months of 1963. This accounted for 45% of the total complaints about broadcast advertising received by the commission in that period.

Figures on complaints filed with the commission, as compiled by the agency's staff, were read into the record of last week's two-day oral argument on the FCC's proposal to adopt a rule on commercial limits.

Overcommercialization was said to outstrip by far other aspects of broadcast advertising as a cause for complaint. Other causes were false and misleading advertising, bad taste and liquor and tobacco ads.

During fiscal 1963, which ended June 30, 8,380 complaints were received about all subjects. Of these, 2,463, or 29.4% involved advertising. The only subject drawing more complaints was programing, which was the subject of 3,864 communications from the public.

No breakdown of the complaints about commercials during all of fiscal 1963 was available.

Chairman E. William Henry read the figures into the record at the request of Commissioner Frederick W. Ford, who was absent during Tuesday's (Dec. 10) session.

tional Audience Board, said the solution should come through an "interaction" between broadcasters and advertisers. "In this instance," he said, "I believe what is best for business is best for the public."

Small Stations ▪ Several of the speakers said that adoption of a commercial-limiting rule would be particularly burdensome for small stations which, they said, would find it economically impossible to live within the same rules as those followed by large statons. Commissioner Kenneth A. Cox, however, was not impressed. He said that monitoring by the commission's staff indicated that the most serious violators of the NAB code are not the small market daytime radio stations but large, financially successful, full-time stations in important markets.

Support for the proposed rulemaking came from a number of individuals and organizations. Steven Finz, 20-year-old law student from New York, represented an organization called the League Against Obnoxious TV Commercials. He called the TV commercial "the American household's least desired guest" and said it appears "ridiculously too often." He urged the commission to "bring sensible and sane advertising standards to this medium." He said the league has grown to 6,300 members in the past year, and that 90% of them favor federal regulation.

Mrs. Clara Logan, president of the National Association for Better Radio and Television, said recent monitoring of Los Angeles radio and television stations disclosed what she considered "far too many commercials." She said one station carried 22 minutes and 45 seconds of commercials in one hour and that a network television station broadcast 14 commercial spots within a 14½-minute period beginning at 5:45 p.m.

She said the survey shows that, between Nov. 26 and Dec. 4, 1,331 commercials were carried on six TV and four radio stations during an 87-hour period.

Make-Goods ▪ However, Commissioners Cox and Frederick W. Ford recalled that monitoring followed the four days in which all the stations dropped all commercials to cover events connected with the assassination of President Kennedy. The commissioners suggested the heavy concentration of commercials might have included a large number of make-goods.

The Reverend Everett C. Parker of New York, director of the office of communication of the United Church of Christ, also supported the rulemaking. He said the commission is "more than fair" in proposing adoption of the NAB commercal codes.

And the Reverend David C. Colwell of Washington, a member of the general board of the National Council of Churches, said the commission has "every legal right and the moral duty" to regulate commercials.

Others supporting the proposal to limit commercials were Richard Nicodemus, sociologist employed by the National Recreation Association; Sydney R. Katz, of New York City; and Alfred D. Rosenblatt, of Laconia, N. H.

Other Opponents ▪ Others who appeared in opposition to the proposed rulemaking were Representative Odin Langen (R-Minn.), Dean F. W. Ziebarth of the University of Minnesota; John W. Steen, Group W (Westinghouse Broadcasting Co.); Mrs. Virginia Pate, WASA-AM-FM Havre de Grace, Md., Maryland-D.C.-Delaware Broadcasters Association; Richard M. Schmidt Jr., Colorado Broadcasters Association; James Popwell, WCEH Hawkinsville, Ga., Georgia Association of Broadcasters; Joseph M. Baisch,WREX-TV Rockford, Ill., Illinois Broadcasters Association; Robert N. Green, Texas Association of Broadcasters; Howard B. Hayes, Virginia Broadcasters Association.

Also, Edwin T. Elliott, WHIH Norfolk, Va.; John D. Kennedy, WDRK Greenville, Ohio; M. H. Blum, WANN, WXTC-FM Annapolis, Md.; and attorneys Thomas H. Wall; Robert H. Bader, and R. Russell Egan (representing WGN-AM-TV Chicago).

FCC HEADED OFF ON THE HILL

Harris committee okays Rogers's bill on commercials

While the FCC listened to arguments on the merits and demerits of its proposal to regulate commercials last week (see page 38), the House Commerce Committee voted overwhelmingly for a bill that would prohibit the commission from making rules on the length and frequency of commercials.

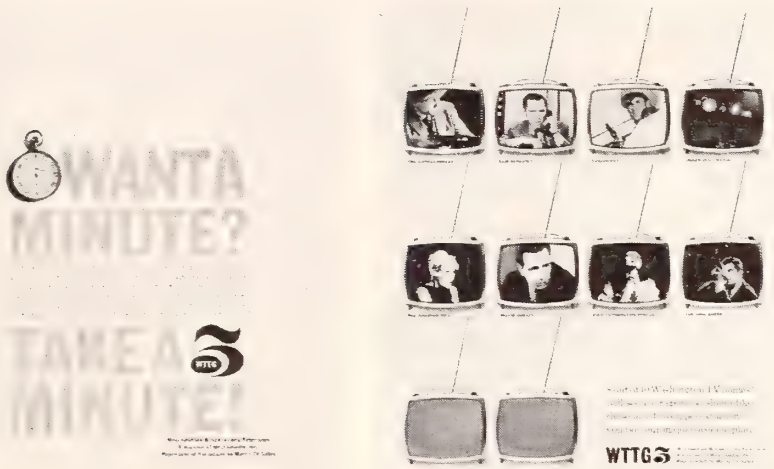
By voice vote and with only one known dissent—Representative John E. Moss (D-Calif.)—the committee approved HR 8316, a bill introduced last summer by Representative Walter Rogers (D-Tex.), in an effort to head off the FCC's announced plan to consider getting into commercial regulation.

Representative Oren Harris (D-Ark.), chairman of the full committee, said he would "probably" request the House Rules Committee to clear the way for a vote in the House. The FCC, however, was taking steps to cease consideration of its proposal, and it was thought the House committee's action had been partly responsible for the commission's move.

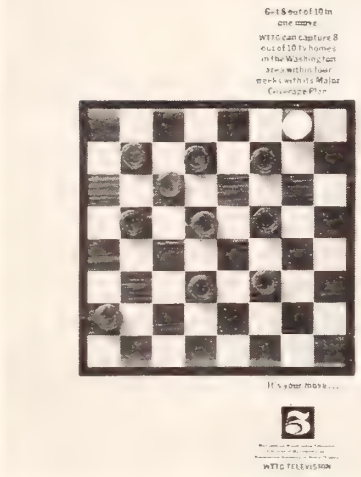
A report on the committee's action was expected to emphasize that the bill was aimed at the commission's claim that it had the authority to make rules on commercials, not whether overcommercialization exists, or is a problem. Representative Moss was preparing a dissent to accompany the committee report last week, and said he thought other committee members might join him.

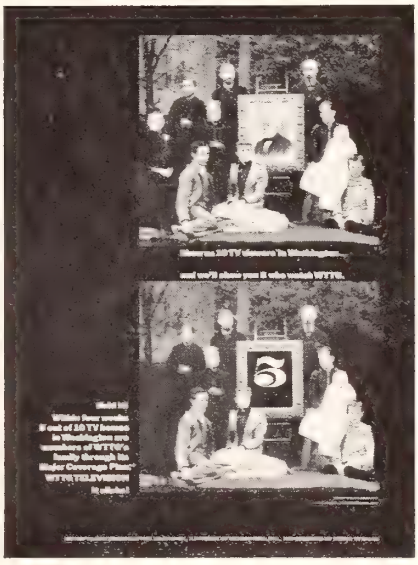
Representative Rogers pointed out that the committee has not expressed its view on overcommercialization itself. If overcommercialization is a problem—"and I grant you it very well could be"—he said, "I would be one of the first ones to say that the matter should be gone into by the Congress."

Several members who voted for the Rogers bill said they thought it was not the best way to approach the situation (commercials) and urged the com-









We've shown you again and again and again and again and again...

you'll get 8 out of 10 Washington TV homes in four weeks with WTTG's Major Coverage Plan.*

METROPOLITAN BROADCASTING TELEVISION, A DIVISION OF METROMEDIA, INC., REPRESENTED BY METRO TV SALES

*NSI, JANUARY 1963 (SPECIAL ANALYSIS)

A helping dial

A new "audio" advertising medium in the Midwest is helping sell its older brother—radio. Wcvs Springfield, Ill., reported last week it is finding a telephone "dial-a-message" service to be very successful in helping to sell and merchandise 52-week sponsors. Wcvs said an average of 1,200 listeners dial the station's special phone number daily for the latest weather information plus reminders to "shop at Gundy's supermarkets." During bad weather some 2,900 call daily.

mittee to seek a constructive alternative. Representative William L. Springer (R-Ill.) said the committee "has a responsibility to do more than say the FCC's proposal is not in order."

Representative Springer said the committee favored more self-policing by broadcasters, but said this cannot be achieved unless the National Association of Broadcasters is more representative of all licensees. He suggested the committee look into the arrangement whereby the National Association of Securities Dealers works hand in hand with the Securities and Exchange Commission. Securities firms wishing to do business with each other must be members of the NASD, whose rules and decisions are subject to SEC review. Former FCC Chairman Newton N. Minow proposed that broadcasters be required by law to be members of the NAB (BROADCASTING, April 8).

Representative Harris gave the idea little encouragement, and in a reference to the committee's action, he said, "I just don't think the commission should get out a rulemaking that goes into the economics of broadcasting."

Broadcasters gave the committee strong encouragement to block the FCC's commercial proposal when more than 30 witnesses testified in favor of HR 8316 (BROADCASTING, Nov. 11).

Pastore will be present in spirit

DISCUSSION DUE ON POSSIBLE TV ADVERTISING REFORMS

The long-awaited and much-discussed meeting looking toward reforms in television advertising will be held Wednesday (Dec. 18) in New York's Waldorf Astoria hotel with broadcasters, advertisers and agencies sitting around the conference table.

Looking over their shoulders will be Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, who is pushing the industry for a solution to what he called "mounting criticism" of TV commercial practices (BROADCASTING, Nov. 18).

The meeting is the brainchild of LeRoy Collins, president of the National Association of Broadcasters, and Senator Pastore has invited participants to sit down with him after they have their own sessions. Governor Collins first requested the network heads to meet with him on the problems of TV advertising last summer. This suggestion was rejected by all three networks on the grounds such a meeting may run into antitrust problems and that the subject matter should fall within the framework of the NAB code authority (BROADCASTING, Aug. 26).

Governor Collins has since accepted the latter suggestion and NAB Code Director Howard Bell has taken over jurisdiction. All three networks also will be represented Wednesday, along with broadcasters, the Association of National Advertisers and the American Association of Advertising Agencies. Broadcast spokesmen will include Messrs. Collins, Bell, John Couric, Ed Bronson, Stockton Helffrich of the NAB; William Quarton, WMT-TV Cedar Rapids, Iowa, and NAB board chairman; Bob Ferguson, WTRF-TV Wheeling, W. Va.; Clair McCollough, Steinman Stations, and network vice presidents Alfred R. Schneider (ABC-TV), Joseph Ream (CBS-TV) and Ernest Lee Jahncke Jr. (NBC-TV).

Advertising's representatives had not been firmed Thursday (Dec. 12), but Art Tatham, AAAA chairman from Tatham-Laird, will head that association's delegation. The meeting will be closed and several sessions are expected to follow before definite agreements are reached.

New agency will handle religious radio show

Formation of Arnold E. Johnson Associates Inc., Chicago, and appointment of the agency by Good News Broadcasting Co. effective Jan. 1 were announced Thursday (Dec. 12) by Mr. Johnson. He takes part-time leave of absence as vice president and broadcast facilities director of Needham, Louis & Brorby, Chicago.

Good News Broadcasting, which has headquarters in Lincoln, Neb., produces six weekly half-hour radio programs, *Back to the Bible,* and buys time for the show on some 200 stations in the U.S. and more than 100 stations abroad. The organization marks its 25th anniversary next May.

Mr. Johnson has been interested in various religious causes for many years. He has been with NL&B for 11 years and before that was with NBC for 19 years. Grace R. Jordan, media director of Ladd, Wells & Co., joins Johnson Associates as vice president. The new agency's address will be 100 South Wacker Drive, Chicago.

Ad 'goliaths' moving into children's field

The toy industry was warned last week by a specialist in children's advertising that it faces competition for a child's attention on TV from major corporations who are learning to exploit the children's field.

Melvin A. Helitzer, president of Helitzer, Waring & Wayne, New York, told the 47th annual convention of the Toy Manufacturers Association that the large companies entering or testing the children's market include Sterling Drug (a new citrus flavored aspirin); Alberto-Culver (a children's toothpaste, Mighty White); Colgate-Palmolive (a toothpaste and bubble bath soap); Lever Bros. (children's food products); General Electric (automatic tooth brushes for youngsters) and Sony Instrument Co. (a children's transistor radio).

To compete against these "goliaths," Mr. Helitzer suggested that toy manufacturers compete "only in the market where you can afford to do a solid job," and avoid blanketing the country with a "handkerchief budget."

Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager.

Jefferson Productions, 1 Julian Price Place, Charlotte, N. C.

Claussen Bakeries (fruit cake); one 60, one 20 for TV, live on tape. Agency: Cargill, Wilson & Acree, Richmond, Va. Ken Calfee, agency producer.

Chef Bill Salads; three 60's for TV, live on tape. Agency: Dunnagan Advertising, Charlotte. John Dunnagan, agency producer.

Pepper Sound Studios Inc., 51 South Florence, Memphis 4.

Liberty National Life Insurance Co., Birmingham, Ala.; one 60 for radio, jingle. Hub Atwood, production manager. Placed direct.

Winter Seal Corp. (combination windows), Flint, Mich.; one 60 for radio, jingle. Joe D'Gerolamo, production manager. Placed direct.

Argus Publishing Co. (weekly magazine), Seattle; one 60 for radio, jingle. Vincent Trauth, production manager. Placed direct.

Time Life Insurance Co., San Antonio, Tex.; one 60 for radio, jingle. Ernie Bernhardt, production manager. Placed direct.



Us Hayseeds Get Around!

Maybe you'll never believe it until you see it—but though some of our pastimes may seem rather rural, *the Red River Valley is one of the highest-living, richest-spending areas in the U.S.A.**

Since almost the very beginning of radio and/or television, WDAY and WDAY-TV have been the favorite, leadership stations in the Red River Valley. Ask PGW to show you the list of schedules we are carrying from top-notch national advertisers — and the reasons why.

WDAY

5000 WATTS • 970 KILOCYCLES • NBC

and

WDAY-TV

AFFILIATED WITH NBC • CHANNEL 6

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC.,
Exclusive National Representatives

*Fargo-Moorhead is always among the very top leaders in Standard Rate & Data's ranking of Metro Area Retail-Sales-Per-Household. Why? Well, as the Encyclopaedia Britannica says (see "Red River Valley") — this is one of the most fertile agricultural areas in the United States. Look up *both* these references, and see for yourself!

A truce in the central Illinois TV battle

FCC ASKED TO RULE ON PROPRIETY OF COMBO RATES

The central Illinois battle between Plains Television, operator of UHF stations in the area, and Midwest Television Inc., the owner of WCIA(TV) Champaign on VHF, was suspended last week.

Plains asked the FCC to permit it to withdraw its petition asking that WCIA be required to divest itself of some of its broadcast TV stations in the central state area. It submitted a letter from counsel for Midwest which proposes that the FCC be asked to issue a declaratory ruling on the propriety of Midwest's combination discount rate for advertisers using WCIA and WMBD-TV Peoria (a UHF station).

Pending an FCC ruling, Midwest agreed to suspend the combination rate.

Last October, Plains charged that Midwest was a monopoly in the area through its ownership of VHF and UHF outlets and the use of combination rates, staff and programing (BROADCASTING, Nov. 4). In addition to WCIA and WMBD-TV, Midwest operates a UHF translator at LaSalle, Ill., and is an applicant for channel 26 in Springfield, Ill., and for a VHF translator at Effingham.

Plains owns WICS(TV) Springfield, WCHU(TV) Champaign and WICD(TV) Danville, all UHF. It is also an applicant for a VHF translator in Champaign.

Midwest denied the allegations of monopoly and related examples of Plains's operations to indicate that both were acting in similar fashion (BROADCASTING, Nov. 18).

Leave It to FCC ▪ Midwest suggested that the basic conflict—Midwest's combination rate schedule for users of both WCIA and WMBD-TV—be submitted to the FCC for a ruling.

In the meantime, Midwest said, it was suspending as of Dec. 9 the combination rate and would hold it in abeyance until the FCC ruled. The suspension would run to Aug. 5, 1964, Midwest said, when it reserved the right to reactivate it with applications for license renewals of WCIA and WMBD-TV.

Midwest stated also that it never intended to include KFMB-TV San Diego in its combination rate structure which is primarily for the central Illinois area. Midwest is buying the San Diego station from Transcontinent Television Corp. for $10,085,000.

Plains told the FCC that the combination rate schedule between WCIA and WMBD-TV was basic to its fight to maintain its position against the VHF outlet in its area and that in view of Midwest's proposal, it was ready to withdraw its petition for divestiture.

Wynn Oil boosts ad budget, most in radio

Wynn Oil Co., Azusa, Calif., will mark its 25th anniversary in 1964 with a 33% boost in its advertising budget to a record high of $2,475,000 for its car-care products. Most of the money will be spent on network radio, Kenneth C. Lovgren, advertising manager, said last week.

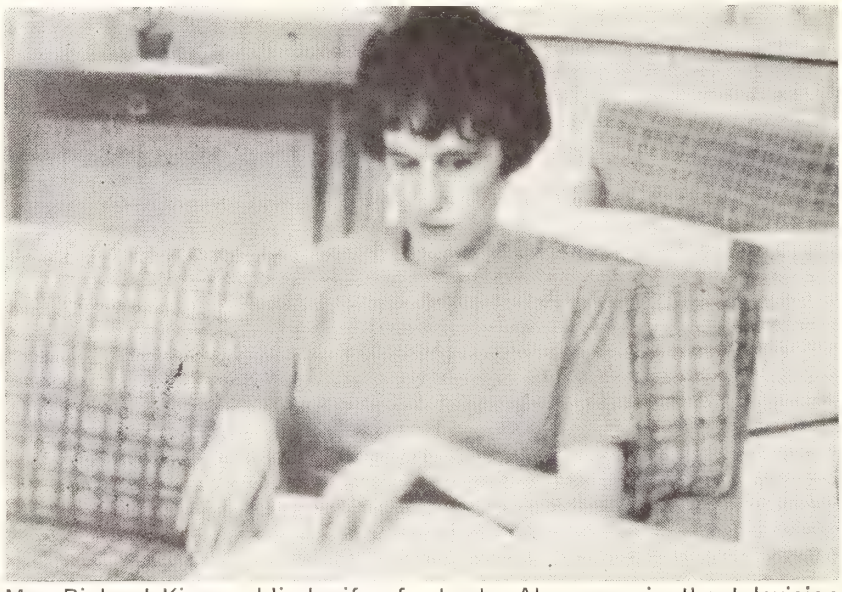
The radio for Wynn's friction proofing and other auto products will include 46 commercials a week on *News on the Hour* and four a week on *Monitor* on an alternate week basis on 198 NBC stations: 12 spots a week every

A rep can sell public service, too

The station representative's skill in selling commercials is obvious, but there's one who can boost public service spots with equal prowess. He is John A. Cory, Chicago vice president of Peters, Griffin, Woodward Inc.

Mr. Cory has sparked a new TV spot series in behalf of the Hadley School for the Blind, Winnetka, Ill., which has been providing educational courses at no charge to the blind and is supported solely by gifts and legacies. Two 60-second and two 20-second spots have been made (see picture).

Mr. Cory, however, hastens to emphasize his role would not have been possible without the cooperation of WGN-TV Chicago, which produced the announcement package without charge, and that of the Chicago office of J. Walter Thompson Co., which freely gave creative assistance.



Mrs. Richard Kinney, blind wife of the Hadley School's blind and deaf associate director, is seen in one of the spots reading a Braille textbook. Also seen in the television spots for the school is the Kinneys' baby, whose hearing and sight are normal.

WGN-TV has aired the new TV spots for several weeks. Prints also have been sent to other Chicago TV stations as well as to WCCO-TV Minneapolis-St. Paul and WWJ-TV Detroit. Mr. Cory points out that the project indicates clearly how diverse elements within the business can work unselfishly together for worthy purposes. WGN-TV's rep is Edward Petry & Co.; WCCO-TV and WWJ-TV are PGW outlets.

Lois Williams of Hadley School's public relations department says she has 50 sets of the spots ready for TV, all thanks to Mr. Cory and his friends. She reports that about 25% of the school's present 1,700 students said they learned of the school from the radio spot packages sent out around the country during the past few years.

"Radio and television are the blind person's constant companion," Mrs. Williams related, "because they can't read a paper. They enjoy listening to TV even though they can't see the picture."



Man on the Way up

He runs a fashionable New York hotel from the front elevator. He's a man of compassion, confusion and extraordinary command of the King's English. (King Alphonso's, that is.) He is, of course, Jose Jimenez, star of NBC's "Bill Dana Show."

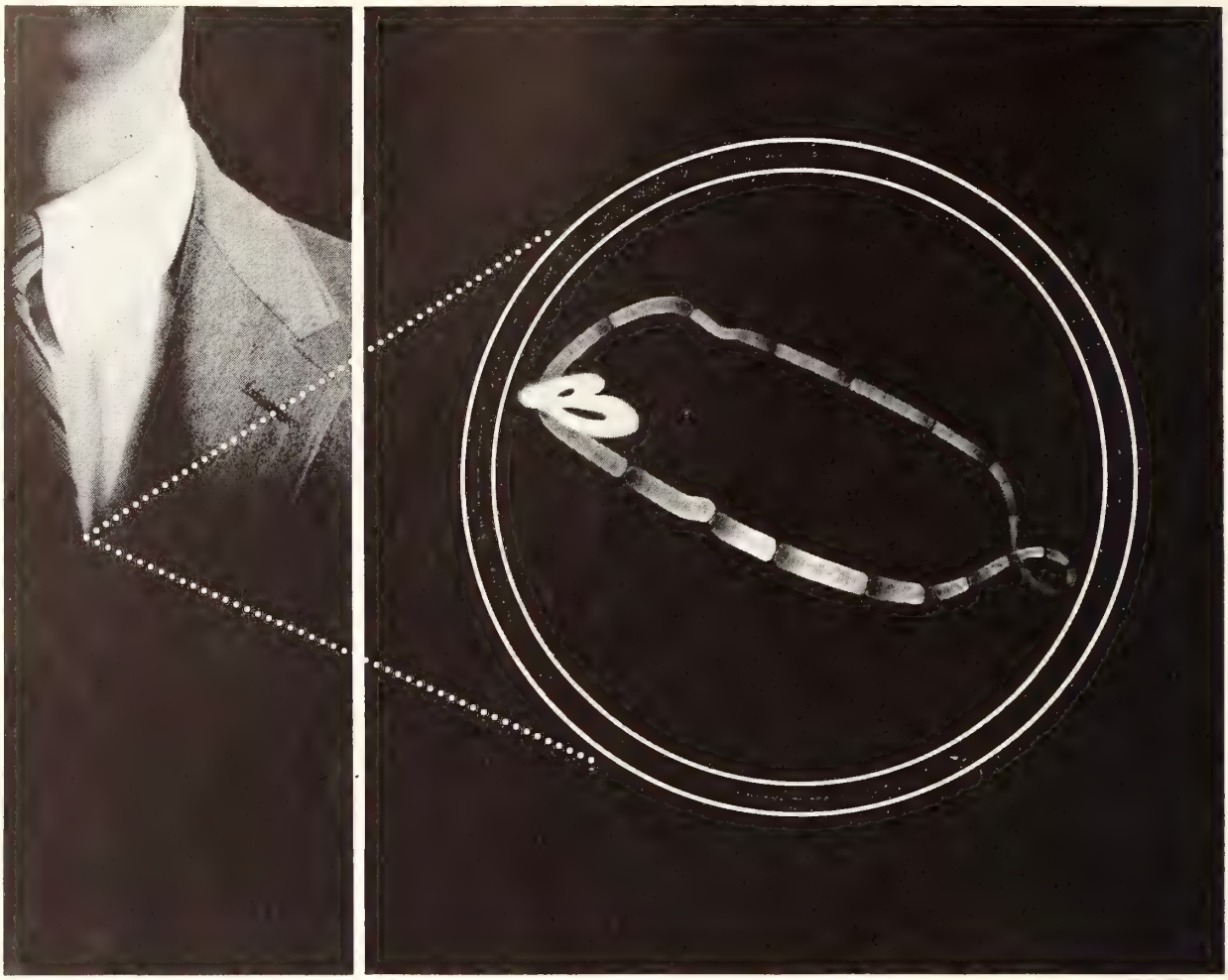
Jose's been on the rise since comedy writer Bill Dana unveiled him on television. (Contrary to rumor, Bill invented Jose, not the other way around.) Four seasons, numerous guest appearances, and six top-selling record albums later, Jose's star has grown to major magnitude.

NBC's Sunday evening showcase features light, tight comedy plots that keep Jose bell-hopping. And this is not a one-banana salad. Jonathan Harris registers strongly as the man who *thinks* he manages the hostelry, and Gary Crosby makes an attractive fellow-bellboy.

"Appealing" and "amusing" are among the critics' favorite terms for "The Bill Dana Show." And we at NBC were quietly overjoyed when Jack O'Brian of the *New York Journal-American* found it "subtly hilarious." So it is. Elevators all have their ups and downs, but Jose's fortunes just keep going higher and higher.

NBC

Look to NBC for the best combination of news, information and entertainment.



THE HEART BEATS IN 3-D. NOW VIEW IT THAT WAY.

Medical science has a new weapon for its war with heart disease: the ITT Vectorcardiograph. It is an electronic device that uses a novel data processing and display technique to create a composite picture of all three dimensions of the heart's electrical action. This picture is shown on a cathode ray tube as loops whose size and brightness indicate the third dimension in a natural way. By "reading" these loops, an examiner can detect abnormalities in the heart's action. / As a research tool, the ITT Vectorcardiograph is being used to improve methods for detecting and diagnosing heart disease. For monitoring the heart's reaction to stress, as in aerospace flight, the device provides an immediate, easily interpreted display. If research proves its value for use in offices and clinics, recent ITT advances in micro-electronics will permit the design of a compact, reliable instrument. / This Vectorcardiograph is one of the new developments in medical electronics by ITT companies. These developments parallel ITT's advances in other phases of electronics and telecommunications. All have helped make ITT the world's largest international supplier of electronics and telecommunications equipment. / International Telephone & Telegraph Corporation. World Headquarters: 320 Park Avenue, New York 22, New York.

worldwide electronics and telecommunications **ITT**

other week on 209 CBS stations and 20 commercials a week every other week on 344 ABC stations. In addition to this year-long "radiator-to-gas-tank" car-care campaign on network radio, local radio, TV and newspapers, regional trade publications, racing publications and point-of-purchase material will be used. Special emphasis will be put on new products to be introduced during the year.

BCH comes to a halt on its Black Friday

Broadcast Clearing House, one of three companies that set out in 1961 to clear the "paper jungle" surrounding the buying and selling of spot broadcast time, ceased operations last Friday, the 13th.

A second member of the 1961 triumverate has not been active for many months.

President Lee P. Mehlig announced the BCH closing in letters sent to advertising agencies, stations and station representatives.

Although the principles of the BCH service "have been widely accepted in broadcasting and advertising," he said, sales "have not reached the level necessary to meet operating costs—or to attract investment of the capital necessary for further operation."

The company had contracts with one agency and three station representation firms, Mr. Mehlig reported: the agency is Guild, Bascom & Bonfigi; the reps are Avery-Knodel, The Meeker Co. and Savalli/Gates.

Through these clients, Mr. Mehlig said, BCH has been handling paper work involving more than 600 radio and TV stations, "almost all" reps and more than 200 advertising agencies.

The work has included billing, collecting and disbursing payments for spot radio and TV schedules.

Mr. Mehlig said the adjusted bill for October broadcasts, which was submitted in November, is the last that BCH will submit. Bills for November broadcasts, he said, should be prepared by the stations or their agents, and payments of these November bills should be made directly to the stations or their agents—not to BCH.

The Bank of America, which handled the preparation of bills and also the collections and disbursements in the BCH service, was authorized to accept agency payments received through Dec. 13 and disburse them to stations and reps as soon as possible. Agency payments received after Dec. 13 are to be returned to the agency with notification that they should be paid directly to the stations involved.

Mr. Mehlig said that questions concerning payment of BCH bills should



TRIGG-VAUGHN

TELEVISION STATIONS

IN EL PASO

AND.

NOW 46th*..THE GREENVILLE–SPARTANBURG – ASHEVILLE MARKET... AND ITS DOMINANT STATION IS



"The Giant of Southern Skies

WFBC TV

WFBC-TV's 61-County Grade A and B Contours Include The Rich Industrial Western Carolinas, plus counties in Georgia and Tennessee, with . . .

2,157,900 PEOPLE
589,300 HOMES
$3,105,817,000 INCOMES
$1,974,010,000 RETAIL SALES

According to
SALES MANAGEMENT'S SURVEY OF BUYING POWER, JUNE 10, 1963

RANKED 46th by SALES MANAGEMENT Magazine, the WFBC-TV market is ahead of Jacksonville, Richmond-Petersburg, Durham-Raleigh, and other fine Southern Markets. Within its coverage area, WFBC-TV is the DOMINANT station, according to all the latest independent surveys. For more information, contact the Station or Avery-Knodel.

**Feb. 1, 1963 SM Survey of Television Markets Average Nighttime (Daily) Circulation*

SOUTHEASTERN BROADCASTING CORPORATION

AFFILIATED WITH

WBIR-TV
KNOXVILLE, TENN.

WMAZ-TV
MACON, GA.

Represented by Avery-Knodel, Inc.





be referred to the Bank of America, Business Services Center, Box 3717, Rincon Annex, San Francisco 20.

Service Is Needed ▪ In a letter to all BCH shareholders, the chief of whom is John C. Miller, Mr. Mehlig said that "ironically the need for BCH's services grows rather than diminishes each day: 1961 showed spot television in the $500 million bracket, while in 1963 [it] may hit $800 million. That is $300 million more paper work."

"Spot radio," he continued, "stopped growing at the $200 million level . . . has never made any substantial growth in the past three years and probably won't, unless positive steps such as a BCH service are undertaken.

". . . Though we know that you [shareholders] can glean small solace from it, we are more certain today than ever before that BCH's pioneered principles and demonstrated performance will become tomorrow's eventuality."

BCH announced its formation and plans in 1961, began processing spot radio paper work in 1962 and added TV last June.

Of the two other companies that started out as pioneers in the clearinghouse field at about the same time, Central Media Bureau is still in operation. It has revised some of its original plans and is also offered as a service in print media buying—as originally intended—as well as in television.

The third company, Broadcast Billing Co., has been absorbed by Data Inc. and has not been active in its original field for some time.

'Attitude change' best yardstick of spot value

The advertising research manager of Colgate-Palmolive Co. last week said in New York that "attitude change" is apparently the best measurement of the worth of a television commercial. Magdaline Diamantis told a luncheon meeting of the American Marketing Association that "sales" and "recall" are often used as criteria for determining the effectiveness of TV advertising but are actually inadequate as the basis of a decision. Her remarks came in a panel discussion on "How to Test Television Commercials Effectively."

Miss Diamantis stressed that a successful study of TV commercials should be integrated with a broader study of other forms of advertising in support of a product, and she added that "the administration of the study program must be uniform" at all levels. Miss Diamantis also said that cost is the strongest argument for keeping the size of the sample group down, and she added: "considerable thought should be given to testing of competitive brands."

Appearing on the panel with Miss Diamantis was Herbert Kaye, president

of a New York research firm bearing his name. Mr. Kaye said that, when possible, on-the-air tests are desirable to create a realistic situation. He also said that an inquiry should focus on the product and not directly on the commercial itself, and he added that two controlling factors in such studies are: accuracy of research findings and available budget.

The third member of the panel, Charles Allen of Audience Studies Inc., said that his group successfully uses preselected groups for study, despite the unrealistic atmosphere of a special commercial presentation. He noted that a major factor in study success is the proper selection of the test group.

Rating evaluators announce their goals

"The fastest possible completion of a series of methodology studies designed to provide one or more valid methods of measuring the full radio audience" was the goal announced last week in a joint industry investigation of radio listenership research field methods.

At the same time, a steering committee formed to oversee the study named George B. Storer Jr., president of the multiple-station Storer Broadcasting Co., chairman. The committee is composed of representatives of the National Association of Broadcasters and the Radio Advertising Bureau, which are conducting the $200,000 study as a joint effort.

The committee also appointed a technical subcommittee (which will meet this Thursday [Dec. 19]) to make plans for the initial pilot studies to spearhead the overall project. Following its formal meeting, the committee met with Audits and Surveys, which will evaluate the actual field work.

NAB representatives on the steering committee include Hugh M. Beville, NBC; Tom Carr, WBAL Baltimore; Ralph Glazer, Westinghouse Broadcasting Co. (Group W); Melvin Goldberg, NAB; Vincent Wasilewski, NAB; Ben Sanders, KICD Spencer, Iowa; Ben Strouse, WWDC Washington and chairman of the NAB radio board.

RAB-appointed members are Miles David, RAB; Alfred N. Watson, RAB; Charles Gates, WGN Chicago; Robert F. Hurleigh, MBS; Robert Kieve, WBBS Rochester, N. Y.; William D. Shaw, KSFO San Francisco, and Mary McKenna, Metromedia Inc.

Members of the technical subcommittee include Mrs. McKenna (chairman), and Messrs. Beville, Goldberg and Watson.

Mr. Storer was not a member of the steering committee, as appointed by either of the sponsoring associations, prior to his selection as chairman.

(BROADCASTING ADVERTISING)



ODESSA-
MIDLAND
TEXAS

ARE NOW...

announcing. . .

THE AMERICAN MEDICAL ASSOCIATION'S 1964 medical journalism awards

. . . to recognize journalism that contributes to a better public understanding of medicine and health in the United States.

CATEGORIES OF COMPETITION

1—NEWSPAPERS: For a distinguished example of a news or feature story or series in a United States newspaper of general circulation published daily, Sunday or at least once a week.

2—MAGAZINES: For a distinguished example of an article or series in a United States magazine of general circulation published weekly, monthly, quarterly or at other regular intervals.

3—EDITORIAL: For a distinguished example of editorial writing in a United States newspaper of general circulation published daily, Sunday or at least once a week.

4—RADIO: For a distinguished example of reporting on medicine or health on a United States radio station or network.

5—TELEVISION: For a distinguished example of reporting on medicine or health on a United States television station or network.

The awards will **not** be given for work, however excellent, that involves primarily the relaying of medical knowledge to the medical profession and to allied professions. Members of the medical profession, medical associations and their employees are not eligible.

AWARDS AND PRESENTATION

The award in each of the five categories will consist of $1,000 and an appropriately inscribed plaque. The awards will be presented at a time and place to be selected by the Awards Committee.

GENERAL RULES

1—Deadline for receipt of all entries is February 1, 1965, although entries may be submitted at any time prior to that date.

2—Entries must have been published or broadcast during the calendar year of 1964.

3—Entries for newspaper and magazine articles must be submitted in triplicate, at least one copy of which must be a tear sheet, validating the date of publication and showing the material as it appeared when presented to the public.

4—Entries for radio or television must consist of three copies of the complete script and a 200-word summary of the script. Television entries must be accompanied by a 16mm film with sound recording or a kinescope. Radio entries must be accompanied by a transcription or an audio tape of the show.

5—All entries should be submitted in simple, legible form. Elaborateness of presentation will not be a factor in the judging.

6—Awards will be announced April 15, 1965.

7—An entrant may make as many entries as he wishes.

8—An entrant may receive more than one award or the same award in subsequent years.

9—Radio and television films, tapes or kinescopes will be returned if requested. Other entries will not be returned.

10—All entries must be accompanied by the following information: Title of entry, writer or producer, publication in which article appeared or station or network over which program was broadcast, date entry was published or broadcast, category for which entry is submitted, name, address, and title of person submitting entry.

JUDGING OF ENTRIES

Entries will be judged on a basis of accuracy, significance, quality, public interest, and impact. The 1964 Medical Journalism Awards Committee will include outstanding members of the publishing industry, radio and television industry and the medical profession.

All entries must be sent to the 1964 Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago, Illinois 60610. Awards subject to state, federal and other applicable laws.

Alberto-Culver plans regular radio use

Alberto-Culver Co. plans soon to use some radio on a regular basis for one product. This does not mean, however, any major modification of the company's basic reliance on television.

TV always has received virtually all of the firm's ad budget and presently is getting nearly $40 million on an annual basis. Alberto-Culver also has spent small amounts in magazines.

Alberto-Culver's initial spot radio test for its Command brand of men's hair dressing in 10 top markets has obtained such good results, it is understood, that after the first of the year the company is expected to expand the radio drive for Command to at least 30 markets. It no longer will be considered only a test at that time, it was learned, but it would be a going radio campaign in the usual marketing sense.

Radio, though, will not get the major share of the Command budget. Most will continue to be invested in network TV for this product. The agency is J. Walter Thompson Co., Chicago.

ITC reports 9 new sales of Jo Stafford specials

New regional and local market sales were announced last week by Independent Television Corp. for its *Jo Stafford Show*, a monthly series of specials to premiere in January.

Gold Strike Stamp Co., through Harris & Love Advertising has purchased six of the one-hour musical specials for Butte, Great Falls, Billings, Twin Falls, all Montana; Idaho Falls and Boise, Idaho, and Salt Lake City.

Other purchasers were Southern New England Telephone Co. for WNHC-TV New Haven, Conn. and 17th Street National Bank for KLZ-TV Denver. The shows are now sold in 78 markets.

Rep appointments . . .

- WFTV(TV) Orlando, Fla.: Blair Television, New York, named exclusive national sales representative effective Jan. 1.
- KKTV(TV) Colorado Springs-Pueblo, Colo.: Avery-Knodel Inc., New York, as national sales representative.
- WAYL Minneapolis: Good Music Broadcasters, New York, named exclusive national representative.
- WFUN Miami: Robert E. Eastman & Co., New York, appointed national representative.
- KPCN Dallas and KCUL Fort Worth: Jack Masla & Co., New York, appointed national representative.

(BROADCASTING ADVERTISING)



REPRESENTED BY

ATS!

effective immediately

KROD-TV 4 EL PASO

KOSA-TV 7 ODESSA-MIDLAND

Sold nationally everywhere by

ADVERTISING TIME SALES, INC.

'64 DEBATES STATUS STILL UNDECIDED

Commerce committee bypasses action on Section 315

The House Commerce Committee last week passed up an opportunity to act on a suspension of Section 315, the equal-time law, for next year's presidential and vice presidential elections.

The committee, meeting in a closed door session, turned to other items on its long agenda and put off the suspension question until next year. Its meeting last Tuesday (Dec. 10) was the last for this session of the 88th Congress. Thus, instead of putting to rest speculation that President Johnson has no intention of facing a Republican presidential candidate in joint televised appearances as his predecessor did in 1960, the committee indirectly added currency to such stories.

Representative Oren Harris (D-Ark.), committee chairman, who said the week before that it would be "likely" to presume that the committee might like to have the President's views on the suspension before it acts, said last week, "I think we've got to take a look at the whole thing."

He did not say if he already had discussed the matter with President Johnson.

The House and the Senate have approved HJ Res 247, a resolution to suspend the equal time requirements for 1964's presidential and vice presidential races beginning up to 75 days before the election. The House version says 60 days; the Senate said 75.

This small technical difference plus the Senate's preference not to require the FCC to furnish certain reports on the suspension next year, made it necessary for the House to take another look at the resolution. The measure went back to the House in early October (BROADCASTING, Oct. 7) and has stayed there.

The suspension of Section 315 has been requested by broadcasters. Without suspension, all minor candidates for the Presidency and Vice Presidency would be entitled to equal time if the major candidates made joint appearances on radio or television.

President Kennedy had committed himself to meet a Republican opponent on television in 1964, but President Johnson has been silent on the matter.

Meanwhile, other people had their own ideas. Sid Davis of the Westinghouse Broadcasting Co. Washington bureau, reported Monday (Dec. 9): "A personal friend and very close adviser to Johnson told me the President would be "nuts" to debate in 1964. . . . President Johnson is no JFK before the camera. . . ."

A Republican party source who is quite content about the television image and debating abilities of major Republican presidential hopefuls said last week the GOP was looking forward to a joint TV appearance and would be "extremely shocked" if there were none.

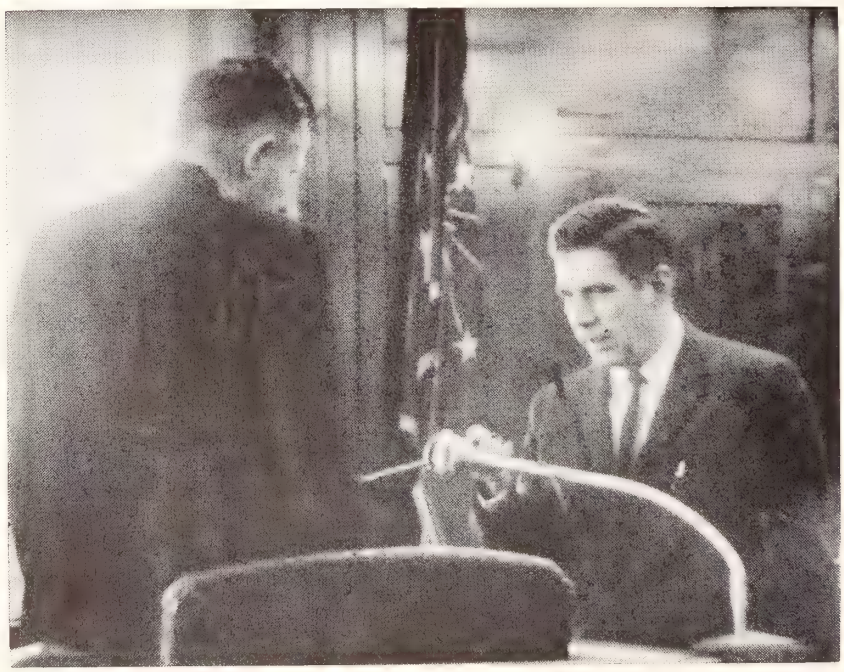
And perhaps disappointed.

After original success, WTHI-TV seeks to film retrial

An Indiana television station that filmed courtroom proceedings of two murder trials in September was seeking permission last week to cover the retrial of one in which a woman juror changed her mind.

WTHI-AM-FM-TV Terre Haute, Ind., was filming a poll of the jury requested by the defense counsel after the jury had found his defendant guilty, when a juror admitted that she was no longer sure of her vote.

Betty Chadwick, WTHI-TV's chief photographer, had been photographing the proceedings from her stationary camera position in the rear of a Vigo county circuit courtroom when the incident occurred Sept. 17. It was the second murder trial Miss Chadwick had filmed in an Indiana courtroom in a week.



In this photo printed from 16 mm motion picture film shot in an Indiana courtroom by WTHI-TV Terre Haute, Vigo county prosecuting attorney Ralph Berry (facing camera) cross-examines James E. Spellman, defendant in a murder trial last September.

Television access to Indiana courts has not been quite the problem for stations there as it has been in other states. According to Charles F. Cremer, administrator of news and public affairs, the station has found area judges cooperative when it has sought courtroom access for its cameras and microphones. The judges and attorneys involved in cases the station covered in September have told WTHI that the coverage was unobtrusive, unobstructive to legal procedure and did not detract from the conduct of the trial, Mr. Cremer said.

The station used available light and placed microphones near the judge's bench and in the jury box, but recorded sound only during the judge's instructions to the jury and the foreman's delivery of a verdict.

A sound camera was used throughout, however, because it was quieter than silent equipment, Mr. Cremer explained. The camera was located in the rear of the courtroom where it could cover the jury and the judge, but witnesses giving testimony were filmed with backs to the camera.

Four CBS-TV-owned stations buy films

In what was described as "the most important licensing agreement ever made" for post-1950 feature films, Seven Arts Associated Corp. announced last week that 215 Universal-International features have been bought by four of the CBS-TV-owned stations. The overall price is understood to be in excess of $15 million.

The stations involved in the transaction are WCBS-TV New York, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis. It was reported that KNXT(TV) Los Angeles, the CBS-TV-owned station there, was excluded from negotiating because KHJ-TV Los Angeles previously had picked up an option for the Seven Arts package. The sale is believed to be the largest for any single feature film transaction to date.

Seven Arts acquired the 215 post-1950 features from Universal last summer for $21.5 million plus a percentage of the gross sales. Seven Arts obtained the TV rights for 10 years for showing in the United States, Canada, Puerto Rico and the Virgin Islands (BROADCASTING, July 22).

Included in the titles, of which 109 were produced in color, are "Magnificent Obsession," with Rock Hudson and Jane Wyman; "The Glenn Miller Story," with James Stewart and June Allyson; "Man Without a Star," with Kirk Douglas and Claire Trevor; "Winchester 73," with James Stewart and Rock Hudson; "Mississippi," with Tyrone Power and Piper Laurie; "All that Heaven Allows," with Rock Hudson and Agnes Moorehead; "Bend of the River," with James Stewart and Arthur Kennedy; "Tomahawk," with Van Heflin and Yvonne De Carlo and "The Spoilers" with Jeff Chandler, Jack Palance and Rita Gam.

TvQ's top 10 for November by age

Rank	Program	Total Audience TvQ*	Age groups 6-11 TvQ	12-17 TvQ	18-34 TvQ	35-49 TvQ	50+ TvQ
1	Bonanza (NBC)	54	55	69	48	53	52
2	Beverly Hillbillies (CBS)	52	81	66	43	44	44
3	Disney World of Color (NBC)	46	64	47	38	42	47
3	Saturday Night Movies (NBC)	46	49	61	44	46	36
5	Andy Griffith (CBS)	44	60	45	38	40	46
6	Red Skelton (CBS)	41	63	45	35	37	37
7	Gunsmoke (CBS)	40	48	39	30	39	45
8	Combat (ABC)	38	56	51	35	32	27
8	Dick Van Dyke (CBS)	38	51	58	37	33	26
8	The Fugitive (ABC)	38	22	45	50	37	25
8	Monday Night Movies (NBC)	38	36	49	39	39	30
8	Virginian (NBC)	38	43	40	34	34	41

*Percentage of those familiar with program and who say it is one of their favorites.
Copyright Home Testing Institute Inc., 1963

Film sales . . .

Love That Bob (MCA TV): Sold to WHIO-TV Dayton, Ohio.

Famous Playhouse (MCA TV): Sold to WBAL-TV Baltimore, Md.

The Mighty Hercules (Trans-Lux): Sold to Armed Forces Radio and Television Service, Los Angeles; WROC-TV Rochester, N. Y., and Rediffusion Ltd., Hong Kong.

Felix the Cat (Trans-Lux): Sold to KBMT-TV Beaumont, Tex.

Guest Shot (Trans-Lux): Sold to Rediffusion Ltd., Hong Kong.

Encyclopedia Britannica Films (Trans-Lux): Sold to KBLU-TV Yuma, Ariz., and WHEC(TV) Rochester, N. Y.

Tarzan (Banner Films): Sold to WRVA-TV Richmond, Va.; KVOS-TV Bellingham, Wash.; WFBM-TV Indianapolis; WGAN-TV Portland, Me.; WLOS-TV Asheville, N. C.; WDEF-TV Chattanooga; WOW-TV Omaha; KOTV(TV) Tulsa, Okla.; WNEP-TV Scranton, Pa.; KTVT (TV) Fort Worth; WKY-TV Oklahoma City; KOAT-TV Albuquerque, N. M.; KOLO-TV Reno; KORK-TV Las Vegas and WOOD-TV Grand Rapids, Mich.

The Little Story Shop (Hollywood Television Service): Animated puppet series sold to WSLS-TV Roanoke, Va;. KNTV(TV) San Jose, Calif.; WHYN-TV Springfield, Mass.; WBAP-TV Fort Worth; WLEX-TV Lexington, Ky.; WJHL-TV Johnson City - Kingsport - Bristol, Tenn.; KXTV(TV) Sacramento, Calif.; WGHP-TV High Point, N. C.; WHIS-TV Bluefield, W. Va.; CKCK-TV Regina, Sask., and CKSO-TV Sudbury, Ont.

Christmas in the Holy Land (MGM TV): Sold to WCHS-TV Charleston, W. Va.; WFTV(TV) Orlando, Fla.; KGBT-TV Harlingen, Tex.; WTVT(TV) Tampa-St. Petersburg, Fla., and KVIQ-TV Eureka, Calif.

Post-'48 features (MGM TV): Sold to KTBC-TV Austin, Tex., and KIFI-TV Idaho Falls, Idaho.

Pre-'48 features (MGM TV): Sold to KCMO-TV Kansas City, Mo.

135 MGM Cartoons (MGM TV): Sold to KTTV(TV) Los Angeles.

The Islanders (MGM TV): Sold to WINK-TV Fort Myers, Fla., and WTVW (TV) Evansville, Ind.

Our Gang Comedies (MGM TV): Sold to KHJ-TV Los Angeles.

Sam Benedict (MGM TV): Sold to WTVW(TV) Evansville, Ind., and WINK-TV Fort Myers, Fla.

Cain's Hundred (MGM TV): Sold to WINK-TV Fort Myers, Fla.

Asphalt Jungle (MGM TV): Sold to WTVW(TV) Evansville, Ind.

Exploitables (Allied Artists TV): Sold to WTTG(TV) Washington; WTTV (TV) Indianapolis; KCTO-TV Denver; WZZM-TV Grand Rapids, Mich.; WRVA-TV Richmond, Va.; KAVE-TV Carlsbad, N. M. and WKNX-TV Saginaw, Mich. Now sold in 59 markets.

Box Office 26 (United Artists TV): Sold to KFEQ-TV St. Joseph, Mo.; WSPA-TV Spartanburg, S. C.; WTOC-TV Savannah, Ga.; WBOC-TV Salisbury, Md.; WRVA-TV Richmond, Va.; KPIX(TV) San Francisco; WRAL-TV Raleigh, N. C.; WSOC-TV Charlotte, N. C.; KFDA-TV Amarillo, Tex. and WCHS-TV Charleston, W. Va. Now sold in 130 markets.

Zoorama (Trans-Lux): Sold to KGO-TV San Francisco, WCSH-TV Portland, Me., and KTVB(TV) Boise, Idaho.

Top Draw Feature Films (Trans-Lux): Sold to KGO-TV San Francisco.

The Human Jungle (United Artists TV): Sold to KCOP(TV) Los Angeles, first U. S. station to acquire this 60-minute British series.

The Story of Christmas (Seven Arts): Sold to KCOP(TV) Los Angeles; KOB-TV Albuquerque, N. M.; WTVP(TV) Decatur, Ill.; KBTV(TV) Denver; WFRV (TV) Green Bay, Wis.; KLAS-TV Las Vegas; WKOW-TV Madison, Wis.; WOW-TV Omaha; KOLO-TV Reno; KSL-TV Salt Lake City and KAKE-TV Wichita, Kan. Now in 11 markets.

A Christmas Carol (Seven Arts): Sold to KRON-TV San Francisco; WGR-TV Buffalo; WDAF-TV Kansas City, Mo.; KCTO(TV) Denver; WNYS-TV Syracuse, N. Y.; KSL-TV Salt Lake City; KERO-TV Bakersfield, Calif.; KULR-TV Billings, Mont.; WCIA-TV Champaign, Ill.; WFRV (TV) Green Bay, Wis.; KVAL-TV Eugene, Ore.; KVIQ-TV Eureka, Calif.; KRTV(TV) Great Falls, Mont.; KGBT-TV Harlingen, Tex.; WEEK-TV Peoria, Ill.; KPHO-TV Phoenix, Ariz., and WTHI-TV Terre Haute, Ind. Now in 17 markets.

Bob Hope Features (Allied Artists): Sold to KLAS-TV Las Vegas; KTVK-TV

Revitalized IPI moves into programing on a major scale

From common stock to videotaped commercials to program production sums up the progress report of International Production Inc., Hollywood.

Robert Brandt, president, reported last week during a business trip to New York that IPI, which expanded into the program field only five months ago, has sold four sports specials to CBS-TV and is preparing pilots of three series for the 1964-65 season.

The company was organized in 1959 under the name, International Video Tape & Recording Productions Inc. to produce commercials and lease facilities. The financing was provided by more than 500 clients of Mr. Brandt's Los Angeles brokerage firm. They invested more than $1.2 million in the venture.

Last summer, Mr. Brandt decided that in order to flourish (and protect his clients' investment), the company had to become active in TV program production. He assumed presidency of the firm, changed its name several weeks ago, and engaged several programing specialists, including Fred Hamilton, who had been associated with *Bonanza, The Lawless Years* and *Fibber McGee and Molly*.

The initial buys by CBS-TV, Mr. Brandt said, are a one-hour tennis special spotlighting Pancho Gonzales, Pancho Segura, Dean Martin and Edie Adams; a half-hour program on the Salton Sea speedboat races; another half-hour special on a trip up the turbulent Colorado River by two boatsmen, and a fourth on the Sacramento field trials of hunting dogs, featuring comedian Andy Devine. Mr. Brandt thinks there is a market for sports specials in which "name personalities" participate.



Mr. Brandt

Let personalities participate

For his pilot program projects, Mr. Brandt calls on his brokerage company clients for investment, much as Broadway producers call on "angels." Among the taped pilots in preparation, he recounted, are *Tonight We Improvise,* in which well-known actors are presented with a situation and spontaneously develop a dramatic interlude; *Mr. and Mrs. Pollcat,* in which professional actors discuss a sensitive subject and then involve bystanders (this will be taped on location), and *Time of Challenge,* a daytime dramatic series to be taped on location.

IPI has a $500,000 mobile unit, according to Mr. Brandt. It is a 54-foot truck and trailer, housing four Marconi camera chains and two Ampex recorders as well as associated equipment. The company also leases space at the Carthay Studio in Los Angeles.

The company continues as a producer of taped commercials while expanding into the programing area. In addition to Mr. Brandt, IPI executives include Mr. Hamilton, vice president in charge of programing; Dick Rosenbloom, vice president in charge of sales and Bill Wallace, vice president in charge of production.

Phoenix, Ariz.; WKNX-TV Saginaw, Mich.; KEND-TV Fargo, N. D.; WKZO-TV Kalamazoo, Mich.; KONO-TV San Antonio, Tex.; WREX-TV Rockford, Ill. and WDAF-TV Kansas City, Mo.

Showcase for the 60's (United Artists): Sold to CFRN-TV Edmonton, Alberta; CHBC-TV Kelowna, B. C.; KCBI-TV Prince Albert, Sask.; CHCA-TV Red Deer, Alberta; CJLH-TV Lethbridge, Alberta; CKX-TV Brandon, Man.; WHTV (TV) White Horse, Yukon Territory; CBWT-TV Winnipeg, Man.; CKCK-TV Regina, Sask.; CKRS-TV Janquiere, Que.; CBUT-TV Vancouver, B. C.; CBHT-TV Halifax, N. S. and CHCT-TV Calgary, Alberta.

House group says editorials worthwhile

The House Communications Subcommittee, which conducted hearings on broadcast editorials in July and September, agreed last week that editorials on the air serve the public interest.

But it also agreed that a decision not to editorialize should not be construed as failure to contribute to a broadcaster's community.

This view and others on the delicate question of fairness were to be expressed in a letter the subcommittee was drafting last week to Representative Oren Harris (D-Ark.), chairman of the parent Commerce Committee. The document was expected to stand for the time being as a reflection of the subcommittee's thinking in this area, but was not thought to be anything like the last word it would have to say on fairness and editorializing.

In fact, as Representative Walter Rogers (D-Tex.), subcommittee chairman, explained last week, the panel plans to look further into both issues early next year. It has legislation pending on two questions raised during its editorializing hearing: (1) should a candidate be entitled by law to answer editorial attacks on the facilities of a station which carried them (or to answer a station's endorsement of his opponent), and (2) whether broadcasters must provide free time for the airing of views contrasting those broadcast in a paid program.

Representative Rogers said the subcommittee reached a consensus that "editorializing is a method of participating in the public interest of a community, but that not to [editorialize] does not mark failure to contribute."

He also said the subcommittee would entertain legislation to require broadcasters who editorialize to identify their editorials as opinion and to announce that their facilities will be made available for contrasting views. This was likened to Section 317 of the Communications Act which requires identification of sponsors and political announcements.

The subcommittee also will go into the FCC's license fee schedule which takes effect Jan. 1. Representative Rogers has said the commission does not presently have authority to institute its fees. Some firms affected by the fees have taken the matter to court (see page 74).

Oral contraceptive show

NBC-TV has scheduled a special hour colorcast discussion Sunday, Jan. 12 (10-11 p.m.), of the social and religious aspects of a new birth control



Here's the word on $191 million in automotive sales

Mention FLINTSAGINAWBAYCITY and you're talking about a lot more than simply the 37th metropolitan television market.

Because every morning our transmitter goes on, the boundaries disappear and these three Michigan cities come together as a single television buy.

As do the more than 188,000 TV homes in the 3-city metropolitan area where the average spendable income is $6,904. And where people spend about $275 more each year than the national average—enough to buy a lot of car parts and accessories, or even help to buy a car.

A Harrington, Righter and Parsons man will be happy to get things rolling for you. Just ask him about FLINTSAGINAWBAYCITY. WJRT/Channel 12/ ABC Primary/Division: The Goodwill Stations, Inc.

WJRT

pill now being used in Puerto Rico and Kentucky.

Reporter David Brinkley will moderate the program, which will include an interview with Dr. John Rock, director of the Rock Reproduction Study Clinic in Boston and co-developer of the first oral contraceptive.

AMA sets contest deadline

The American Medical Association has announced its 1964 Medical Journalism Awards competition for distinguished radio and television and print media reporting on medicine or health.

The AMA will award $1,000 and a plaque in each of five categories. Deadline for entries published or broadcast in 1964 is Feb. 1, 1965. Awards will be announced April 15, 1965. Further information is available from the AMA, 535 North Dearborn Street, Chicago 10.

$1 million film buy

WNEW-TV New York last week announced the largest single feature film acquisition deal in the station's history —a $1 million purchase of 125 pre-1948's from MGM-TV. The pictures include "Woman of the Year," "Treasure Island," "Edward My Son," "Dr. Jekyll and Mr. Hyde," "Thirty Seconds Over Tokyo," "They Were Expendable" and "Command Decision."

Closed circuit to link 25 cities for GOP rally

The Republican party will kick off its 1964 election campaign with fund raising dinners in major cities tied together by closed circuit TV Jan. 29.

The telecast, handled by Theater Network Television of New York, will cost about $250,000 for the 25 cities scheduled as of last week. Film excerpts will be made available to broadcasters, TNT said.

A program which included satirical references to the Kennedy administration has been scrapped, but other entertainment is being planned. Meanwhile, the party's plans for TV appearances by GOP leaders were unchanged and included former President Eisenhower and Vice President Nixon, Arizona Senator Barry Goldwater and Governors Rockefeller of New York, Scranton of Pennsylvania and Romney of Michigan.

Emphasis will be on $100-a-plate dinner formats, a party spokesman said last week, but because this will be the GOP's major fund-raising effort for next year, the party is urging contributions well in excess of that figure. The party is presently $200,000 in debt. It held a similar TV-linked rally early in 1962.

TW3 matches Mitch

That Was the Week That Was, previewed last month by NBC-TV, reportedly caused high viewer interest levels on a par with response to the first presentation of *Sing Along with Mitch* in 1960. Reaction figures comparing the two shows were released last week by TvQ, New York television research firm.

	Sing Along	Week That Was
Respondents familiar with show—percent	20	14
Percentage who considered show a "favorite" (from all respondents)	9	6
Percentage of those familiar with show who considered it a favorite	43	44

That Was the Week That Was, often shorted to *TW3*, has been scheduled for Friday nights by NBC-TV (BROADCASTING, Dec. 9). It is a satiric review of the week's news.

No change in Paar libretto

NBC reported late last week that there is no change in the situation concerning comedian Jack Paar, who has announced that he will leave the network because of a schedule dispute. There had been speculation that Mr. Paar's Friday night show would be expanded to run from 9:30-11 p.m. EST, but the 9:30-10 p.m. time slot being vacated by *Harry's Girls* was given instead to the new topical satire program *That Was the Week That Was.*

One-third sponsorship of the new show, scheduled to make its debut Jan. 10, has been purchased by Clairol Inc., through Foote, Cone & Belding, New York and by Brown & Williamson Tobacco through Post-Keyes-Gardner.

'Making of President' on TV

Theodore H. White's Pulitzer prize-winning book, *The Making of the President 1960,* has been adapted for television for showing on ABC-TV Sunday, Dec. 29 (8:30-11 p.m.).

Produced by Wolper Productions Inc., the script was written by Mr. White before the assassination of President Kennedy. Following the President's death, Mr. White made no changes in the script, but did add a short prologue to the story that tells how Mr. Kennedy and Richard Nixon became their parties' candidates for the presidency and how Mr. Kennedy was elected.

Xerox Corp., through Papert, Koenig, Lois, Inc., New York, will sponsor the program.





Above The Clouds

Each weekday morning for over 6 years Television Station WREC-TV in Memphis has presented a 15-minute inspirational program titled "Above The Clouds." Produced in cooperation with the well-known Memphis Union Mission, "Above The Clouds" features religious music and songs with guest ministers of all faiths from Memphis and the Mid-South area. This daily devotional program is a continuing part of our efforts to serve all the community needs and interests. It is just one of many public service features that WREC-TV regularly presents to its large and responsive audience.

WREC TV
CHANNEL 3 MEMPHIS

AN OPERATION OF COWLES MAGAZINES AND BROADCASTING, INC. AFFILIATED WITH CBS. REPRESENTED BY THE KATZ AGENCY.

'SOON' IS JUST AROUND THE CORNER

This could be week of revised TV program reporting form

For years, FCC officials have been predicting the adoption "soon" of a revised program reporting form for television. Last week, the prediction was heard again—and this time, apparently, there was more basis for it than usual.

The commission reportedly agreed to put out for industry comments a revised reporting form—actually, Part IV of the Broadcast Application Form—prepared by a three-member committee of commissioners. The form—now being put in final shape by the staff, is expected to be released soon, probably this week.

But in a departure from past practices, the commission will ask that comments on the form be given orally, rather than in written form. The commission has set Feb. 13 as the date for industry spokesmen to comment—in person.

The commissioners decided on this procedure to save themselves from another torrent of "paper." Previous versions of the revised form—which is intended to implement the commission's 1960 statement on programing policy—have been put out for comments twice.

The form expected to be published this week is understood to be similar to the one that the commissioners have been mulling over for months, with only slight changes in emphasis.

Reportedly, there are a number of differences of opinion among the commissioners on a number of points in the form. But so great was the determination to put "something" out without further delay, the differences were quickly submerged.

The sudden breakthrough appeared to be related to the decision to abandon the proposed commercial time-limit rulemaking (story page 39). Both decisions were taken at a special meeting Thursday (Dec. 12).

Case-By-Case ▪ In dropping the commercial-limitation rulemaking, the commission is expected to say that it will check for overcommercialization on a case-by-case basis and that the revised program reporting form will make this possible.

The proposed form would, it is understood, require licensees to report their commercials by minutes and percentages of programing, in composite and typical weeks. This would give the commission a quick check on the amount of commercials carried by a station. It would also permit it to compare promise versus performance.

In other aspects, the form would require an applicant to report on what he has done to survey community needs and interests, how he evaluates those needs and interests and what programs he intends to carry as a result.

Some Paper Work ▪ Much of this information would have to be set forth in considerable detail. For instance, the form would reportedly require the licensee, in reporting on his survey of needs and interests, to list the names of individuals and organizations contacted, to relate their views and to discuss his evaluation of them.

The programs he intends to carry to meet needs and interests would be carried in chart form, identified by title, source and time slot and frequency, and broken down according to the 14 categories the 1960 program policy statement says "are usually necessary" to satisfy community interests and needs.

A similar chart reporting the programing actually carried in the preceding reporting period would also have to be completed.

In addition, the applicant would list, by types, the special programs (both network and local) he intends to broadcast. He would also be asked to explain any serious discrepancies between the programing that was proposed and delivered.

One issue that has troubled the commissioners is whether the reporting form should be filed every three years, as at present, or annually. The commission is sure to ask industry spokesmen to comment on this aspect.

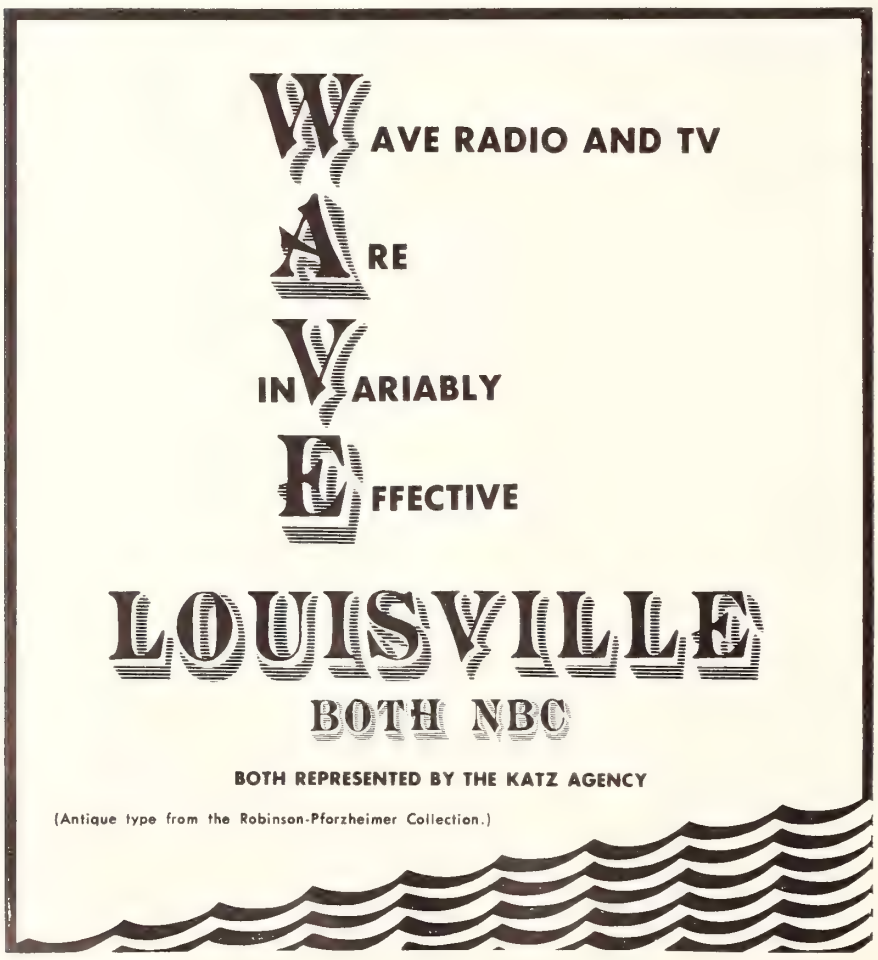
It was reported last week that the form, as it will be put out for comments, will propose that at least the section on commercials, possibly the one dealing with programing, be filed annually.

Commission sources frankly acknowledge the form will require much more work for applicants than the one now being used. That one doesn't involve much more than a translation of material from logs into the reporting form.

Be A Pro ▪ However, the commission's defense of the form is expected to be that it would, in effect, force the applicant to study his community closely and become an expert on what is needed to satisfy its needs and interests.

Some commissioners feel this knowledge would protect the applicant from questions from the agency about his programing. These officials say that once an applicant has demonstrated his expertise and submitted plans for meeting his community's needs, the FCC would have no grounds for questioning him.

The commission will get to work in earnest on a revised program reporting form for radio at a special meeting Jan. 6. Proposals on how the form should be



COMPETITION IS GOOD FOR EVERYBODY

IN 1939, before **BMI,** the broadcaster's major music license entitled him to use the catalogs of 137 music publishers of the United States.

TODAY, broadcasters may choose their music from the catalogs of many thousands of publishers, over half of which are affiliated with **BMI.**



BROADCAST MUSIC INC.

589 Fifth Avenue New York 17, N.Y.

Special Holiday Rates

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

ONE YEAR SUBSCRIPTION
52 WEEKLY ISSUES—$8.50

Reduced Rates Effective through December, 1963

EACH ADDITIONAL GIFT—$7.50

Please send 52 issues of BROADCASTING as my gift to:

1 **$8.50**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

2 **$16.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

3 **$23.50**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

4 **$31.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
occupation required
Sign gift card _____

additional subscriptions may be listed separately at $7.50

all orders will be checked. in the event of duplication you will be notified immediately

MAIL TODAY!

☐ I enclose $ ☐ please bill

name _____
street & number _____
city _____ zone _____ state _____

BROADCASTING Subscription Department • 1735 DeSales St., Wash., D. C. 20036

revised keep shifting, but ultimately it is expected to be a far simpler one to complete than the one for television.

Present proposals would require applicants to report on commercials carried by percent of programing material. The applicant also would be required to report on a survey of community needs and on plans for carrying various broad types of programing, such as news, public affairs and entertainment.

Answer due Tuesday on NCAA football

The television committee of the National Collegiate Athletic Association will open sealed envelopes in New York's Manhattan hotel Tuesday (Dec. 17), and the high bidder will receive rights to major collegiate football games for 1964 and 1965.

CBS-TV ended its two-year, $10.2 million pact with the Alabama-Miami game last Saturday (Dec. 14).

The NCAA games, which have been shown on all three networks in the past decade, are expected to go for $11 million to $11.5 million. While some industry sources feel the figure could be higher, others say the point of saturation in buying rights is very near.

These people also point to the upcoming bids for the National Football League games, also concluding a $9.3 million, two-year, CBS-TV contract. It is expected the NFL bids will be $1 million to $2 million higher than those for the NCAA, and the question of just how much of an increase sponsors will take is paramount (BROADCASTING, Sept. 30).

WJRZ has repertory group

WJRZ Newark announced last week it has formed a new repertory company for a weekly 2½-hour program of American and European drama. The company is under the direction of Ann Giudici, whose credits include several off-Broadway plays. WJRZ plans to tape the programs throughout the winter, with the first broadcast to be presented next April.

A *Children's Theater* of fantasy and dramatic readings of clasical literature for the younger audience also will be presented on Saturday mornings.

Oswald special set on CBS-TV

CBS-TV has scheduled *The Law and Lee Oswald*, a one-hour special on the legal aspects involved in the case of Lee Harvey Oswald—suspect in the assassination of President Kennedy—Dec. 22 (2-3 p.m. EST).

The discussion program, will focus on the question of whether Oswald was receiving all his constitutional rights under due process of law. There have



YOU MAY NEVER HEAR THE COMMONEST LANGUAGE*—

BUT... WKZO Radio Talks to the Most People in Kalamazoo and Greater Western Michigan!

6-COUNTY PULSE REPORT

KALAMAZOO RETAIL TRADING AREA—SEPTEMBER, 1962

SHARE OF AUDIENCE—MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	19	5
12 NOON - 6 P.M.	27	18	6
6 P.M. - MIDNIGHT	40	17	X

Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audiences.

WKZO Radio is far and away heard the most in the significant market it serves.

The 6-county Pulse of Sept. '62 tells it in plain English: WKZO Radio outscored all others in 358 of 360 quarter-hours surveyed, and won *all* hours surveyed both in total listening and adult listening. (It's Greek to us what happened on the two quarter-hours we lost.)

We broadcast the well-heard word all over Greater Western Michigan. NCS '61 shows WKZO Radio's circulation ahead of every radio rival in the area—a whopping 40.4% greater than all other Kalamazoo stations *combined*.

It's a market worth more than mere lip service. Sales Management has predicted that Kalamazoo alone will outgrow all other U. S. cities in personal income and retail sales between 1960 and 1965.

Let your Avery-Knodel man whisper sweet *somethings* in your ear about WKZO Radio!

* *An estimated 460 million people speak Mandarin (Northern Chinese).*

AM-TV-FM

The Fetzer Stations

RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJFM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC

TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV/ CADILLAC-TRAVERSE CITY
/WWUP-TV SAULT STE. MARIE
KOLN-TV/ LINCOLN, NEBRASKA
/KGIN-TV GRAND ISLAND, NEB.

WKZO

CBS RADIO FOR KALAMAZOO AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives



Ask Ampex how Air Express keeps them ahead.

AIR EXPRESS DIVISION OF REA®

"We make sure Ampex machines all over the country are up-to-date with Air Express."

—Robert L. Bary, Traffic Manager
Ampex Corporation, Redwood City, Calif.

Ampex, leader in the highly competitive field of magnetic recording equipment, is continually improving its products. To pass on these improvements to users of its equipment, Ampex relies heavily on Air Express. Regular, daily Air Express pick-ups speed modifications to customers as soon as the changes are perfected.

Ampex also uses Air Express to hold down its inventory of 21,000 different and expensive parts. Air Express' overnight delivery service makes it possible to keep inventory to a minimum—and still get vital parts in time to meet production schedules.

Fast-moving companies like Ampex make Air Express a regular part of their operations. Try it and see how it adds to your success.



So, who was out selling the shows?

An employment high for any TV studio was reached Thursday (Dec. 12) when Revue reported 5,300 persons on its Universal City studios payroll. Total was a 51% increase over the previous record of 3,500, reached Aug. 29, also by Revue. At that time the company had 11 segments of television series in production: last Thursday the total was 19.

This all-out filming effort occupied every one of the 32 sound stages on the 410-acre lot, plus six backlot locations, and four other units were relegated to off-lot locations, Revue reported.

The employes included 1,385 actors (210 series regulars, featured players and guest stars; the rest bit players, extras and stand-ins); 2,675 off-camera personnel, from laborers to executive producers, with 1,240 members of the Revue executive and administrative staffs completing the count.

The 19 telefilms on Thursday's shooting schedule were: three segments of *Kraft Suspense Theater;* two of *Wagon Train, Arrest and Trial, Bob Hope-Chrysler Theater;* one—*The Virginian, Destry, McHale's Navy, Jack Benny Show, Channing* and the initial segments of four new shows, *Karen, 90 Bristol Court, Broadside* and *Night People,* plus television's first two-hour telefilm, *Johnny North.*

been some recent charges that he could not have been given a fair trial in the light of overwhelming publicity of the case (BROADCASTING, Dec. 9). The program will be moderated by Dan Rather, CBS newsman who covered Oswald's arrest, detention and slaying in Dallas.

'Trust' to be replaced by new quiz with Clark

ABC-TV plans to revise its daytime programing beginning Dec. 30 by inserting a new quiz show called *The Object Is,* starring Dick Clark, in place of *Who Do You Trust?*

The new daytime lineup (all times EST): 11-11:30, *The Price Is Right;* 11:30-noon, *The Object Is;* noon-12:30, *Seven Keys;* 12:30-1, *Father Knows Best;* 1-1:30, *Tennessee Ernie Ford Show;* 2:30-2:55, *Day in Court;* 2:55-3, *Lisa Howard News;* 3-3:30, *General Hospital;* 3:30-4 *Queen for a Day;* 4-5, *Trailmaster.*

25 planning grants given for TV study

Planning grants of $250 each were awarded to 25 social scientists last week by the Joint Committee for Research on Television and Children. The 25 were selected by the government-backed committee, which wants to discover the influence of TV on children, from proposals solicited last summer (BROADCASTING, Aug. 5).

The recipients must now submit detailed research designs and the committee will pick a few as deserving of larger grants. The study first began as an outgrowth of hearings by the Senate Juvenile Delinquency Subcommittee more than a year ago (BROADCASTING, July 9, 1962), and the final result will probably not be in for years, according to Bernard Russell, special assistant to the secretary of the Department of Health, Education and Welfare.

Mr. Russell was head of the committee until last week, when a permanent chairman was elected, Dr. Gerhart D. Wiebe, dean of the School of Public Relations and Communication at Boston University.

Other members of the committee include Melvin A. Goldberg, vice president-research director of the National Association of Broadcasters; Julius Barnathan, ABC; Frank Shakespeare, CBS, and Louis Hausman, NBC.

KWOS wins coverage fight

Kwos Jefferson City, Mo., after a month of negotiations, was able to break local precedent Dec. 3 to cover three hours of the city's council meeting at which the presiding officer was unexpectedly routed from the chair after nearly two hours of parliamentary maneuvering by his opposition.

Extensive favorable listener reaction, plus local newspaper commendation, followed the event all week, according to William Natsch Jr., KWOS station manager. Kwos originally sought to cover debate on a gross receipts tax bill. Earlier this year KWOS aired debate in the state legislature.

Program notes . . .

TV rights purchased ▪ Holbrook Productions has purchased the television rights to *The Player: A Profile of an Art* by Lillian and Helen Ross. The company plans to present half-hour documentaries of some of the 55 actors who were profiled in the book.

Christmas special ▪ An hour-long colorcast of *Podrecca's Piccoli Theater,* famed Italian marionette troupe, has been syndicated to 39 stations for show-

Ever take the PULSE of your HOOPER?

WILS did. We found our PULSE to be remarkably like our HOOPER. Both show how well Lansing likes Radio WILS . . . like this:

PULSE: May 1-21, 1963

6 AM-12 Noon WILS 12 Noon-7 PM

63% 58%

AUDIENCE ESTIMATE

HOOPER: Jan.-Mar. 1963

7 AM-12 Noon WILS 12 Noon-6 PM

62.3% 68.8%

SHARE OF RADIO AUDIENCE

Our PULSE audience composition showed WILS having from two to three times the adult listeners in each measured time period from 6 AM to 7 PM.

What earns this audience for WILS?

24 HRS. — We broadcast 24 Hrs.-A-Day.

48 NEWSCASTS — We have news 48 times a day . . . plus editorials

6 GREAT D.J.'s — We feature our D.J. Personalities. They are liked.

WILS — We go where the action is. We did 125 trailer remotes last year.

Why Lansing is your market

SALES MANAGEMENT Ranks us:

21st in Retail Sales per Household (3rd in Metro Cities over 200,000)

94th in Population and Households (always in the top 100)

Lansing is the state capital and the home of Oldsmobile and Michigan State University (more than 25,000 students).

For more information contact our rep **(Venard, Torbet & McConnell, Inc.)** or, write to:

RADIO 1320 WILS LANSING

5,000 WATTS / 24 HOURS A DAY

37

ing during the Christmas holiday season. The program was produced by Triangle Stations at WFIL-TV Philadelphia and features Dick Clark as host.

'Bingo' purchased ▪ *TV Bingo,* a live syndicated show produced by Idea Research and Development Corp., Santa Rosa, Calif., has been purchased by 11 more stations and is now in 67 markets, according to Jerry Baker of Idea Research. Latest sales are to WKY-TV Oklahoma City; KRIS-TV Corpus Christi, Tex.; WTVK(TV) Knoxville, Tenn.; WXTV(TV) Youngstown, Ohio; WTHI-TV Terre Haute, Ind.; KXLY-TV Spokane; WSJV(TV) Elkhart-South Bend, Ind.; WTAF(TV) Marion, Ind.; KMTV(TV) Omaha; KACB-TV San Angelo, Tex.; and CJTO-TV Toronto.

Esso adds 3 stations

The addition of three stations brings to seven the number that will show the monthly *Esso World Theater* anthology of eight different National Heritage programs. Standard Oil of New Jersey, through Needham, Louis and Brorby, is the sponsor (BROADCASTING, Nov. 25).

New stations are WMAL-TV Washington, WBAL-TV Baltimore and WXEX-TV Petersburg-Richmond, Va. The series begins Jan. 12 on WOR-TV New York with "England: Puritan versus Cavalier." Other stations signed are WHDH-TV Boston, WOKR(TV) Rochester, N.Y., and WNHC-TV New Haven, Conn.

Dates set for NBC, CBS annual news roundups

Both CBS and NBC have again called key correspondents from posts around the world to gather in New York for special news programs at the year's end.

The NBC foreign-based newsmen will join other staff reporters on *Projection '64,* a one-hour discussion program scheduled in color over NBC-TV Dec. 29 (10-11 p.m. EST). The special will be sponsored by the Gulf Oil Corp. through Young & Rubicam, New York. Following the program, the foreign correspondents will tour 10 American cities for speaking engagements.

Eight top CBS foreign correspondents will travel to New York for *Years of Crisis,* an hour news review program, which will be broadcast Jan. 1, 1964 (7:30-8:30 p.m. EST) over CBS-TV and CBS Radio. The moderator will be Eric Sevareid.

Projection '64 will be the seventh annual program of its kind to be presented by NBC News, while *Years of Crisis* is CBS News's 14th annual evaluation of major developments.

FINANCIAL REPORTS

Ampex sales up 12% in first half

Sales for the first half of its fiscal year were up 12%, Ampex Corp. President William E. Roberts has reported, although after-tax earnings remained about the same.

Six months ended Oct. 31:

	1963	1962
Earned per share*	$ 0.28	$ 0.28
Sales	48,217,000	43,120,000
Earnings before taxes	4,239,000	3,724,000
Net earnings after taxes	2,205,000	2,169,000

* Based on 7,827,434 shares outstanding on Oct. 31, compared to 7,799,407 outstanding same period last year.

Collins declares dividend

Collins Radio Co. announced a semiannual cash dividend of 20 cents per common share last week, payable Jan. 2, to stockholders of record Dec. 23. Similar dividend was paid last July 3.

Three months ended Nov. 1:

	1963	1962
Earned per share*	$ .40	$ .32
Net sales	66,356,000	55,628,000
Net income	888,000	705,000
Restated net income (1)	———	883,000

(1) Restated net income shows amounts as they would have appeared for the first quarter of fiscal year 1963 had a change from accelerated to straight-line depreciation, adopted subsequent to the first quarter of 1963, been made at that time.
*Based on 2,230,080 common shares outstanding, compared to 2,230,064 for same period last year.

UA's bright third quarter

United Artists Corp. reported last week that gross sales and net earnings for the first nine months of 1963 declined substantially, but noted that the third quarter of the year was a bright spot.

Robert S. Benjamin, board chairman, said net earnings for the third quarter amounted to $808,000, exceeding the $802,000 total of the net earnings for the first and second quarters.

Three quarters ended Sept. 28:

	1963	1962
Earnings per share	$ .87	$ 1.68
Income	81,870,000	91,502,000
Net income (after taxes)	1,610,000	3,103,000

Financial notes . . .

▪ MCA Inc. directors last week declared a dividend of 37½ cents a share of its preferred stock to stockholders of record Dec. 19. The dividend is payable Dec. 31.

▪ Board of Chris-Craft Industries Inc. have declared a 5% stock dividend, of record Dec. 19. The dividend is record Dec. 17.

▪ Board of Technicolor Inc. has declared the regular quarterly dividend of 12½ cents a share payable Jan. 18, 1964 to stockholders of record Dec. 31.

WARNING! This monitor may prove that your present stereo generator doesn't meet FCC requirements. If so, Call Collins. WARNING!

Collins' new 900C-1 accurately measures and monitors your FM stereo and mono programming in accordance with FCC rules.*

Collins designed and built the 900C-1 to help you eliminate any doubt as to just what your stereo signal is doing. Should trouble pop up, the 900C-1 tells you precisely what it is. You don't waste any time theorizing. You can go right to the source and correct it.

The 900C-1 is a versatile piece of equipment. Just take a look at the measurement and monitoring capabilities it offers you: total peak frequency deviation measurement; individual modulation component deviation measurement; stereo signal demodulation for channel separation measurement; both monaural and stereo outputs for monitoring and proof-of-performance as required; wideband output for visual proof of separation with oscilloscope; AM noise level output for VTVM measurement; test points for main and pilot carrier frequency measurements.

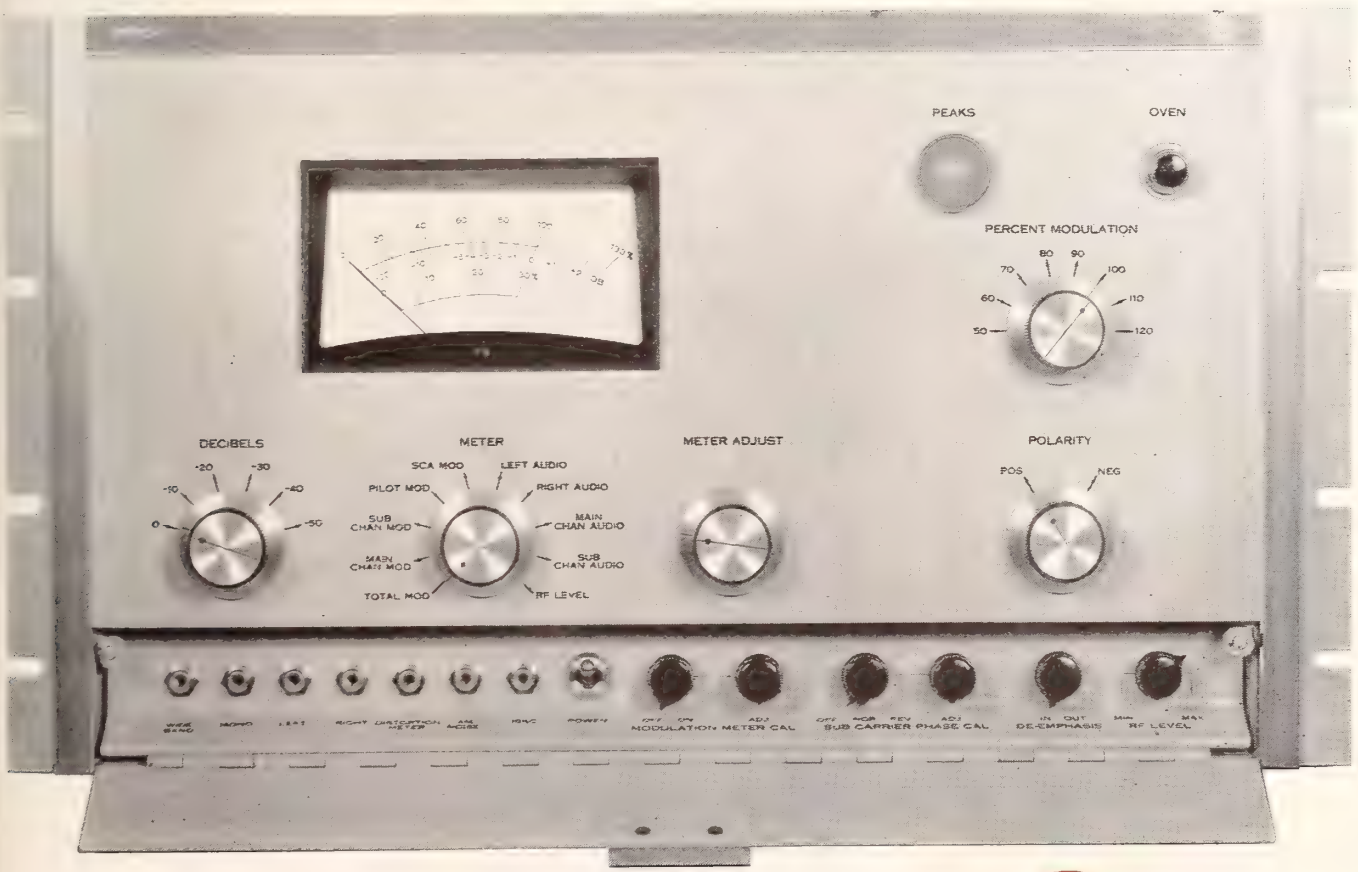
In addition to these capabilities, the new Collins 900C-1 offers you money saving operational features. It is fully transistorized. It uses only 50 watts of primary power. Heat dissipation is low and, through the use of conservatively rated components, you can count on long operating life.

Let us give you all the facts on how Collins' new 900C-1 FM stereo modulation monitor can serve your current needs. Call or write today.

* FCC type-approved for main channel monophonic; no existing rules for stereo type-approval

COLLINS RADIO COMPANY
• Cedar Rapids • Dallas • Los Angeles
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FINAL AUTHORITY



COLLINS

What to do about LeRoy Collins?

THAT'S NOW THE PRINCIPAL SUBJECT ON NAB AGENDA NEXT MONTH

An emergency meeting of the chairmen and vice chairmen of the National Association of Broadcasters' boards was called last week to clarify the status of LeRoy Collins, NAB president.

The meeting, to be held in Washington in the first week of January, was only one of many reactions to recent speeches by Governor Collins and to reports that he may be thinking of resuming his political career.

The board chairmen and vice chairmen constitute the executive committee of the association. William Quarton, WMT-TV Cedar Rapids, Iowa, called the meeting as chairman of the joint boards and of the executive committee. He declined to discuss the agenda, but he said he had been deluged with letters and telephone calls questioning recent actions of the NAB president.

The executive committee's special meeting will be held only three weeks in advance of the long-scheduled winter meeting of the NAB boards.

Cause Of Alarm ▪ At issue last week were a speech Governor Collins made to an assembly of the National Council of Churches (BROADCASTING, Dec. 2) in which he criticized cigarette advertising and two speeches on civil rights that he delivered in Columbia, S.C., and Los Angeles (BROADCASTING, Dec. 9).

The speech to the church assembly was criticized last week by Willard Schroeder of WOOD-AM-TV Grand Rapids, a member and past chairman of the NAB radio board. Mr. Schroeder made his comments in a letter to Governor Collins. He sent copies to all members of the radio and television boards.

Two South Carolina stations withdrew from membership in the NAB last week because of the president's speech in Columbia. Others in the area expressed displeasure at his subject.

Several members of the NAB boards accused Governor Collins of political motives in choosing his subjects for the speeches in South Carolina and California. In Columbia Governor Collins urged the South to abandon racial hatreds and accept what he said was an inevitable trend toward equal rights for all. In Los Angeles he defended the assertion of federal authority in civil rights disputes and called for regular conferences of state and federal officials to resolve arguments over state and federal jurisdictions.

The question of political ambitions was also raised by publication of a report in the *Miami News* that Mr. Collins, who became NAB president after serving six years as governor of Florida, was considering re-entering politics, perhaps as a candidate for the United States Senate (BROADCASTING, Dec. 9).

Q Without A ▪ Last week Governor Collins was asked point blank by influential board members whether he is thinking of a political race. The NAB president responded by saying that if he did decide to return to politics, he would let the board members know. He did not make a direct reply to questions about his present thinking.

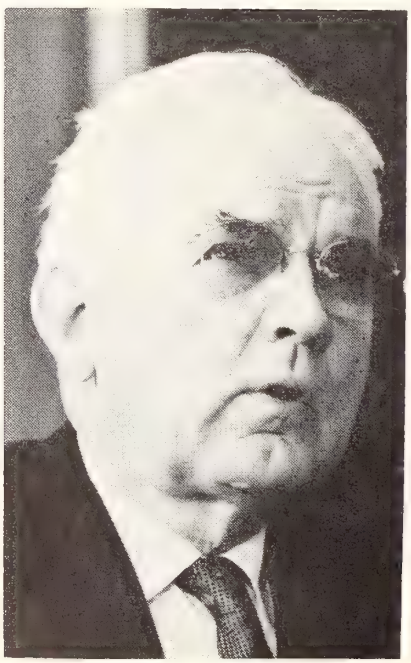
The executive committee meeting in January, which Governor Collins will be asked to attend, will be the second such special meeting of that body in two months. Early in November the committee met to talk about the NAB codes and was unexpectedly asked by the NAB president to confirm his choice of Howard Bell as the new director of the code authority (BROADCASTING, Nov. 11). The committee acceded to Governor Collins's wishes.

Schroeder's Letter ▪ It was Governor Collins's remarks about tobacco advertising in his National Council of Churches speech that precipitated Mr. Schroeder's criticism. Other broadcasters, including representatives of the networks, also expressed concern.

Governor Collins first openly raised questions about cigarette advertising and its appeal for the young in a speech in Portland, Ore., last year (BROADCASTING, Dec. 3). He said he was prepared to ask the NAB boards to consider adopting restraints on cigarette commercials. The boards took no action on the subject at their next meeting, in February 1963, but the NAB president told newsmen that the subject would be revived before the boards after the release of a report by a special study committee of the U.S. surgeon general. The committee is surveying statistical evidence of the relation of smoking and health. Its report is now expected soon after the first of the year—probably before next NAB board meetings Jan. 27.

In his letter Mr. Schroeder, who was chairman of the radio board last year and is now a member representing medium-sized radio stations, told the NAB president that his reaction to the National Council of Churches speech was "both strong and critical." By spending so much of his text on a discussion of tobacco advertising, the NAB president

How the Florida campaigns shape up now



Senator Holland

The Democratic political situation in Florida, with the filing period just two months away, is of more than cursory interest to broadcasters.

LeRoy Collins, president of the National Association of Broadcasters, is a former governor of the state and reportedly is considering running for the U. S. Senate from Florida and also is being pressured in some quarters to run for governor.

Filing period for the May primaries begins Feb. 18 and closes March 3. Senator Spessard Holland (D-Fla.), whose term expires, has not announced that he will seek re-election but is expected to do so. Except for the possibility of Governor Collins, the only major opponent who has indicated an interest in the senatorial race is Brailey Odham, a two-time loser in bids for the governorship. Mr. Odham is a former member of the Florida legislature and was appointed to the important

missed "an excellent opportunity" to plead broadcasting's case before a church body that has been critical of broadcasting.

Mr. Schroeder said the council's June pronouncement urging stricter government controls of TV programing "should have been the principal and only consideration of your comments, yet it was the *last* subject discussed . . ." He told Governor Collins that his criticism of a Lucky Strike TV commercial was a "superficial and unfair approach which does not represent the judicial view which is in the best interests of the broadcasting industry."

The NAB president, Mr. Schroeder wrote Governor Collins, has a clear responsibility to represent broadcasters in a forceful and positive manner. "To be perfectly blunt about it, you represent a private industry just as surely as a corporation lawyer. If such a lawyer agrees to accept a client's case and the accompanying fee, it is his professional responsibility to plead for his client in the most persuasive and favorable manner that his talents permit.

"In my opinion, you did not do this when you introduced a criticism of a tobacco company and by association, a criticism of the broadcasting industry."

Until an official government position is reached in the cigarette controversy, "it is incumbent upon you not to seek to force a purely personal conviction regarding advertising upon us by means of the press and the podium," Mr. Schroeder told the governor.

Governor Collins reportedly replied to Mr. Schroeder late last week, but the NAB refused to release the letter.

Busy Circuits ▪ Mr. Schroeder was by no means alone last week in criticizing the NAB president. There were conference calls and individual conversations among board members who were trying to shape up some kind of plan for the January board meeting.

There were some, however, who took the governor's side. Included among them was an influential broadcaster who has been a strong Collins supporter since the Florida governor took the NAB job and who, though not now on the NAB boards, is still close to industry councils. This broadcaster predicted that the executive committee and the boards, in their January meetings, would accept whatever programs Governor Collins offered. In the view of this broadcaster, Mr. Collins has entrenched himself solidly with the NAB membership.

Despite his prominence, this pro-Collins broadcaster represented a minority view in the opinions expressed by board members last week. Several said that the NAB president's contract had been accepted last winter on the representation that Governor Collins would remain silent on the cigarette issue and would clear major speeches with key board members. They felt that his recent actions had violated that condition. Governor Collins has disputed the contention that he had agreed to curb his public talks.

Nerves Are Touched ▪ In the South last week there was widespread reaction to the NAB president's Columbia speech on civil rights.

Two stations—WJMX Florence and WBCU Union, both South Carolina—resigned from the NAB because of the Columbia speech. Paul H. Benson Jr., WJMX general manager, said the station would rejoin when the NAB "gets a more responsible president." Both stations withdrew because Governor Collins criticized many southern leaders for their attitude on civil rights and urged the South to tell "the bloody-shirt wavers to climb down off the buckboards of bigotry."

Governor Collins's Columbia speech was broadcast live on a 26-station statewide network. One station, WCSC Charleston, told its listeners in an editorial that it regretted having carried the speech.

WBT-WBTV(TV) Charlotte, N. C., in an editorial scheduled for broadcast Friday (Dec. 13), said that "we cannot allow the public to assume that since he is the broadcast industry association's president, he is therefore speaking for this station. Such is not the case."

WTVJ(TV) Miami, on the other hand, termed Mr. Collins's speech a "courageous pronouncement" on civil rights.

Curtis could be moving into radio-TV with loan

A $35 million refinancing plan approved last week by the stockholders of Curtis Publishing raised speculation that a diversification plan of the company might include the acquisition of broadcast properties. However, Matthew J. Culligan, Curtis chairman and president, has indicated that any acquisition in the near future will probably be in the publishing field.

Serge Semenenko, vice chairman of First National Bank of Boston, which heads a group of six banks financing the loan to Curtis, had referred to acquisition of TV stations and publishing companies through the coming year as "more than possibilities."

Of the $35 million total, $4.5 million will be available through 1968 as working capital and $30.5 million will be used to cover present short-term debts. An additional $5 million debt incurment will be allowed Curtis through 1970 with maturities not to extend beyond 1980.

In a news conference subsequent to the stockholders meeting, Mr. Culligan did not rule out the possibility of Curtis moving into the broadcasting field. "Should the opportunity arise," he said, Curtis would be interested both in acquisition of TV or radio stations and a move into the broadcast programing area.

Mr. Culligan was formerly executive

Milk Control Board by then-Governor Collins.

Insiders say that Governor Collins would make a strong opponent for South Florida. Dade county has elected with solid support from populous Dade county (Miami) and South Florida. Dade county has 20% of the state's voters and was carried solidly by Governor Collins in 1956 when he won the Democratic nomination for governor over three opponents without a run-off. His opponents at that time were present Governor Farris Bryant, former Governor Fuller Warren and General Sumter Lowry.

The consensus in Florida is that the governor's strong speech on civil rights in Columbia, S. C., 10 days ago will hurt him in many sections of the state. Of the registered voters in Florida, 12% are Negroes.

Floridians expect five or six major candidates for the Democratic nomination as governor. Governor Bryant, whose backers four years ago are said to be widely split in the coming election, has announced plans to return to the practice of law in Ocala. A front runner for the nomination at the present time is said to be Hayden Burns, Jacksonville mayor who was an unsuccessful candidate in 1960.

Others talking about running include State Senator Jack Matthews of Jacksonville (who has the support of many of the Collins men), former State Senator Bud Dickinson of West Palm Beach, Miami Mayor Robert High, State Senator Scott Kelly of Lakeland and Fred Karl, a state representative from Daytona Beach who also has support from political friends of Mr. Collins.

A man close to the Florida Democratic scene said last week that most of the important money already is committed in the governor's race. But, he said, if Governor Collins were to decide to run for either the governorship or the Senate, "many people could and would disengage themselves." He felt a Collins vs. Holland race is "very possible."

vice president in charge of NBC Radio and was briefly with Interpublic Inc. as general corporate executive.

He also mentioned community antenna television and pay TV as potential areas of expansion. He denied that Curtis was currently negotiating for any properties, but acknowledged the favorable acquisition status of the company due to a substantial tax loss carry forward.

Terms of KWTV(TV) sale spelled out

Details of the Griffin-Leake transaction whereby 100% ownership of KWTV (TV) Oklahoma City is being acquired (CLOSED CIRCUIT, Dec. 2), were spelled out last week with the filing of an application asking FCC approval.

The Griffin-Leake interests, now holding 50% of the channel 9 station, are buying out the 50% interest held by former Oklahoma Governor Roy J. Turner and Luther T. Dulaney by paying them $200,000 and giving them title to all the equipment owned and used by KWTV, KATV(TV) Little Rock, Ark., and KTUL-TV Tulsa, Okla. The Griffin-Leake group owns KATV and KTUL-TV.

Messrs. Turner and Dulaney have agreed to sell the equipment, valued at $2.3 million, to C. A. Voss and James B. Kite, Oklahoma City bankers, for $3 million. In turn, KATV Inc., parent company of all three Griffin-Leake stations after they are merged under one corporate umbrella, has agreed to lease the equipment from Messrs. Voss and Kite for 10 years for a total of $4.5 million, paying $37,500 a month.

KATV Inc. is 55.81% owned by John T. Griffin, and 44.1% by James C. Leake and family. Mrs. Leake is Mr. Griffin's sister. Edgar T. Bell, who owns a 10% nonvoting interest in KWTV, will hold 10.5% of common, nonvoting in KATV Inc. after the merger. He will continue as executive vice president and general manager of KWTV.

After the merger, Mr. Griffin will hold 56.38% of the voting common; Mr. Leake and his family, 43.27%. Both also will hold 51.6% and 32.5% respectively of nonvoting common shares.

Mr. Griffin, directly and indirectly will also own 4,252.5 shares of preferred stock.

KATV Inc.'s pro-forma balance sheet as of Sept. 30, after the merger, will look like this:

Total assets, $3,022,268; of which $1,471,788 are current assets. Current liabilities total $418,312; long term obligations, $736,000, and surplus, $951,357.

KWTV, founded in 1953, is affiliated with CBS.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KWTV(TV) Oklahoma City: 50% interest sold by Roy J. Turner and Luther T. Dulaney to Griffin-Leake interests (holding other 50%) for $3.2 million (story, this page).

▪ WBFM(FM) New York: Sold by Wrather Corp., to WPIX Inc. for $400,000. WPIX Inc. is the licensee of WPIX (TV) New York and is owned by the *New York Daily News*. Muzak, a division of the Wrather Corp., will lease back WBFM's subchannel for a long term period to continue background music service to New York area subscribers. The *New York News*, affiliated in ownership with the *Chicago Tribune* and WGN-AM-FM-TV Chicago and KDAL-AM-TV Duluth, Minn., recently sold its 49% interest in another New York FM station, WNCN(FM) for $150,000 to United Broadcasting Co. (Richard Eaton). WBFM, founded in 1962, operates on 101.9 mc with 9.5 kw.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 103).

▪ WMMN Fairmount, W. Va.: Sold by Peoples Broadcasting Corp. to E. M. (Pete) Johnson and Jack Carr for $245,000. Mr. Johnson owns WCAW Charleston; Mr. Carr, WDNE Elkins, both West Virginia. Peoples owns WRFD-AM-FM Columbus and WGAR-AM-FM Cleveland, both Ohio; WNAX Yankton, S. D., and KTVT(TV) Sioux City, Iowa. It recently sold WTTM-AM-FM Trenton, N. J., to Scott Broadcasting Co. for $375,000. WMMN operates fulltime on 920 kc with 5 kw.

▪ WDHF(FM) Chicago: Sold by James deHaan to Federal Broadcasting Corp. for $200,000 and agreement not to compete. Federal is a wholly owned subsidiary of Armanco Enterprises Inc., owned two-thirds by comedian Bob Newhart, and one-third by Frank Hogan, Mr. Newhart's business partner. Mr. deHaan will remain as station manager and chief engineer. WDHF, founded in 1959, operates on 95.5 mc with 52 kw.

▪ WXYJ Jamestown, N. Y.: 87½% sold by Mark Taylor and Keith Horton to Lowell W. Paxson for $185,000. Burton Waterman, chief engineer, retains

Outstanding Values in Radio-TV Properties

Regional daytimer plus FM in major market. Combined operation with good real estate. Not realizing potential in this top market. 29% down.

EAST AM-FM
$375,000

Fulltime kilowatt AM-FM combination with excellent real estate. Priced at $150,000, with $50,000 down and terms on balance.

SOUTHEAST
$150,000

Daytimer in single station market of 15,000. Making a profit for absentee-owner—can do better for owner-operator. $25,000 down and liberal payout.

EAST
$90,000

BLACKBURN & Company, Inc.
RADIO • TV • CATV • NEWSPAPER BROKERS
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Chicago, Illinois
FInancial 6-6460

ATLANTA
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Stanley Whitaker
John G. Williams
1102 Healey Bldg.
JAckson 5-1576

BEVERLY HILLS
Colin M. Selph
G. Bennett Larson
Bank of Amer. Bldg.
9465 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-8151

his 12½ interest. Mr. Paxson is program director and holds a 40% interest in WACK Newark, N. J. WXYJ, founded in 1948 is a fulltime station on 1340 kc with 250 w.

▪ WONE-TV Dayton, Ohio: CP sold by Brush-Moore Newspapers to Springfield Television Broadcasting Corp. for $153,000. Springfield owns UHF outlets WWLP(TV) Springfield, WRLP(TV) Greenfield and WWOR(TV) Worcester, all Massachusetts. WONE-TV holds authority to operate on channel 22.

Rollins buying more from General Outdoor

Rollins Broadcasting Inc. moved last week to acquire two more General Outdoor Advertising facilities—in Philadelphia and Washington, D. C.

At a reported price of $5 million, Rollins is getting the outdoor advertising plants and real estate holdings of General Outdoor in two of the top 10 markets. The transaction will be effective March 1, 1964, O. Wayne Rollins, president of the company, said in announcing the acquisition last week.

Three weeks earlier, Rollins bought the facilities of General Outdoor in Mexico, paying a reported $500,000 for plants and offices in Mexico City, Guadalajara and Monterey (BROADCASTING, Dec. 2).

The acquisitions bring Rollins's outdoor coverage in the East from Philadelphia to Washington and beyond (Rollins already owned an outdoor business headquartered in Wilmington, Del., its home base). An increase in the company's revenues of 45% can be expected to result from the latest transactions, Mr. Rollins said. Rollins has long had an outdoor advertising interest in Texas, based in Austin.

Rollins owns three TV and seven radio stations. They are: WEAR-TV Pensacola, Fla. (Mobile, Ala.); WCHS-AM-TV Charleston-Huntington, W. Va.; WPTZ-TV Plattsburgh, N.Y. (Burlington, Vt.); WNJR Newark, N.J.; KDAY Santa Monica, Calif.; WRAP Norfolk, Va.; WBEE Harvey, Ill. (Chicago); WGEE Indianapolis, Ind., and WAMS Wilmington, Del.

WEMP to join CBS Radio

WEMP-AM-FM Milwaukee will affiliate with the CBS Radio network starting Dec. 29, it was announced last week by A. M. Spheeris, WEMP president. The station has been a music-news-sports operation since 1948. WMIL Milwaukee daytime station has been the CBS outlet there.

WEMP operates fulltime on 1250 kc with 5 kw. WEMP-FM is on 99.1 mc with 25 kw.

FCC EASES UP ON CATV RULEMAKINGS

Local station protection, orderly CATV growth are aims

The FCC hopes that it will be able to protect local television stations from economic injury by community antenna systems and at the same time insure the orderly growth of CATV. This was the announced intent of the commission last week when it released a proposed rulemaking to "govern" the grants of facilities in the domestic point-to-point (common carrier) microwave service to relay programing for CATV systems, and a further notice of a rulemaking to control grants in the business radio service, for the same purpose.

The rulemakings, taken as a whole, somewhat ease up on the restrictions which were first proposed in the original rules to govern the business radio service—restrictions which broadcasters in general did not think went far enough (BROADCASTING, Feb. 25). The 30-days before-and-after ban on CATV duplication of local television station programing—within the grade A contour—has been cut to 15 days. The proposed rules also require the CATV system to carry a program of the TV station if the local station requested it.

The commission has made a number of grants for facilities to CATV systems since taking the problem of regulation under consideration. These grants were conditioned by an agreement from the CATV system which would be served by the microwave licensee that it accepted a 30-day nonduplication clause. These conditions also would be changed to 15 days by the proposed rules.

The proposed rules also would require that a CATV system located within the grade B contour give written notices to local stations that it plans to apply to the commission for microwave facilities to relay their programing. "Upon appropriate showing, interim protection, pending the outcome of a hearing, could be afforded such TV stations," the commission said.

CATV Freeze ▪ The FCC has placed a freeze on further application for microwave facilities to carry programs to CATV systems pending a determination in the rulemaking proceeding. "These include applications for new facilities as well as for modification, renewal and assignment of existing facilities," the commission said.

The commission also said that the

EXCLUSIVE BROADCAST PROPERTIES!

MIDWEST —Fulltime radio station with good real estate. Grossed $83,000.00 last year and capable of doing much better. Priced at $130,000.00. ***Contact—John D. Stebbins in our Chicago office.***

CALIFORNIA—High powered, fulltime radio station with regional coverage of strong growth area. Owner-operator can materially increase $40,000.00 annual cash flow. Priced at 29% down and long terms. ***Contact—John F. Hardesty in our San Francisco office.***

Hamilton-Landis

& ASSOCIATES, INC.

John F. Hardesty, President

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modification of the nonduplication clause for previously authorized systems will become effective 30 days from Dec. 12, and that local stations should request the protection provided by the proposed rules within the 30-day period.

There has been a great deal of contest over the commission's legal authority to control CATV systems—in particular, the nonduplication provision. However, the commission was upheld in its right to protect local television stations from CATV competition, by the District of Columbia Court of Appeals in the much discussed Carter Mountain Transmission Corp. case (BROADCASTING, May 27). In a three-judge, unanimous decision, Judge George T. Washington wrote that the commission "cannot let its decision in the radio carrier field interfere with its responsibilities in the television broadcasting field."

A step further is the opinion of the FCC staff that the commission possesses the authority to directly control CATV systems, rather than through the microwave licensee servicing the system. This direct control of CATV has been the subject of unsuccessful negotiations, between the commission and the National Community Television Association, to draft proposed legislation to present to Congress. The commission staff feels that off-the-air CATV systems also fall under the agency's regulatory authority.

FCC's Open Hand ▪ The commission said its goal "is not, as some apparently believe, to adopt rules 'tantamount to an absolute prohibition of private microwave service to CATV systems.' " The FCC styled its goal as giving "adequate protection to local television service, without inhibiting the growth of community antenna service (with its provision of multiple television services). Our proposals are designed to achieve that goal." The agency said it wished to "stress" that the rulemakings are just proposals and that it is interested in hearing comments on how the rules may fall short of their aims. Comments are due Jan. 22, 1964.

"We believe that our goal can best be achieved through rules which would require the CATV system to carry the programing of a local station without material degradation and not to duplicate for a reasonable period the programing carried over any local station," the commission said, hoping to placate both broadcasters and CATV operators. This is the solution of the present conflict between the two services the commission argued.

The FCC pointed out that "The proposed rules would not automatically impose requirements upon the CATV system; a request would have to be made by a station entitled to claim protection under the rules." Yet more important, the commission said, is the recognition that in many cases the local stations and CATV system have worked out their own agreement to the satisfaction of all. And the commission does not plan to "upset or replace" the friendly balance of interest. "In short, an agreement, fairly arrived at between the parties and designed to fit the particular needs of the area, is entitled to great weight; we do not mean to inhibit or impair the good faith worked out, by the broadcaster and the CATV, of the problems" considered by the proposed rules.

CTSC sets September for ETV target date

Community Television of Southern California has leased the studio and office space formerly occupied by KNXT (TV) Los Angeles at 1313 North Vine Street for its new ETV station, to operate on UHF channel 28. James Robertson, vice president and general manager of CTSC, plans to move into the new quarters on Jan. 6, is aiming for an on-air test pattern by May 15 and full schedule of programing to start with the beginning of the new school year in September.

Approximately 17,000 square feet of space will be occupied by the ETV in its new home. This includes three studios: an audience studio of 8,700 square feet, a smaller studio for regular day-to-day programing and a third which will be converted to a scenic design shop.

The 1964 agenda calls for the renovation of studios to be completed by late spring, when the installation of the transmitter and antenna on Mount Wilson should be finished. By midsummer, CTSC is to be fully staffed and totally operational, well in advance of the September air date. Al Crocker, CTSC director of engineering, is in charge of the engineering, construction and installation.

Action near on FOI bill

A freedom of information bill on which hearings were completed Oct. 31 can be ready for full committee action "early in the next session," according to Senator Edward V. Long (D-Mo.), chairman of the Senate Administrative Practice and Procedure Subcommittee.

Backed by a bipartisan group of 20 senators, the bill was supported by the National Association of Broadcasters. The NAB asked for an exemption from public inspection for confidential income information broadcasters are required to furnish the FCC.



HOUSTON'S $25,000,000 YEAR 'ROUND AIR-CONDITIONED DOMED STADIUM

First of its kind in the nation! Scheduled for completion in 1964, this all-weather center for big league baseball, professional football, and a wide variety of amateur athletic and sporting events will have a seating capacity of 55,000. A monument to Houstonians' enthusiasm for sports!

K-NUZ . . . Houston's Award Winning News Station

CREATES THE PERFECT SALES CLIMATE FOR YOUR MESSAGE!

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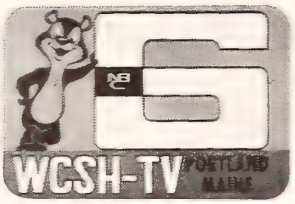
NATIONAL REPRESENTATIVE SOLD IN COMBINATION WITH KAY-C, BEAUMONT

IN HOUSTON, CALL DAVE MORRIS • JACKSON 3-2581





It all started on Dec. 21, 1953. I was sort of young and fuzzy then,



but in the past ten years I've grown older and smoother.



For the past ten years through Winter



Spring



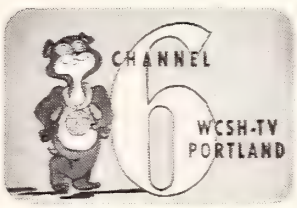
Summer



and Fall, I've been bringing the best in TV



to 700,000 people in Maine and New Hampshire.



I've had quite a few firsts, too. I was the first Full-Time, Full-Power TV station in Maine.



I carried the first full season telecasting of baseball, just to mention a couple.



There have been awards, too.



In 1960 I received the National Heart Association Award for the documentary on Open Heart Surgery.



In 1963 I was given a special award by the Internal Revenue Service for helping them explain the Income Tax story.



and to all the nice clients who have made the last ten years so enjoyable . . . THANK YOU!

WCSH-TV

NBC

AFFILIATE

MAINE BROADCASTING SYSTEM

THE KATZ AGENCY, INC.
National Representatives

SENATE APPROVES FCC, FTC FUNDS

Appropriations for USIA, Justice, courts sent to House

An appropriation bill that includes $15.6 million for operation of the FCC and $12.2 million for the Federal Trade Commission was passed by the Senate last week and sent to the White House for President Johnson's signature.

A measure to appropriate funds for the Department of Justice ($344,417,000), the U. S. Information Agency ($170,620,000) and the federal court system ($65,927,000) was passed by the Senate and referred to the House.

All funds are to pay for operations that began July 1 this year. Until these measures become law, the agencies have been authorized to spend money at the rates set by appropriations bills passed in 1962.

President Johnson last week directed the heads of all federal agencies to carefully review budgets for operations beginning July 1, 1964, which are now being prepared for submission to Congress next month. The President has promised reductions in unnecessary federal spending, and has asked agency heads to re-examine appropriations, expenditures and employment figures contained in their tentative proposals for next year and to list further cuts that may be made in their budget requests.

Here is how the agencies affected by last week's congressional action compare with their appropriations for the previous year:

- The FCC: up $650,000.
- The FTC: up $742,000.
- Justice: up $25,823,600.
- The USIA: up $13,850,000.
- The courts: up $3,011,459.

In debate on the USIA's budget on the Senate floor Thursday (Dec. 12), Senator Jacob K. Javits (R-N.Y.) protested the Senate Appropriations Committee's stern order to the agency "that drastic reductions be made" in the USIA's Western European programs. The agency had requested $3.96 million for distribution of American books, magazines, movies, and other information material, but the House cut it to $1 million and the Senate trimmed that to $650,000.

Senator Javits urged the Senate Foreign Relations Committee to thoroughly review the USIA's policy. He questioned the appropriations committee's right to direct the agency to end a program.

A House foreign affairs subcommittee has been conducting hearings on the U. S. "ideological offensive." They are expected resume next year.

Oh, days dwindle down

John Brubaker, general manager, WFYI Garden City, N. Y., is circulating a statement opposing a traffic safety bill that he warns would affect all daytime only stations in New York State. The bill, proposed by New York State Senator Edward J. Speno, would extend daylight saving time in the state to nine months a year.

Mr. Brubaker asserts the bill would force many of the stations to sign on as late as 8:15 a.m. during periods when stations would ordinarily present information on school and plant closings during storm periods, as well as to present other public service messages.

Court opinion sought on FCC filing fee plan

A federal court in Chicago has been asked to rule that the FCC has no power to impose fees for handling applications and other paper work.

The appeal was filed Dec. 6 in the U. S. Court of Appeals for the Seventh Circuit by 10 petitioners, mainly aeronautical interests, but including one broadcaster (WISM-AM-FM Madison, Wis.).

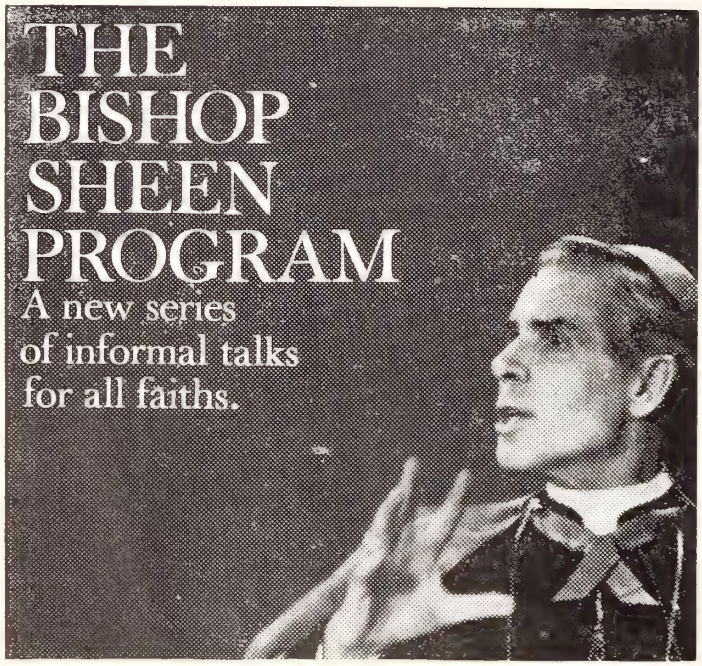
The other petitioners: Aeronautical Radio Inc.; Air Transport Association of America, Aircraft Owners & Pilots Association, Braniff Airways Inc., Lake Central Airlines Inc., North Central Airlines Inc., Northwest Airlines Inc., United Air Lines Inc. and David Ingle Jr., a private plane operator residing in Evansville Ind. Entering the case as an intervenor is the American Trucking Association.

The appeal is against the FCC's order of last May, affirmed last October, establishing a system of fees for handling applications (BROADCASTING, May 13, Sept. 30).

The group petitioning to have the FCC overruled is considering asking for a restraining order to prevent the fee system from going into effect Jan. 1 as scheduled.

The petition claims that the FCC does not have power to impose fees and that it is moving against the intent of Congress. It asks the court to reverse the FCC's action.

Standing Firm ▪ In the face of congressional opposition the FCC last week released a reminder to its licensees that



. . . . . NOW IN PRODUCTION
NEW HALF-HOUR VIDEO TAPES
FOR SCHEDULING JANUARY 1ST
Call - Wire - Write MARCUS ASSOCIATES, INC.
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5¢ short course in TV production



Comes in this new 36-page brochure—yours for the asking! Makes the many recent developments in video tape meaningful in terms of 13 actual case histories. "Advertising with Video Tape" is its name. It tells how and why specific tv commercials and campaigns, national and regional, were produced on video tape (SCOTCH® BRAND, naturally). The real advantages tape delivered. And actual production costs!

The brochure describes how advertisers have taken advantage of tape's incomparable "live" picture, pulled off ideas that would be too time-consuming or cost-forbidding on film. Some cases in point: How one advertiser and its agency solved the dilemma of producing 71 commercials from scratch within two weeks. Why a car-maker could cut a month out of tv production time for a new model announcement commercial and wait for the first production-assembled cars to shoot a color commercial. How an award-winner for a baking flour was created for only $300 in production cost. How the first animated commercials on tape were produced.

Is it worth a 5¢ stamp to keep new tv ideas from passing you by? Just use the stamp to send us your name, address and request for a free copy of "Advertising with Video Tape." Write Magnetic Products Division, Dept. MBX-123, 3M Company, St. Paul 19, Minn.

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Magnetic Products Division 3M COMPANY

No radical FCC policy changes in Henry's crystal ball

The emergence of a President with broadcasting interests is not expected to result in any dramatic shifts in FCC policy of regulation.

This is the view of FCC Chairman E. William Henry, given in response to questions during an appearance on NBC's *Meet the Press,* Dec. 8.

The FCC chairman also appeared confident the commission would have no special problems in dealing with the LBJ Co., the broadcasting company which is owned largely by President Johnson's wife (story, page 78).

In saying he expected no "sharp" changes in FCC policy as a result of President Johnson's succession to the presidency, Chairman Henry noted that the commission is "an independent, bipartisan agency" with "no direct policy line" to the White House.

He said his impression is that President Johnson expects to follow the policy line laid down by President Kennedy. He said President Johnson had not discussed commission matters with him or given him any "guidelines."

The chairman also disclosed that President Johnson had rejected his offer—as well as those of other agency heads—to "step aside" (BROADCASTING, Dec. 2). He said "he wanted us to continue in our jobs," Mr. Henry reported. The chairman also said he intends to finish out his seven-year commission term, which runs to 1969.

Just 'Clarification' ▪ In replying to questions about the commission's pending overcommercialization rulemaking, the chairman indicated he would settle for a "clarification" of FCC policy.

He said the "most difficult problem" the commission faces in the proceeding is devising a rule that would be applicable to all stations. Later last week the FCC was reported to have abandoned the commercial rulemaking (story, page 39).

He repeated his praise of broadcasters' coverage of President Kennedy's assassination and the events that followed. But, he made clear, this doesn't alter his view that some commission action is needed on overcommercialization.

"There has been a very dangerous trend over the years towards more and more commercialization," he said, adding: "I think it is time that the FCC stepped in to at least clarify the situation and perhaps to stop this trend."

He said the commission has "always" had a policy against overcommercialization but has never reduced it to writing. "I am trying to establish some criteria . . . that would have broad application and that would give some guidelines to the industry," he said.

application filing fees will become effective Jan. 1, 1964.

Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, has introduced a bill which would prevent the commission from charging license fees. Representative Rogers plans to hold a hearing on the application fee question next month and had asked the FCC to stay the effective date of the fees pending the conclusion of the planned hearing. The commission, however, responded that it had already conducted its own proceeding and intended to go ahead with the fees (BROADCASTING, Nov. 25).

The commission said last week that all applications postmarked after midnight Dec. 31 must be accompanied by filing fees. Applications submitted by hand after normal working hours on Dec. 31 must also be accompanied by fees.

Times-Mirror buys book firm

The Los Angeles Times-Mirror Co., former broadcaster, last week acquired the World Publishing Co., Cleveland, for stock estimated at $12.5 million. The Cleveland firm is said to be the nation's largest publisher of Bibles, the second largest publisher of dictionaries and an established publisher of hardcover and paperback books. The Times-Mirror owned KTTV(TV) Los Angeles; it sold the independent channel 11 station to Metromedia last June for $10,390,000.

Ratings validity and use are job of stations

Earl W. Kintner, a former chairman of the Federal Trade Commission, said last week in New York that stations that use ratings survey results in advertisements and sales promotions should strive to avoid any form of misrepresentation.

Speaking before a luncheon meeting of the International Radio and Television Society, Mr. Kintner said stations have definite responsibilities concerning the validity of the ratings they use and the manner in which such ratings and related data are presented to prospective customers.

Mr. Kintner, who is now with a Washington law firm, called for an end to "hypoing," the use of special promotions to attract maximum audience attention to the station during a known rating period. He charged that such promotion is "an unfair method of competition and a deceptive practice within the meaning of the Federal Trade Commission Act."

Ratings were also mentioned by Vincent Wasilewski, executive vice president of the National Association of Broadcasters, who appeared on a three-man panel with Mr. Kintner. Mr. Wasilewski noted that the NAB has set up a special council to study many aspects of the rating survey question. In another vein, he added that he does not predict any major FCC policy changes under the new administration.

The third member of the IRTS panel, Washington attorney Thomas H. Wall, attacked the FCC proposals concerning commercial limitations. Mr. Wall predicted that broadcasters who have testified in Washington (story, page 38) have apparently lessened chances of the proposals being adopted.

KVUE(TV) renewal dismissed by FCC

The prospect of a subscription television system via channel 40 in Sacramento, Calif., has been growing dimmer over the weeks and last week appeared dead when FCC Chief Hearing Examiner James D. Cunningham dismissed the renewal application of KVUE (TV)—Capitol Television Co.—for failure to prosecute.

Mr. Cunningham retained the application for Camellia City Telecasters in hearing status. Camellia had filed its application for a new station on channel 40 in competition with KVUE's then pending renewal application and has opposed the proposed pay TV operation. An application for a pay TV test to last three years was denied by the commission (BROADCASTING, July 29).

KVUE was ordered to file a statement within 10 days with the commission swearing "as to whether it has been promised, or has received, anything of value, directly or indirectly, by reason of the abandonment of its [renewal] application."

The station two weeks ago told the commission that it would prefer a chan-



Gamesmanship

NBC's knack of finding the game shows that America likes best was demonstrated again this year with "You Don't Say!" Since its April debut, the lively, name-guessing word competition has become a daytime favorite of gameswomen everywhere.

Actually, it's what you *don't* say on "You Don't Say!" that counts—unfinished sentences provide the clues to the identity of famous people. The well-run machinery of the game is just one of the reasons for the show's success. Another: the teaming of non-celebrities with such stars as Lucille Ball, Suzy Parker, Lee Marvin and Keenan Wynn. (Credit emcee Tom Kennedy's big smile and easy manner, too.)

Having established that "You Don't Say!" is light, literate, and lots of fun for gameswomen, a question arises. Is it fair to keep the show from millions of games*men* in our night-time audience? Of course it isn't – which is why everyone will be able to play "You Don't Say" on Tuesday nights, beginning January 7. And, it will be in full color, too. Any number can play.

Look to NBC for the best combination of news, information and entertainment.

Then there's the little matter of propriety

The Lyndon Johnson family holdings in TV and radio have entered the arena of controversy. The question of propriety has been raised by a congressman (Representative H. R. Gross [R-Iowa]) and a reporter (Clark Mollenhoff, *Des Moines Register-Tribune* Washington correspondent and 1958 Pulitzer prize winner).

Mr. Mollenhoff made the first move Sunday night, Dec. 8, when he was part of the panel interviewing FCC Chairman E. William Henry on NBC-TV's *Meet the Press* (story page 76).

Mr. Gross made the second move Monday, Dec. 9, when he "extended" his remarks in that day's issue of the *Congressional Record*. He included in his remarks a story, written by Mr. Mollenhoff, appearing in the Dec. 8 *Des Moines Register*.

And on Thursday (Dec. 12) Representative Gross called on the Senate Rules Committee, now probing the outside activities of Robert G. (Bobby) Baker, one of Mr. Johnson's closest associates in the Senate, to give "full-scale scrutiny to the LBJ Co."

If operations are as proper as has been claimed, Representative Gross continued, there should be no objection. "But if, as alleged by potential competitors, it represents a monopoly in commercial television in a city of 200,000, then the matter of acquisition and maintenance of the monopoly becomes a matter of serious and public concern. . . . It would appear the burden of proof is on the LBJ Co. to demonstrate that the FCC never engaged in any favoritism for the company owned by this family."

Asked whether he would press for action by the House if the Senate fails to investigate, Representative Gross said he had discussed the situation briefly with Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, but would not comment further.

Late last month, Mrs. Johnson had her 52.8% interest in the LBJ Co. put under a trusteeship (BROADCASTING, Dec. 2). The interests of both the Johnson daughters, whose combined shares in the LBJ Co. total 30.9%, were already under trusts.

In the *Meet the Press* session, Mr. Mollenhoff prodded Mr. Henry with questions on his and the commission's attitude toward broadcast stations owned by the President's family.

The FCC chairman appeared confident the commission would have no special problems in dealing with the LBJ Co.

He said that as chairman of the FCC, he regards as "satisfactory" the procedure followed by Mrs. Johnson in putting her controlling interest in trust.

Mr. Henry said he saw no conflict-of-interest problem. He said that other elected and appointed officials with broadcasting interests had put them in trust.

Asked if the commissioners could, in dealing with the LBJ Co., "wipe out of your minds" the fact that the President's family is involved, he replied: "I think so." He noted that the trustees, under the agreement filed with the commission, have complete authority, including the power to dispose of the property.

"Of course," Mr. Henry added, "we will be kept abreast of ownership interests, but I think we would lean over backwards to be fair and certainly treat them as we would any other licensee. . . ."

Avoids Direct Reply ▪ The chairman declined to answer directly whether he thought it desirable for the President's family and members of Congress to own property in a government-regulated industry.

He said it wasn't his function to establish policy to cover that situation. However, he acknowledged that "as a citizen," he could see "some questions."

The next day, Congressman Gross raised the propriety question again.

"Should members of the House, Senate and officials of the executive branch be permitted to acquire or hold television and radio rights while serving in the government?" he asked.

Representative Gross thought the answer should be no.

"It is unreasonable to expect that all members of the FCC can retain an absolutely objective posture in making decisions on radio and television involving members of the Senate or House. This is particu-

nel 46 operation in Sacramento and would request dismissal of its channel 40 renewal application as soon as it received a construction permit for channel 46 (BROADCASTING, Dec. 9). KVUE also hoped for a pay TV operation on channel 46.

Hubbard goes to court on KOB-WABC problem

A broadcaster has asked a federal court in Washington to order the FCC to act on its application for 770 kc in New York. Involved is the decades-old KOB Albuquerque, N. M.-WABC New York 770 kc problem.

Hubbard Broadcasting Co., licensee of KOB, filed a petition Dec. 6 in the U. S. district court in Washington. It asked the court to issue a writ of mandamus requiring the FCC to take some action on its application, filed in 1960, for the 770 kc facility in New York now used by WABC. The FCC has 60 days to answer the petition.

The 770 kc case was presumably resolved several years ago when the commission ordered both KOB and WABC to operate with directional antennas to protect each other. KOB acceded; WABC did not. The commission has ordered a hearing on the WABC renewal application because of this. It has not, however, taken any action on KOB's application for WABC's New York frequency.

Hubbard asked the court to order the commission to either grant the application or designate it for hearing.

Two silent FM stations may have permits revoked

License revocations may be in the offing for two Illinois FM stations. The FCC last week threatened the penalty for WELF(FM) Glen Ellyn and WELG (FM) Elgin, both owned by Mrs. Elizabeth G. Coughlan, in a "show cause why" order.

Both stations, the commission related, were authorized to stay off the air from mid-June to Oct. 1 of this year, but they have remained silent since then without permission.

The FCC said it wrote Mrs. Coughlan Oct. 4 asking her to send in her licenses for cancellation, but she did not reply. Commission inspection engineers 10 days later discovered that the stations were still off the air, having had "all or nearly all" of their transmitting equipment repossessed. The engineers also found that the studios of WELG were vacant while the WELF studios had been occupied by new tenants. The FCC representatives were unable to turn up anyone connected with the stations.

Mrs. Coughlan was instructed by the FCC last week to appear at a hearing, the date and place for which will be named later. WELF is licensed to Citadel Broadcasters of Du Page and WELG to Citadel Broadcasters.

larly true if the television or radio rights sought personally involve key figures on the commerce committee, appropriations committee or persons who are otherwise in position of leadership."

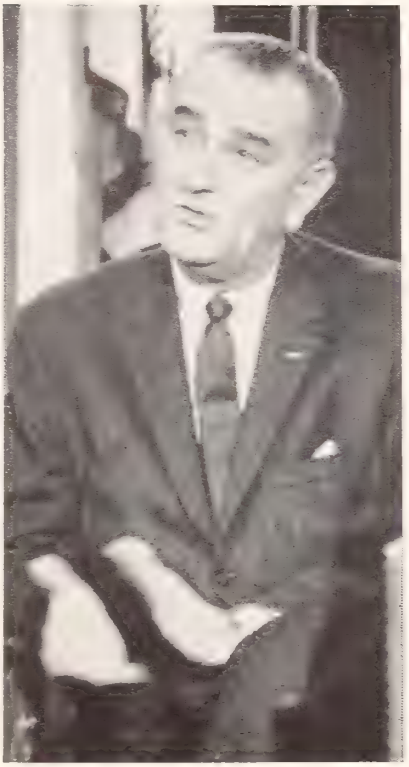
Referring to the trust established by Mrs. Johnson to take her 52.8% interest out of her control, Mr. Gross expressed doubt that this would eliminate from FCC consideration the fact that Mrs. Johnson and her two daughters are the actual owners.

Chairman And President ▪ "I submit," Mr. Gross said, "that every member of the Federal Communications Commission is going to be aware of the interests of the Johnson family in the field of radio and television. And I further submit that in the case of the FCC, the chairman holds office at the pleasure of the President."

In the Mollenhoff article that was included with Mr. Gross's remarks in the *Record*, it is reported that an unidentified person had submitted documents to the Senate Rules Committee investigating the Bobby Baker affair containing information on financial transactions involving the TV interests of the Johnson family and the LBJ Co. This information, Mr. Mollenhoff said, was given to the committee before Nov. 22 when Mr. Johnson became President.

In other parts of his story, Mr. Mollenhoff alleged:

▪ That although President Johnson has declared he has no direct interest in the broadcast properties, the LBJ Co. has been paying premiums amounting to $12,000 a year on a life insurance policy on Mr. Johnson's life, with the LBJ Co. as the beneficiary. The insurance was originally for $100,000, later increased to $200,000.



▪ That the insurance was bought from a Silver Spring, Md., insurance agency of which Robert G. Baker was listed as vice president. The outside financial activities of Mr. Baker, former majority secretary of the Senate, are now being investigated by a Senate committee.

▪ That the Silver Spring agency was making payments to LBJ Co.'s KTBC-TV Austin, Tex., for advertising.

WBBM-TV viewers keep tabulators occupied

WBBM-TV Chicago is still tabulating a record return of 25,000 questionnaires from its viewers which detailed their reactions to racial issues raised by the CBS-owned station's second *Opinion Feedback* program experiment. Earlier this year WBBM-TV got 13,000 ballots from viewers voting on mass transportation issues there.

WBBM-TV's newest experiment began with a special racial issues program aired at 10:15 p.m. Nov. 18. Ballots were distributed through station advertisements carried in major newspapers that day. A "stage two" special program seeking additional response on the subject will be aired in mid-December after the present questionnaires are tabulated.

The second part of the study will be conducted by John Drury, station newscaster, and Dr. Gary Steiner, associate professor of psychology at the University of Chicago Graduate School of Business. Dr. Steiner is the author of *The People Look at Television* (BROADCASTING, Feb. 18).

FCC use of examiners subject of FCBA debate

A controversial plan by the FCC to use hearing examiners in the Office of Opinion and Review—during the slack time which has seen broadcast hearing cases diminish from 18-20 a month to 6-7 a month due primarily to "freezes" on AM and FM applications—will be aired at the annual membership meeting of the Federal Communications Bar Association Jan. 17 at the Sheraton-Park hotel in Washington.

Norman E. Jorgensen will take the affirmative side and E. Frank Mullin the negative on whether it is good to have examiners help in writing opinions for the commissioners. The "debate" will be moderated by Henry G. Fischer.

Nominations for new officers, and for two members of the executive committee also will be made at the meeting. The nominating committee is headed by Robert M. Booth Jr. Donald C. Beelar is the current FCBA president; other officers are: Thomas W. Wilson, first vice president; Maurice M. Jansky, second vice president; Philip Bergson, secretary; Herbert M. Schulkind, assistant secretary; Ernest W. Jennes, treasurer.

The two executive committee vacancies are those now held by Reed Miller and J. Roger Wollenberg, both of whose three-year terms are expiring.

Also to be voted on are by-law changes, the most important of which relate to officers taking office July 1 of each year instead of in January as at present.

The association's annual banquet will take place the same night. Edward F. Kenehan is chairman of the banquet committee.

Media reports...

New awards ▪ The Arthritis and Rheumatism Foundation, sponsor of the 1963 Russell L. Cecil Award for interpretive writing on arthritis, announced the addition of five regional awards of $100 each. Rules and entry blanks are available at any of the ARF chapters throughout the country and at the New York headquarters at 10 Columbus Circle.

Los Angeles office move ▪ Crowell-Collier Broadcasting Corp. has moved its corporate headquarters to 10889 Wilshire Boulevard, Los Angeles. Zip code 90024. Telephone Granite 8-9891. CCBC has had its executive offices at KFWB Los Angeles, one of three Crowell-Collier radio stations. Others are KDWB Minneapolis-St. Paul and KEWB San Francisco. Joseph C. Drilling, president, heads the home office staff.

School pamphlet ▪ WINS New York has published an 80-page pamphlet dealing with the problems of New York City's public school system as seen through a survey of teachers, principals and parents. The survey was commissioned by WINS and conducted by Trend Finders Inc., an independent research company. The station said it plans to incorporate the report in a major documentary on the city's educational system.

Johnson coverage ▪ Mutual is completing arrangements to install radio equipment on President Johnson's ranch near Johnson City, Tex., for use when the President is there. James Roy Greer, news director of KVET, Mutual's affiliate at Austin, Tex., will be the accredited correspondent for direct reports from

the ranch, backing up MBS's regular White House reporter, Bill Costello.

Digest available ▪ A 36-page report on the Broadcast Station License Renewal Conference, held Oct. 22-23 at the University of Tennessee, is available at a cost of $1. The conference was sponsored by the university and WSM Nashville. Requests for the digest should be sent to Dr. Kenneth Wright, Department of Broadcasting, 14 Ayers Hall, University of Tennessee, Knoxville.

Columbia moves ▪ Columbia College, Chicago, will move to a new location at 540 Lake Shore Drive after Christmas. New radio-TV and other mass communication teaching facilities are being installed. More than 100 graduates of the school work in Chicago radio-TV field.

Collins accepts for all broadcasters

The National Foundation—March of Dimes—honored the nation's broadcasters last week with the presentation of its award for distinguished service to the National Association of Broadcasters.

House Speaker John W. McCormack (D-Mass.) presented the award in behalf of the foundation to NAB President LeRoy Collins (l) in the Speaker's Office in the Capitol last Wednesday (Dec. 11).

Speaker McCormack said the foundation "recognizes with appreciation the many generous and considerate efforts of the broadcasting industry of the U. S. over the past 25 years. . . ."



EQUIPMENT & ENGINEERING

A BIG BOOST FOR COMSAT FROM AT&T

Telephone company will use satellites, if available

Communications by satellites received a boost from one of America's biggest communication companies—the AT&T.

In letter to Leo Welch, chairman of the Communications Satellite Corp., AT&T said that if there were space communications circuits available for the North Atlantic area by 1966 or 1967 it sees no reason why it should put in more cables on the route to meet expected additional traffic.

Speaking for AT&T, James E. Dingman, executive vice president, asked that AT&T be advised during 1964 whether such North Atlantic circuits would be available in 1966-67.

"If suitable satellite circuits are available to meet our additional needs at that time in the North Atlantic section, which is an area where high capacity cables could be attractive, we would prefer, for diversity reasons, to use satellite circuits instead of placing additional cables," Mr. Dingman said.

Mr. Dingman said AT&T estimates it will need 80 voice circuits to South American points (Brazil, Chile, Argentina, Uruguay and Peru) by 1966. If these will be available via satellite the company would prefer to use them initially, with cables coming later, he added.

He concluded: "We expect to continue development of improved underseas cable systems and undoubtedly other organizations can be expected to do the same. It would be reasonable to expect, then, that both cables and satellite circuits will be used to meet overseas requirements just as both cables and microwave radio circuits have been used to meet domestic requirements. Diversity of routes and facility types is the best method of assuring service integrity and that is one of the major reasons for our interest in utilizing satellite circuits for overseas service as soon as possible."

The AT&T statement gives a needed boost to Comsat's plans for the establishment of satellite circuits. It is the first clear-cut pronouncement by AT&T on its intentions.

It is also a move to eliminate one of the arguments made by General David Sarnoff, RCA chairman, who has raised the spectre of AT&T's transistorized cables, under development at Bell Laboratories and capable of providing 720 voice channels, which could, it is said, increase tremendously the number of voice circuits between the United States and Europe with its corresponding impact on satellite communications.

General Sarnoff had suggested that Comsat be chosen as the single "flag" communications company to handle all overseas communications, both voice and record.

RCA set sales already ahead of all of 1962

RCA last week reported television set sales through the first 10 months of 1963 to be already at a higher unit volume than through all of 1962. It was also noted the heaviest holiday sales period was still ahead.

Raymond W. Saxon, president of RCA Sales Corp. said dollar volume in TV sales in 1963 had been the highest in the company's history.

Gains in set sales were recorded in both color and black-and-white models. Mr. Saxon estimates unit volume of color sets will reach a minimum of 1.2 million in 1964, a figure which he said might be higher if enough color tubes are available. Industry estimates place the color set volume for 1963 at 750,000 with color tube production at full capacity and probably running behind demand (BROADCASTING, Oct. 28).

Color set volume of RCA Victor dealers is 59% ahead of its level at this point last year while black and white sets are reported 10% ahead.

Syncom III to go up in spring of '64

A third stationary communications satellite is going to be lofted during the second quarter of next year, according to the National Aeronautics & Space Administration.

Syncom III, to be launched from Cape Kennedy, Fla., via a new thrust-augmented Delta launch vehicle, will be placed in equatorial orbit 22,300 miles above the earth at 180 degrees latitude over the Pacific Ocean.

At apogee, about 22,000 miles over Sumatra, the satellite will be placed in circular orbit and then kicked into its final equatorial orbit at the international date line where it will be stopped by gas jets aboard the spacecraft.

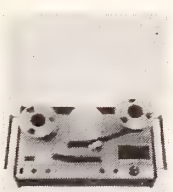
Ground stations will include a mobile station in the Pacific, the USNS Kingsport at Guam, a Japanese station near Tokyo, and a U. S. station at

©AMPEX CORP. 1963



What's new in broadcast VTRs? **AMPEX VR-660**

Now: Ampex has a low-cost, portable VTR with full broadcast stability—the VR-660. It's ready and able to handle any broadcast job. And the complete price is just $14,500. It weighs less than 100 pounds and is small enough to fit in a station wagon for a mobile unit. It's ideal for recording special events, local sports and news—even on-the-spot spots. It has signal compatibility with all other VTRs. And when played through your station's processing amplifier, its signal meets all FCC broadcast specifications. The new Ampex VR-660 has two audio tracks. It records at 3.7 ips—or up to five hours on one reel of tape. And, too, it's extremely simple to operate. It's easy to maintain because it's fully transistorized. And, of course, it offers reliability—Ampex reliability. For more information please write to Ampex Corporation, Redwood City, California. Sales and service offices throughout the world.



AMPEX

WTRF-TV STORY BOARD



*Rep?**

TEEVEES! After Swifties and Pressies, it was only natural that Story Board introduced TeeVees. Response proved there were acts to grind. Here are some TeeVees offered to 'put-on a show.'

wtrf-tv Wheeling

Puttin' On A Show With More TEEVEES!

Sabbath eve at the cinema! (Saturday Night at the Movies)
Ding-dong ring-up time! (Bell Telephone Hour)
Where YOU worka, John! (What's My Line)
Bare burg or stripped town! (Naked City)
Driver's soft shoulders! (Outer Limits)
Thanks Gen Irwin
NBC's colorful sheen! (Bishop Show)
Now! (Today) Now or later (Tonight)
Last week! (That Was The Week That Was)
Ninety day wonder! (The Lieutenant)
Chet Chat! (Huntley Report)
Gat fumes! (Gunsmoke)
Reporters repeater! (NBC's Encore)
Search the sheltered side to give an edge to the open ground in the woods (Hunt lee Brink lea) *Wayout*
All around the town! (East Side, West Side)
Teacher doesn t advocate physical discipline (No wack)
Poetic licence awarded to Mary Neal
Harpo's was 'swordfish'! (Password)
One, two, three Redigo goes and it's all in the game; no comment! (You Don't Say)
100 Grand discounted to Ha, Ha Auction! (Laughs For Sale)

Help us 'put-on' a bigger show . . . send your goodies to WTRF-TeeVees Editor, Wheeling 7, West Virginia.

wtrf-tv Wheeling

*EDWARD PETRY & COMPANY is our national representative. Ask any Petry man to give you the WTRF-TV Wheeling story. See why your next advertising schedule should be beamed to the big and buying Wheeling/Steubenville audience from WTRF-TV Wheeling!

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA

SPOTMASTER
Tape Cartridge Winder



The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle *all* reel sizes. High speed winding at 22½" per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A is $94.50, with Tape Timer $119.50.

Write or wire for complete details.

Spotmaster
BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

Inaudible signals will turn TV commercials off

The FCC last week granted permission to WTMJ-TV Milwaukee to conduct an experiment with superaudible signals which would activate off and on switchs in home TV receivers. The station plans to use the device in measuring the effectiveness of television advertising.

In approving the experiment, which will run for 90 days, the commission asked for a complete report on the technical aspects—"with particular reference to whether interference was caused to any service, and as to whether it resulted in any degradation of your signal."

WTMJ-TV told the commission its experiment will employ two superaudible signals to "mute out" receivers in 40 selected homes of persons taking part in a long-range study of commercial effectiveness. The experiment as authorized by the commission will only test the technical aspects of signal device which will be carried on the audio carrier of the station.

The social study which will follow the technical experiment will be possible through the controlled situation made feasible by the on-and-off signal device. The 40 selected families will have no commercials on their home receivers and will have their product selection habits studied during the course of research.

Camp Roberts, Calif.

Communications equipment aboard Syncom III will still be narrow band for voice and teletype messages. Although it is capable of handling a video picture—as did Syncom II—it is not of commercial quality. None of the ground stations will be equipped for TV reception, it is pointed out.

The present orbiting Syncom is in a circular, synchronous orbit 22,300 miles above the earth, but is inclined toward the equator. Because of this it moves 33 degrees north and south of the equator in a figure 8 pattern.

Syncom II was launched last July. The first Syncom, put up in February this year, failed to achieve proper orbit and was never used for communications. All the Syncoms were built by Hughes Aircraft Co. for NASA.

COMMON STANDARD

Comments favor same UHF, VHF aural-visual ratio

A common standard of aural-visual power ratio for VHF and UHF television stations was definitely favored by members of the broadcast and TV receiver manufacturing industries commenting last week on the FCC's rulemaking to apply the ratio adopted for UHF to VHF. But the proposed amendment allowing aural power of 10-70% of the peak visual output is too broad a range, most agreed.

RCA gave its blessing to the common standard for the television spectrum but suggested that the proposed rule change be altered in favor of a more narrow range. The company suggested a 5-1 ratio be established, that is allow the aural effective radiated power to be not less than 20% of the peak visual ERP. RCA said the 5-1 power ratio would make the production of station equipment cheaper because it would preclude special designing that would arise from a broad range of power operations.

RCA claimed that if a definite ratio is not established, and again preferably one smaller than proposed, television receiver efficiency would be damaged. The company delineated the engineering difficulties involved in designing receivers that could efficiently operate when transmitting equipment is so variable.

Zenith Radio Corp. was definite about the harm that would be done to receiver performance if the rule is adopted. Zenith agreed to the necessity of common VHF-UHF standards but said severe damage would be done to reception in the so-called "fringe" areas of a station's coverage area. The company strongly urged that the present VHF standards be continued (50-70% ratio), and that UHF standards be changed to meet the VHF requirement.

Trivial Economy ▪ Zenith said the only advantage to be had from the proposed larger power ratio is a slight savings in operating costs and in interference to adjacent channel operations. The company believed such advantages to be "trivial" in the face of the 7.5 to 15 million persons that may lose service in the "fringe" areas if the large ratio is put into effect. Zenith said this represents a possible loss of a staggering amount of set investment that the commission must keep in mind.

Philco Corp. also felt the proposed ratio range to be too large and suggested that the minimum of aural power be placed at 20% of the peak visual, but also offered a 30% minimum as a good standard. Anything less than the 20% figure would impair receiver performance Philco said.

ABC offered unqualified support of



Only a tiny piece of paper—but it's worth $1,000,000,000!

This, of course, is a trading stamp—well-known to shoppers for the little "extras" of good living it makes possible.

But it's much more than this from an economic point of view.

Today the trading stamp industry is a dynamic economic force that helps make America a prosperous nation.

This year alone, the industry will buy an estimated $500,000,000 worth of products (at cost or wholesale prices) from more than 600 U.S. manufacturers of consumer goods in 75 different industries.

In addition, the stamp industry is expected to generate another $500,000,000, ranging from over $120 million for transportation, warehousing, and redemption store operation, to more than $90 million in farm purchases of cotton, wool and other primary materials used in the production of merchandise for stamp redemption.

The full-time employment of more than 125,000 workers will be required at one stage or another of production or distribution to operate stamp companies and to supply merchandise for stamp redemptions.

So the tiny piece of paper shown above represents an industry that contributes one billion dollars to our economy every year.

Actually, the total retail value of merchandise received by consumers redeeming stamps in a state usually comes to more than 100 per cent of the money paid by the merchants who purchase stamp services. In all cases, the total value going back into the state when the payrolls, rents, taxes and other expenditures of stamp companies are taken into account is substantially more than the money paid for the stamp service.

All told, the trading stamp industry not only brings extra value to consumers, and a powerful promotional device to merchants, but contributes importantly to a stronger economy—both on the national level and in every state and community in which it does business.

AN AMERICAN WAY OF THRIFT SINCE 1896

S&H GREEN STAMPS

the commission's proposal. The network said that due to some antenna problems a number of its owned stations have been operating with a reduced audio power and that there have been no complaints or other discovered inadequacies of service. ABC pointed out that the European stations have been using a lower audio-visual power ratio with good results.

Motorola Inc., offered the conservative view that the standard that has been in effect for 25 years should not be lightly changed. Motorola suggested that the commission undertake extensive field studies before offering rules changes. A lower audio power level would injure set performance the company said. Emerson Radio Inc. agreed that the status quo is the best idea.

In the interim the commission has authorized the Broadcast Bureau to approve requests for experiments with the 10-70% ratio (BROADCASTING, Nov. 4).

AMST opposes two ETV applications

The Association of Maximum Service Telecasters believes that the orderly development of UHF service depends on the strict observance of engineering standards that were employed in the allocation of channels and in particular the minimum mileage separation requirements.

This latest opinion from AMST was submitted to the FCC last week in the association's opposition to the applications of the Kentucky State Board of Education for two new noncommercial ETV stations, requesting waivers of the minimum required separation of the planned stations on channel 26 in Madisonville and channel 33 in Murray (BROADCASTING, Nov. 11). The location of the projected transmitters sights fails to meet the separation requirement by 3.6 miles.

The board's position that it will take responsibility for any interference that arises from the stations' operations is, according to AMST, no grounds for waivers. In certain areas interference is bound to be caused to both the channels. AMST said local oscillator interference to reception has its source in the radiation from other receivers "rather than by the signals of undesired stations," it said in reference to the board's contention that it was unlikely reception of both stations would be desired in the same location since both will carry educational programs. AMST also claimed that receivers tuned into, say, channel 26 could cause interference to school antennas tuned to channel 33.

The two applications definitely should not be granted unless the minimum mileage separation requirements can be met, AMST concluded.

Three new TV tape recorders from RCA

RCA last week announced a new family of television tape machines, all compact versions of its TR-22.

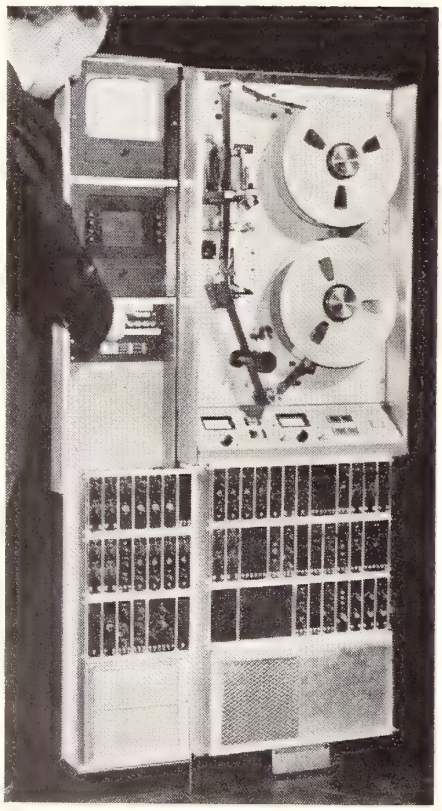
In announcing three new tape recorders for TV, RCA emphasized that all are transistorized, are capable of carrying broadcast quality color as well as black-and-white, and are designed to use plug-in circuit modules for ease of maintenance. All are compatible and can use tapes of different makes.

The new machines:

TR-4—a complete recording-playback system, selling for approximately $35,000. Contains complete monitoring and control systems, runs at two speeds (7.5 and 15 ips).

TR-5—a transportable recorder in a small cabinet on casters easily wheeled into a station wagon or other vehicle for remote location recording. The TR-5, priced at about $19,500, is the same as the TR-4 except that it has a simplified play-back facility.

TR-3—a play-back only machine, believed suitable for stations, advertising agencies, production studios and the like. Selling at approximately $19,500, the playback machine is expected to bring "film projector" ease for replay, review or editing of programs and commercials. A record unit can be added at the factory to give this unit both play-back and record functions, according to RCA.



RCA's new compact TV tape recorder, the TR-4, showing vertical transport system and banks of plug-in circuit modules.

The new machines will be shown at the NAB convention next April in Chicago.

NBC syncronization perfected

The NBC engineering department reports that it has perfected a new system of communication designed to synchronize the broadcasting of television pictures from widely separated remote locations. The system, called Audlok, has been used by NBC for more than a year and is regularly employed on the *Huntley-Brinkley Report*.

The Audlok system consists of a sub-multiple of the synchronizing generator signal transmitted phase-controlled over an audio circuit to a distant remote city—thus controlling the remote pictures so they arrive back at the originating city in precisely the same time phases. The circuit over which Audlok can be operated is over 2,800 miles long.

Technical topics . . .

Power boost ▪ WJHG-TV Panama City, Fla., plans to begin telecasting at full power, 316 kw, shortly after the new year, using new General Electric equipment. The channel 7 NBC affiliate's transmitter is in Fountain, Fla.

Space contract ▪ RCA has received a $23.5 million contract from Grumman Aircraft Corporation to develop a radar subsystem for the Lunar Excursion Module (LEM), hoped to land two men on the moon. The radar sensor subsystem provides the necessary information that will enable the LEM to effect a safe landing on the moon and later rendezvous with an orbiting Apollo spacecraft.

Colorful addition ▪ KHJ-TV Los Angeles, which first installed color equipment in 1961 to broadcast motion pictures in color, has completed installation of a new RCA color film chain, bringing the station's investment in color equipment to over $500,000. KHJ-TV currently televises more than 25 hours of color a week and on special "Colorbration Weeks" has exceeded 50 hours of color broadcasting. With the second color film chain and projectors, KHJ-TV can present programs of films, slides and commercials without interrupting the colorcast and without cutting to black-and-white.

CCTV promotion ▪ Blonder-Tongue Laboratories, Newark, N. J., electronic firm, through Gilbert & Felix, New York, plans this month to begin a one-year campaign in support of a full line of closed circuit television products. A

major aspect of the drive will be an effort to promote specific industrial uses of CCTV.

Entertainment center ▪ Sylvania Electric Products Inc. last week opened a modern home entertainment center in New York to display its radio, television and stereo products. The center is located in the General Telephone Building at Third Avenue and 45th Street.

CBC uses VTR's to by-pass detour

The Canadian Broadcasting Corp. has overcome a 1,600-mile detour for TV programs originating in Toronto and destined for Winnipeg through the use of TV tape recorders.

Previously, programs for Winnipeg were sent from Toronto to the Calgary delay center where they were taped and then relayed to Winnipeg when that city's CBC station was ready for them. With the acquisition of five Ampex CR-1100s at Winnipeg, the Toronto programs are now taped directly there and replayed when convenient, obviating the 1,600-mile Toronto to Calgary to Winnipeg circuits.

Thomas E. Davis, Ampex marketing manager, has announced that since the $35,000 VR-1100 solid state Ampex Videotape recorder was introduced at the National Association of Broadcasting convention last spring more than 60 have been delivered with a "substantial backlog on the books."

Deliveries began in September, Mr. Davis said, and established a new record in the rate of production in the TV tape recorder field.

Mr. Davis also reported that a VR-1100 is now in use in the Detroit office of Campbell-Ewald Co., where Chevrolet commercials are prepared on tape and shown moments later to agency executives and GM executives at any of 27 locations in the General Motors and Argonaut buildings.

Deliveries of the VR-660, a portable TV recorder weighing 96 pounds and selling for $14,500, will begin this spring, Mr. Davis said.

Motorola conquers problems

Robert W. Galvin, president of Motorola Inc., Chicago, last week said that his company is surmounting its problems in color TV set production and expects to have a color model, equipped with a new 23-inch rectangular tube, in distribution in the first quarter of 1964.

Mr. Galvin made the remarks in a talk to the New York Society of Security Analysts at which he predicted a sales volume increase for Motorola in excess of 8% over the company's 1962 figure of $345.3 million.



It's a special blend of excitement and experience combined to form a rare 6 year old brew known as Telescript.

In recent months a totally new management team has been selected to direct and operate Telescript. A number of important developments have taken place...new products and services are being added and developed to complement and expand the Telescript product line.

Among the new products is the Shibaden 5820 Image Orthicon Tube. Telescript has been selected as exclusive distributor for this quality I. O. Tube.

The Shibaden tube matches and exceeds the performance and warranties of its competitors...yet it costs 25% less!

In coming months you can look forward to a number of important announcements from Telescript. Meanwhile, please write and ask for more detailed information about the Shibaden I. O. Tube.

TELESCRIPT INC.
155 WEST 72ND STREET, NEW YORK 23, NEW YORK
6505 WILSHIRE BOULEVARD, LOS ANGELES, CALIFORNIA 90048

MORE APPLICATIONS THAN TV AREAS

ITA gets 22 prospects for its 14 area contracts

Twenty-two groups applied for the 14 Independent Television Authority area contracts by the Nov. 18 closing date.

Fourteen of the original 15 television companies have re-applied, the exception being Television Wales West and North Ltd. whose area is being merged with that now covered by Television Wales and West Ltd.

Of the eight new applicants only two have been identified. One of these is Edward Martell's Freedom Group which has applied for contracts in five areas.

Five applications have been received by ITA for the London weekday contract currently held by Associated-Rediffusion Ltd. Three applicants have asked for the North weekday contract held by Granada TV Network Ltd., and three applications each have been made for the London weekend and Midlands weekday service now held by Associated Television Ltd.; for Midlands and North weekends now covered by ABC Television Ltd., and for Southern England currently held by Southern Television Ltd.

Four applications have been made for Westward TV's Southwest England area and two for Central Scotland now covered by Scottish Television Ltd. There are two contenders each for N.E. England where Tyne Tees Television Ltd. now operates; for the Wales and West of England area now covered by Television Wales and West Ltd.; for East Anglia where Anglia Television Ltd. has the current contract and for the Channel Islands now covered by Channel Television Ltd.

Ulster Television Ltd., Grampian Television Ltd. and Border Television Ltd. are the only applicants for the areas in which they are now operating.

Four applicants have asked to be considered for more than one area. Two have applied for five contracts each, one applicant wants to be considered for four areas and another for two.

Rivals to the holders of the present ITA Central Scotland contract, Scottish Television Ltd., have revealed their identity.

They form a group which includes Max Aitken, chairman of Beaverbrook Newspapers Ltd. The chairman of Scottish Television Ltd. is Canadian millionaire Roy Thomson.

The group consists of: the Earl of Rosebery; Sir Hugh Fraser; Sir Malcolm Knox, principal of St. Andrews University; Joseph Wright, past president of the Royal Faculty of Physicians and Surgeons of Glasgow; James Stewart, past president of the Institute of Scottish Chartered Accountants; Andrew Lewish, Aberdeen shipbuilder; Lord Balerno, former president of the Scottish Unionist Association; John Banermian, chairman of the Scottish Liberal party; Dr. Stanley Cursiter, the Queen's painter and limner in Scotland; John Boulting, director of the British Lion Film Corp.; Sir John Muirhead; Lord Hughes, ex-Lord Provost of Dundee; Arthur Hill, chairman of Braemar Knitwear Ltd.

Britain approves trial test of pay television

Five British pay TV firms have been given a green light to conduct three-year tests in various sections of the country, including three in London.

The wired systems, which would be similar to the system now in use in Etobicoke, Ont., are designed to help the government decide whether to issue permanent licenses for pay TV.

Scheduled to start the trials next fall are Choiceview Ltd., owned by the Rank organization and Rediffusion Ltd.; Telemeter Programs Ltd., whose major backers include Paramount Pictures Corp., The Manchester Guardian and British Lion Films; Tolvision Ltd., owned by Sir Isaac Wolfson and Hambro's Bank; Pay TV Ltd., owned by the British Relay Network, and Caledonian Television, owned by Scottish investors.

Swiss government moving on TV advertising plans

The Swiss government is drawing up regulations for TV advertising. Regulatory powers will be operated by a proposed board of television control, while the advertising will be handled by a company of which the government will own 20%.

The Swiss Press Association which represents most of Switzerland's newspapers wants to buy some of the shares. Paul Ackerman, chairman of the Association, said that contrary to previous government promises there was a move to ignore the Association in the allocation of shares.

Parliament disturbed by Canadian CATV firm

Canadian Home and Theatre Vision Ltd. has been formed in England to operate some 200 Canadian community antenna television systems, according to an announcement by Leslie A. Allen, Toronto head of Atlas Telefilms Ltd. Some $12 million of British and United States capital has been made available to buy up existing cable TV systems and build new ones in Canada. Atlas Telefilms will operate as managers of the cable TV system, and sell the system some of its top films.

At the time that the announcement was made in London, England, the Canadian government stated in Parliament through Secretary of State Jack Pickersgill that the government will not allow CATV's to circumvent the intent of Parliament on broadcasting matters. He intimated legislation to amend the Canada Broadcasting Act to permit the control of cable systems and their programing, which now circumvents Canadian content regulations by piping in only U.S. programs.

Practice in for revision after complaints to BBC

The BBC is revising its emergency programing plans following many complaints from viewers about the handling of TV programs after the announcement of President John F. Kennedy's death.

While the commercial network cut all entertainment shows and carried serious music after the announcement, BBC-TV broadcast a comedy show and an episode of a series about a small town doctor which has a strong streak of humor in it.

According to Director-General Hugh Carleton Greene, BBC received more than 1,000 calls against the resumption of light entertainment programs. He said that the Independent Television Authority had received about the same number protesting the solemn programing being broadcast on the commercial network.

Under current emergency procedure BBC only differentiates as to mourning period on the basis of the importance of the persons concerned such as the royal family, British statesmen and foreign dignitaries. Program changes do not take into account the circumstances of the death. The rule is that while instant mourning would be adopted for the Queen's death, news of the unnatural death of a foreign head of state is followed by normal programing after a 20-minute interval. This was the method followed by the BBC after President Kennedy's assassination.

BBC will now keep secret the reaction of viewers and listeners who telephone their opinions during program hours. This follows the criticism of the screening of a comedy show only 24 minutes after the news from Dallas.



Godfrey returns to D.C. to get his 'day'

Veteran entertainer Arthur Godfrey received a "day" in Washington Dec. 4 commemorating his 30 years in broadcasting. WTOP Washington, which Mr. Godfrey joined in 1934 when the station's call was WJSV, honored the CBS personality throughout the day, with Mr. Godfrey appearing on several of the station's programs. He entertained at noon luncheon of the Washington Advertising Club (above) with stories of his early days in radio and was the recipient of a special distinguished award from the club. Mr. Godfrey's first radio job was with WFBR Baltimore and he went from WTOP to CBS in 1941.

IT ISN'T SNOWING SNOW YOU KNOW

KWEX-TV, Pioneer Flour join in Texas-sized promotion

If you visit San Antonio, Tex., in the next week or two, don't be surprised if you find much of the city blanketed in white. It won't be snow. It will be Pioneer flour. And all because of a contest being conducted in a foreign language on a UHF station.

The language is Spanish. The station is KWEX-TV (ch. 34) San Antonio. The broadcast is *Buscando Estrellas* (Searching for the Stars is how it reads in English), a Sunday evening one-hour amateur show, broadcast live from the stage of the Almeda, the city's largest Spanish-language theater. The program which started Sept. 29 concludes Dec. 22, when the winner walks on stage to collect $1,000 in cash and a round trip to Mexico City for having garnered the most votes of any performer in the contest.

Tote That Vote ▪ The flour? That's how the voting is done.

Each pound of Pioneer flour is good for two votes. The printed front, or label, of a 10-pound bag counts for 20 votes. If it's a 25-pound bag, it's worth 50 votes. The votes began to pour in the day after the show started and KWEX-TV reports that more than 1 million votes were statistically verified in the first five weeks.

As the contest went on the voting snowballed and by the time the voting ends next Friday, the total could hit 5 million. The last program in the series was Dec. 15.

The winner of the grand prize and the nine runners-up, who will get smaller prizes, won't learn of their good fortune until next Sunday night (Dec. 22). But Alfred J. Beckman, president of Pioneer Flour Mills, who conceived the contest with Emilio Nicolas, KWEX-TV general manager, doesn't have to wait.

On Dec. 6, with two weeks of voting to go, more than 2.5 million votes had been counted. Translated into flour it means that voters had purchased more than 125,000 pounds—625 tons—of Pioneer, breaking all records for the San Antonio area. It also necessitated the rerouting of rail and truck shipments, down to the retail level, to keep the area supplied.

Agency for Pioneer is Fuller & Smith & Ross, Fort Worth.

Anyone for French? Seven Arts forms clubs

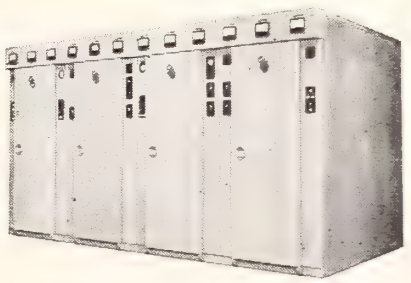
To tie in with its 26-week *En France* series, now being shown in 65 markets, Seven Arts Associated is forming En France clubs. The clubs at family, neighborhood, community or university level will give viewers of the program a chance to try out their newly-acquired conversational French. In addition, the clubs also may rent the TV series for private showing and can purchase the En France album (series soundtrack) for home listening at group rates.

An early 1964 promotion with Air France will give viewers and retailers handling En France merchandise a chance to win trips to France and follow the route shown in the TV series.

'Novak' and drop-outs

A discussion of the serious problem of high school drop-outs, taped by E. Jack Neuman, executive producer of MGM-TV's high school series, *Mr. Novak*, is being distributed nationally

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PART 1: *PERFORMANCE*

With a big, clean sound that is comparable to an FM broadcast, Continental's 317B 50 kw AM transmitter is satisfying demands of progressive radio stations everywhere. Years-ahead features and quality construction provide unmatched performance.
Write for details today.

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LTV Subsidiary of Ling-Temco-Vought, Inc.

to call attention to the treatment of the problem on "The Exile," Jan. 14 segment of the NBC-TV Tuesday night series.

It's great— if you dig Beethoven

There's nothing new about Beethoven, especially since it's his 193d birthday today (Dec. 16). And urging public support for celebration of the natal event has been commonplace since radio stations began following the lead of Charles Schulz, creator of the comic strip, "Peanuts."

But the Mid-State FM Network in Michigan has gone all out for the day this year.

The four-station network (WABX Detroit, WGMZ Flint, WQDC Midland and WSWM East Lansing) filled its 18-hour schedule Sunday (Dec. 15) with Beethoven, more Beethoven—and for good measure—additional Beethoven.

The composer's nine symphonies, five piano concertos, opera and mass, plus quartets, overtures and trios were to be played.

Promotion for B-Day included distribution of Beethoven sweatshirts, birthday invitations, "I Dig Ludwig" buttons and posters, five Beethoven sketches and pictures in the network's program guides, and newspaper ads.

Most radio stations won't play JFK song

Though record companies last week saw a possible sales bonanza in their individual versions of a song composed for a special BBC tribute to the late President Kennedy that was rebroadcast by NBC-TV the Sunday after his assassination, a substantial number of radio stations appeared reluctant to add to its popularity.

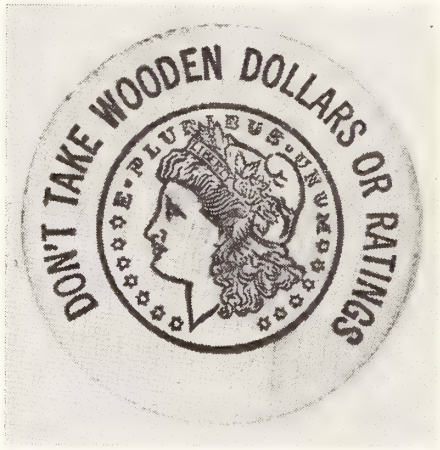
Five record companies with recordings of the song said last week that as many as 90% of the stations across the country have decided not to air the song either the first time or to continue its play if they've aired it.

But some companies report brisk sales in markets where the radio stations have played the record. Public reaction in these markets, these companies said, was favorable and they hope other stations will change their policy and play the record.

Among the versions now on the market are Kate Smith for RCA Victor; Millicent Martin, who sang the song originally on the television program, for ABC-Paramount; Mahalia Jackson for Columbia; Connie Francis for MGM and Toni Arden for Decca. Decca also has put out an album of the complete BBC show.

RKO's rep arm passes wooden ratings buck

If "passing the buck" is an adequate metaphor for ducking the responsibility for ratings claims, then "passing the wooden buck" is an even better one.



And this is precisely what RKO General Broadcasting National Sales is doing.

The RKO General representation arm is handing out wooden imitations of silver dollars with a disclaimer printed on them for circulation to advertising agencies.

The company emphasized that the purpose of the wooden dollars is not to imply an inadequacy in ratings information but to attract attention to the limits of its accuracy. Printed on one side of the wooden coin: "In view of errors and deficiencies which may be involved in the sources, methods and procedures used to arrive at these estimates, neither RKO General nor any of its representatives vouch for the accuracy of the estimates."

KLAC's campaign: $250,000 on everything

KLAC-AM-FM Los Angeles has inaugurated a $250,000 multimedia audience promotion campaign that will use newspaper space, billboards, bus cards and direct mail, in addition to radio and television, according to Alan Henry, vice president and general manager of these Metromedia stations.

Basic theme of the campaign created in cooperation with Klein/Barzman, Los Angeles free lance advertising consultants, is the mythical Grumpy League Against Fun, opposed, of course, to everything broadcast by KLAC, which later in the campaign will strike back with a strong pitch for fun and joy.

A novel feature of the KLAC promotion is a childish game for adults "Adland," created expressly for the campaign. Thousands of the games will be distributed to key civic leaders and advertising executives as holiday gifts.

Drumbeats . . .

Open line to St. Nick ▪ WLIN(FM) Detroit is devoting two full hours each afternoon to tapes of phone calls from youngsters calling to talk to Santa Claus. The calls were invited by WLIN with station personality Trader Bob Longwell filling in as Santa.

Kidsville contest ▪ WTCN-TV Minneapolis-St. Paul had more than 12,000 entries in the station's "Kidsville U.S.A." coloring contest, and over 1,000 prizes are being given out. Top winner gets a trip to Disneyland and others get radios, movie tickets and other prizes.

Foster stork ▪ Needing homes for 36 children, the Children's Welfare Bureau asked KCOR San Antonio, Tex. for help. The Spanish-language station ran an appeal in two newscasts, receiving a total of 60 calls, more than enough to satisfy the bureau.

TV violence ▪ The Television Information Office is distributing to sponsor stations and 8,000 leaders in education, religion, welfare and allied fields, reprints of an article entitled "Parents vs. Television," by psychologist Dr. Bruno Bettelheim. The article suggests that television serves as a scapegoat for many family problems with causes much older than the medium itself.



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BROADCAST ADVERTISING


Mr. Scholz

William F. Scholz, account executive at Ted Bates & Co., New York, elected VP.

Robert L. Stone, VP-fountain sales for Dr. Pepper Co., Dallas, appointed VP in charge of sales for company. **Max Green,** eastern area sales manager, assumes new title of sales manager-fountain. **Bill Kenyon,** western division sales manager, promoted to eastern area sales manager, succeeding Mr. Green. **Kenneth Tucker,** zone manager in western division, promoted to western division sales manager, succeeding Mr. Kenyon. **Bill Hughes** named national accounts coordinator and field sales supervisor in fountain division. **Jerry Corbin** named assistant sales training manager.

Charles A. Eaton Jr., VP-media director and member of plans board at C. J. LaRoche & Co., New York, resigns to join Warwick & Legler, that city, as VP and media manager.

Daniel Bardi and **Harvey Fielder** elected VP's of Compton Adv., New York. Mr. Bardi is supervisor on Kelly-Springfield Tire account; Mr. Fielder is agency's personnel director.

Walter Wilkins and **Warren Jacobson,** account executives at Sudler & Hennessey Inc., New York, elected VP's.


Mr. Weston

Stephen Weston, manager of program budgets and servicing for NBC, New York, appointed director of unit managers and telesales. Mr. Weston joined NBC in 1955.

Frederick W. Bliesener, for 25 years in sales promotion and advertising positions with Sears, Roebuck & Co., joins Montgomery Ward & Co., Chicago, as retail sales promotion and advertising manager, succeeding **C. A. Peterson,** who resigned. Mr. Bliesener will plan and coordinate sales promotion and advertising for 520 Montgomery Ward retail stores throughout country.

August A. Busch III, sales manager for regional brands at Anheuser-Busch Inc., St. Louis, named to newly created position of VP in charge of marketing operations. He reports to William Bien, VP-marketing.

Maury Frahm elected VP for account management and planning at Leon Shaffer Golnick Adv. Baltimore.

John Babcock, former political editor at KLAC Los Angeles, elected VP in charge of political accounts for Chief Samuelson & Associates, advertising agency, that city.

Leonard M. Leonard, regional VP of Institute for Motivational Research, Croton-on-Hudson, N. Y., promoted to VP in charge of developing new services and activities.


Mr. Henderson

David E. Henderson, senior account executive at Television Advertising Representatives (TvAR), New York, appointed assistant sales manager of WBZ-TV Boston, succeeding **Chet Zaneski,** who has been transferred to TvAR's Chicago office. Both TvAR and WBZ-TV are owned by Westinghouse Broadcasting Co. Mr. Henderson, former broadcast supervisor at Gray & Rogers, Philadelphia advertising agency, joined TvAR in 1959.

Edward Handman and **Philip Sklar** have established their own advertising agency, Handman and Sklar Inc., with offices at 210 E. 50th Street, New York 22. Telephone: HA 1-3460.

Edgar Robbins, formerly with Dallas office of The Bolling Co., joins Savalli/Gates Inc., New York-based national radio-TV sales representatives, as director of firm's Dallas office. **Kenneth Schaefer,** previously with Grant Webb & Co., appointed account executive in Savalli/Gates' Chicago office.

Jerome W. Adler appointed director of Chicago regional office of SCI division of Communications Affiliates Inc., New York. He joined SCI in 1959.

Al Sumbler, account executive at KLIV San Jose, Calif., joins KGBA Santa Clara, Calif., as general sales manager.

John S. Lotz, formerly account executive at WOW-TV Omaha, appointed general sales manager of KWK St. Louis.

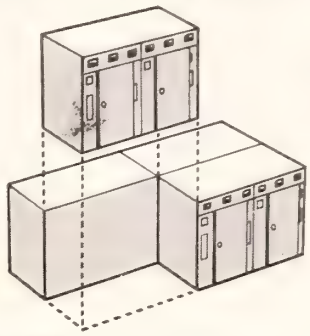
Thomas R. Young, account executive with CBS Radio Spot Sales, New York, appointed sales manager of CBS-owned WEEI-AM-FM Boston.

Richard C. Phalen Jr., formerly with Savalli/Gates, national radio-TV sales representatives, joins Midwest sales division of Mutual Broadcasting System, with headquarters in Chicago.

Bill Ruff, newscaster-announcer at

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PART 2: *DRIVER STAGE*
for Continental's 317B 50 kw transmitter is the 315B 5 kw transmitter which can be increased to 10 kw (316B) or 50 kw (317B) simply by adding the various power groups. *Write for details today.*

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Your rendezvous for dining deliberately and well . . . open every day of the week for luncheon, cocktails, dinner, supper.

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KCRL(TV) Reno, Nev., joins Doyle-McKenna Adv., that city, as broadcast media director.

Robert J. Clark, group product manager in household products division of Colgate-Palmolive Co., New York, promoted to newly created post of sales promotion and marketing coordination manager in that division. Mr. Clark has been with Colgate since 1946.

Bob Rombeau, account executive at KTLA(TV) Los Angeles, appointed sales development supervisor for KTLA and Paramount Television Productions Inc.

James J. Sirras, previously with Morgan Guaranty Trust Co. of New York, joins facts division of H-R Television, New York, as programer in electronic data processing section.

Pieter de Kadt, of Ogilvy, Benson & Mather, joins Grey Adv., New York, as associate director of research.

Robert Guy, formerly with Marsteller Inc., New York, joins Pittsburgh office of Fuller & Smith & Ross as copywriter.

Bob DeBear, formerly of McManus, John & Adams, New York, joins copy staff of Kudner Agency, that city.

Bill Brooke, formerly with McKenzie, King & Lansdale, Los Angeles, joins copy staff of Hixson & Jorgensen, that city, succeeding **Ole Georg,** who resigned to devote full time to his work with government-owned broadcasting system of Denmark.

Hooper White, manager of commercial production in New York office of Leo Burnett Co., promoted to creative production manager of agency's commercial production section in Chicago, effective Jan. 1. **Frank T. Martello,** commercial producer, succeeds Mr. White in New York. **Jackson Phelps** named business manager of commercial production section in Chicago, while **Russell B. Mayberry** has been appointed to Burnett's Hollywood office as associate manager of commercial production. Burnett also has elected **Charles T. (Ted) Weeks** as VP. He is manager of sales promotion section in marketing services division in Chicago.

Stanley H. Taylor, formerly VP and partner in Los Angeles advertising agency of Norman Rose & Associates, joins Los Angeles office of Klau-Van Pietersom-Dunlap, Milwaukee, as television account supervisor.

Donald J. Dickens, VP of Needham, Louis & Brorby, Chicago, named copy director. Four others in agency's Chicago creative department have been promoted to copy group supervisors: **Marianne Chambers, J. Gerald Fortis, Theodore R. LeMaire** and **Richard G. Morgan.**

Robert L. Stein, assistant business manager at WCBS-TV New York, joins Prestige Representation Organization, that city, as account executive.

Bette Kaufmann, former media broadcast buyer at N. W. Ayer & Son, joins media department of Wermen & Schorr, Philadelphia advertising agency.

Donald E. McGuiness joins Geyer, Morey, Ballard as account executive at agency's Racine, Wis., offices.

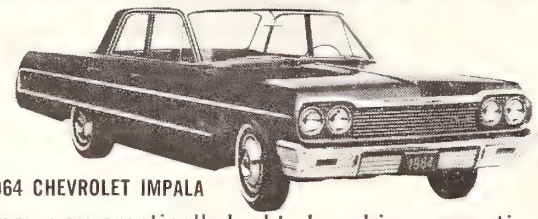
Arizonians elect Lane


Mr. Lane

Homer Lane, VP and general manager of KOOL-AM-FM-TV Phoenix, elected president of Arizona Broadcasters Association Dec. 6 at organization's meeting at Camelback Inn in Scottsdale. Other ABA officers elected for 1964: **Ray Smucker,** KTAR-TV (Phoenix) Mesa, VP; and **Willard Shoecraft,** KIKO (Globe) Miami, KATO Safford, KINO Winslow, secretary-treasurer. Directors are **Herb Newcomb,** KAWT Douglas; **Joe Crystall,** KOLD Tucson; **G. E. (Doc) Hamilton,** KVOA-TV Tucson; **C. Van Haaften,** KTUC Tucson.

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THE MEDIA


Mr. Joseph

Michael T. Joseph, program consultant for Transcontinent, Corinthian and Fetzer broadcasting companies and formerly VP in charge of radio for Capital Cities Broadcasting Corp., elected to newly created position of VP for NBC-owned radio stations, reporting to Raymond W. Welpott, executive VP in charge of NBC Owned Stations and Spot Sales Division. NBC radio stations are WNBC-AM-FM New York; WRCV Philadelphia; WRC-AM-FM Washington; WJAS-AM-FM Pittsburgh; WMAQ-AM-FM Chicago; and KNBR-AM-FM San Francisco.


Mr. Heywood

John J. Heywood, vice president and treasurer of Crosley Broadcasting Corp., Cincinnati, and **Arthur E. Rasmussen,** vice president for finance of Avco Corp., New York, Crosley's parent company, elected to board of directors of Crosley Broad-

casting. Mr. Heywood, former director of business affairs for NBC-TV, joined Crosley Broadcasting in April 1961 in his present capacity.

Robert McKune, general manager of KSAL Salina, Kan., appointed general manager of WMAY Springfield, Ill. Both stations are owned by Stuart Broadcasting Co. Mr. McKune is succeeded at KSAL by **Richard Wagner,** formerly publicity and promotion director of Ice Capades Inc.

Andrew F. Hofmann, previously sales manager of WWVA Wheeling, W. Va., appointed general manager of WPIT-AM-FM Pittsburgh. **Dan Ioset,** managing director of WPIT, retires Jan. 1, but will continue to serve Rust Craft Broadcasting Co., licensee of station, in advisory capacity. Mr. Hofmann's duties will include supervision of WSOL Tampa, Fla., and WWOL-AM-FM Buffalo, N. Y., also Rust Craft stations.

Edward Carroll, formerly with Ted Bates & Co., New York, in TV commercial film production, named general manager of KCTO(TV) Denver. Mr. Carroll's associations include former DuMont-owned stations, ABC Radio production and his own commercial TV production firm in New York.


Mr. Patterson

Wade S. Patterson, general sales manager of KSOO-TV Sioux Falls, S. D., assumes added duties as station manager. Mr. Patterson joined KSOO-TV in May 1960. Previously, he was account executive at KSTP-TV St. Paul-Minneapolis, Minn.

Charles Thone, member of law firm of Davis, Thone, Bailey & Polsky, 525 Stuart Bldg., Lincoln, appointed executive secretary and legal counsel for Nebraska Broadcasters Association.

Burt Sherwood, formerly with WPTR Albany, N. Y., joins WTSA Brattleboro, Vt., as VP and general manager.

PROGRAMING

Lou Israel, southern sales manager for past two years at MGM-TV, with headquarters in New York, promoted to newly created post of administrative assistant in New York to Richard A. Harper, director of feature films and


Mr. Israel


Mr. Thomson

syndicated sales. **Jim Thomson,** previously with Screen Gems for five years, joins MGM-TV as southern sales manager, with headquarters at Charlotte, N. C. Mr. Israel has been with MGM-TV since 1956, was previously with National Telefilm Associates.

Charles R. Fagan, previously with CBS Films, joins Sandy Howard Productions, New York, as VP in charge of sales. Company currently is filming *Mack and Myer for Hire* TV series for release by Trans-Lux.

Adrian Samish, commercial producer for *Jerry Lewis Show* and previously director of TV programing for MGM in Hollywood, named director of current programs for ABC-TV's Western division. Mr. Samish will direct activities of supervisors on all ABC-TV West Coast-originated programs, reporting to Ben Brady, ABC-TV VP in charge of programing for Western division.


Mr. Smith

Eugene G. Smith, formerly with Protestant Radio and TV Center in Atlanta, named director of programing for TRAV, the television, radio and audio-visuals arm of Presbyterian Church in the United States, with offices in that city. His responsibilities include radio program production, workshop organization and planning, special services, assisting in TV production, and station relations. Mr. Smith joined Protestant Radio and TV Center in 1959.

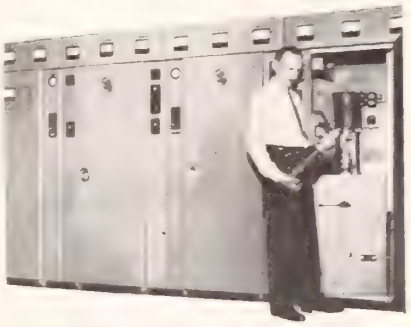
Thomas H. Tanguay, formerly unit manager for TV division of USIA, joins Logos Ltd., Washington TV production organization, as production supervisor. **King Harrison,** of ABC-TV, appointed technical director of Logos. **Temple**

Dudley to NAB board


Mr. Dudley

Richard D. Dudley, president and general manager of WSAU Wausau, Wis., elected to National Association of Broadcasters' radio board of directors from District 9 (Wisconsin and Illinois). Mr. Dudley won over Edward D. Allen Jr., WDOR Sturgeon Bay, Wis., in special election to fill unexpired term of late George T. Frechette, WFHR Wisconsin Rapids. Mr. Dudley will serve until 1965 NAB convention.

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PART 3: *AMPLIFIER* for Continental's 317B 50 kw transmitter is a high efficiency linear stage using the "Weldon Grounded Grid*" circuit which provides high overall efficiency, extreme stability and the absence of critical neutralizing and tuning adjustments. *Write for details today.*

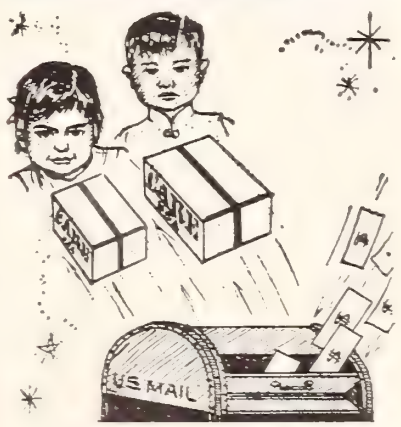
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Quaal greets board of Broadcast Pioneers' new chapter

Ward Quaal (center), executive VP-general manager, WGN-AM-TV Chicago and past president of Broadcast Pioneers, greets board of Southern California chapter, elected at organization meeting Dec. 4 in Hollywood (BROADCASTING, Dec. 9). Shown in photo (l to r): **Georgia Fuller,** KMPC Los Angeles; **Ken Carpenter,** announcer; **Loyd Sigmon,** KMPC VP and general manager; **Lyle Sheldon,** Los Angeles County Fair; **Virginia Mansfield,** KFI Los Angeles; **Calvin J. Smith,** KFAC Los Angeles; Mr. Quaal; **William Beaton,** KIEV Glendale; **Art Gilmore,** AFTRA, past national president; **Van C. Newkirk,** Broadcast Advertising, chairman of the new chapter; **Glenn Dolberg,** BMI, retired; **Walter Bunker,** Young & Rubicam; and **Harry Witt,** Reach, McClinton & Co. **Robert M. Light,** Southern California Broadcasters Association, is also a board member, but was not present when photo was taken. Mr. Quaal was the main speaker at the chapter's organization meeting at the Roosevelt hotel.

Jones, formerly with TV department of Doyle Dane Bernbach, joins Logos' creative department.

Robert B. Weiss, international director of Warner Brothers Records, resigns, effective Dec. 31, to devote full time to his own business, Weiss International Holding Co. Ltd., with headquarters in Paris, France. Mr. Weiss joined Warner Brothers in 1959.

Klaus J. Lehman, formerly with CBS-TV and Donahue & Coe, New York, joins Trans-Lux Television Corp., that city, as production supervisor.

Lee Savage, formerly TV commercial director at N. W. Ayer & Son and producer-director for MPO Productions and J. Walter Thompson Co., appointed creative director of Elektra Film Productions, New York. Mr. Savage succeeds **Abe Liss,** who died Dec. 1.

Larry Hogan, announcer at WERA Plainfield, N. J., promoted to program director.

Dave Robinson, air personality at WAQE-AM-FM Towson, Md., assumes added duties as program director.

Lou Morheim, story consultant on Daystar's science fiction series *The Outer Limits* for ABC-TV (Mondays, 7:30-8:30 p.m.), named associate producer of series.

Geoff Edwards, formerly program director of KFMB San Diego, joins KHJ Los Angeles as director of special events.

Milt Hoffman, producer of *The Steve Allen Show* for Westinghouse Broadcasting Co., resigns, effective Feb. 1.

Pat Summerall, TV sportscaster and former member of New York Giants football club, appointed sports director of WCBS New York.


Mr. Ames

Louis B. Ames, director of cultural programing for World's Fair Corp., joins RCA as programs manager for company's activities at 1964-65 New York World's Fair. He will be responsible for developing program material for color TV studio and closed circuit color TV network that RCA will operate at fair. Before joining World's Fair Corp. in December 1960, Mr. Ames was program manager at WPIX(TV) New York, and earlier served with NBC as associate producer of *Today* show and feature editor of *Home* show.

Russell Johnson, TV actor whose recent credits include *Rawhide, Twilight Zone, The Farmer's Daughter* and *The Outer Limits,* signed by CBS-TV as narrator of *The Great Adventure* (Fridays, 7:30-8:30 p.m. EST), replac-

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ing **Van Heflin,** who has resigned because of heavy theater and motion picture commitments. Mr. Johnson's narration will first be heard on "The Colonel From Connecticut" Jan. 10.

Jon R. Anderson, formerly of production staff of WHDH Boston, joins production staff of WTAR-TV Norfolk-Newport News, Va., as staff director.

Bob Casey appointed sports director of KDWD St. Paul, Minn.

Arthur L. Simmons, former news director and air personality at WTSA Brattleboro, Vt., joins WKBK Keene, N. H., as traffic and continuity director.

Reginald N. Lavong joins WRCV Philadelphia as air personality.

Ida Kay, formerly with promotion staff of NBC in Hollywood, moves to KHJ-TV Los Angeles as film secretary.

Arthur Mann joins announcing staff of WJOB Hammond, Ind.

NEWS

Lee Nolan, formerly general manager of WVTR White River Junction, Vt., joins WBAB Babylon, N. Y., as director of news and special events programing.

Carl Rochelle, with news department of WITN(TV) Washington, N. C., since June 1962, promoted to news director, replacing **Bennie Waters,** who resigned.

Carl K. Bell, manager of Associated Press' Phoenix, Ariz., bureau for past seven years, appointed chief of AP's Charlotte, N. C., bureau, replacing **Tim Parker,** who died Nov. 27 after heart surgery. **Frederick W. Moen,** news editor and second in command of AP's Kansas City bureau, succeeds Mr. Bell in Phoenix.

Carter Davidson, news commentator at WBBM-TV Chicago, named editorial director, effective Jan. 6, succeeding **John Madigan,** who served as editorial assistant to general manager prior to assuming duties of WBBM-TV news director.

Thomas H. Wolf, veteran producer of motion picture and TV documentaries, joins ABC News' special program unit in New York as producer. Most recently Mr. Wolf has done freelance writing and producing of documentaries for TV division of USIA, National Geographic and CBS News. **Bill Downs** joins ABC News as correspondent.

EQUIPMENT & ENGINEERING

Robert J. McGeehan, member of board of directors and one of the original founders of Entron Inc., manufacturer of TV distribution equipment, Silver Spring, Md., elected executive VP.

Frank C. Mahoney, formerly of Transitron Electronic Corp., appointed district sales manager in New York State for Motorola Semiconductor Products Inc., Phoenix.

Three promotions in technical operations department of WBTV(TV) Charlotte, N. C., were announced last week. Elevated to new positions are **Robert Dycus,** maintenance and remote supervisor; **Ozzie Simerly,** control supervisor; and **Dal Townsend,** tape supervisor.

Raymond F. Ryan elected secretary-treasurer of Kollsman Industries, Chicago. He was controller of company's tuner division at Melrose Park, Ill.

Al Leknes appointed to sales staff of General Film Laboratories, Los Angeles, replacing **Wilson Leahy,** who retires Jan. 1. Mr. Leknes joined company in 1953 when it was organized.

Peter Block, previously with Lear Siegler Inc., appointed advertising and public relations manager of Stellarmetrics Inc., manufacturers of electronic instrumentation equipment, Santa Barbara, Calif.

FANFARE

André F. Rhoads, VP of Infoplan, public relations division of Interpublic Inc., New York, appointed manager of division's newly established Chicago office at 318 S. Michigan Ave. Telephone: Webster 9-3700.

Robert Regehr elected VP in charge of internal operations at Hanson & Schwam Public Relations, Hollywood. Mr. Regehr joined firm in 1958 in radio-TV department, later moving to creative department.

Shirley Ann Welsh joins Market Facts Inc., international marketing research organization, Chicago, as director of public relations.

Anthony DiMarco and **Roy C. Guyver** elected VP's of The McDermott Co., New York-based national public relations firm. Effective Jan. 1, Mr. DiMarco becomes director of all creative services for McDermott, and Mr. Guyver becomes director of administration and personnel.

Emilie C. Cook, formerly with WBKB (TV) Chicago, joins WBBM-TV there as on-the-air promotion writer.

Chesley elected president

Harry W. Chesley Jr., president of D'Arcy Adv., elected president of Media Club of St. Louis. **Alfred Fleishman,** senior partner in Fleishman-Hillard Inc., elected board chairman of club. Other officers elected: **Ray Krings,** advertising manager of Anheuser-Busch Inc., VP; **William Zalken,** public relations director of St. Louis Opera and St. Louis Symphony Society, secretary; **William Sanborn,** president of Winius-Brandon Co., treasurer. **Robert Hyland,** CBS Radio VP and general manager of KMOX St. Louis, named honorary board chairman.

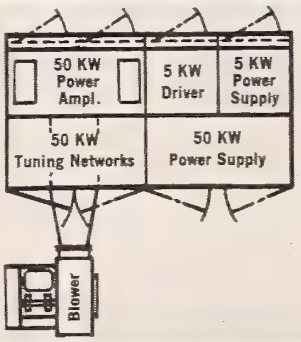
DEATHS

Adolph J. Schneider, 53, VP in charge of production at Magna Film Productions, Boston, died Dec. 3 in that city. Mr. Schneider formerly served for 15 years as news and special events director for NBC.

Luther P. Weaver, 78, board chairman of Weaver-Gardner Inc., St. Paul, Minn., advertising agency, died Nov. 27 at St. John's Hospital there.

George Ehret Burghard, 68, retired electronic products distributor, amateur radio operator and philatelist, died Dec. 8 at Lenox Hill Hospital in New York, six days after suffering heart attack. Mr. Burghard organized and was president from 1920 to 1934 of Continental Radio Corp., New York, a distributor of RCA products, and later served as president of Continental Sales Corp., Newark, N. J., radio equipment suppliers, until he dissolved that concern. He was president of Radio Club of America from 1921 to 1925. In 1921

CONTINENTAL'S 50 KW SOUND OF QUALITY



PART 4: *COMPACTNESS*

Entirely self-contained except for PA blower, Continental's 317B requires only 72 square feet of floor space. All transformers, chokes and switchgear are contained in aluminum cabinets.

Write for details today.

Continental Electronics

MANUFACTURING COMPANY

BOX 17040 • DALLAS 17, TEXAS

Subsidiary of Ling-Temco-Vought, Inc.

Mr. Burghard was one of a group of ham radio operators at transmitter site in Greenwich, Conn., to send first shortwave radio message to span the Atlantic. It was received in Scotland. He received bronze medal in 1950 from club for his part in that feat.

Dudley D. McCaskill, 39, commercial manager of WBIE-AM-FM Marietta, Ga., died Dec. 2 at Kennestone Hospital there. Mr. McCaskill helped organize Marietta Broadcasting Co., licensee of WBIE-AM-FM, in 1955 and served as commercial manager since that time.

John H. Wallenkamp, 70, retired VP and general manager in charge of finance, business administration and service operations for Tracy-Locke Co., Dallas-based advertising agency, died Dec. 1 in that city. Mr. Wallenkamp joined agency in 1937, was elected VP-treasurer in 1946 and retired last year.

Herbert N. Ferguson, 56, manager of Security Title Co. of Fresno and former VP and general manager of KXOA Sacramento, Calif., died Dec. 5 in automobile accident near Fresno.

H. Bliss Foster, 61, project engineer for RCA in Camden, N. J., together with his wife, Jane, were killed Dec. 8 in crash of Pan American World Airways passenger plane near Elkton, Md. Also among 81 victims of air tragedy were **Dr. W. Stanley Herbert,** 50, inventor of alkaline cell used widely in transistor radios, and his wife, and **George H. Loving,** 56, general manager of photo products department of E. I. du Pont de Nemours & Co., and his wife. Dr. Herbert had been associate director of C. F. Norberg Research Center of Electronic Storage Battery Co., Yardley, Pa.

Middleton M. (Pete) Elliott, 66, sales executive at Caldwell A-V Equipment Ltd., Toronto, and formerly with Canadian Marconi Co. Ltd., Montreal, and Motorola Co. of Canada Ltd., Toronto, died Dec. 4 at Toronto.

A. Wendell Holmes, 60, editorial director on AC Spark Plug account for D. P. Brother & Co., Detroit, died Dec. 7 of heart attack. Mr. Holmes had been with agency since 1936.

William E. Zimmerman, 44, Washington news editor for United Press International, died Dec. 9 at Prince Georges (Md.) General Hospital after two-month illness.

SPECIAL REPORT: RADIO-TV HOMES

Radio in 94% of U.S. homes; TV in 92%

NIELSEN COUNTY-BY-COUNTY BREAKDOWN SHOWS WHERE THEY ARE

There were 1,406,440 more TV homes and 788,750 more radio homes in the United States (excluding Alaska) as of September 1963 than there were in September 1962, according to new county-by-county estimates being released today (Dec. 16) by the A. C. Nielsen Co.

The figures show 94% radio penetration (the same as '62) and 92% TV penetration (up 1%). Alaska, which was estimated to have 64,000 total homes, 48,140 (75%) television homes and 59,830 (93%) radio homes in Nielsen's 1962 report (BROADCASTING, Dec. 17, 1962), was not measured this year.

The new county figures show the greatest radio-TV penetration in the Northeast (96% TV, 95% radio) and the lowest in the South (88% TV, 91% radio). The most radio and TV homes are in the North Central region (15 million TV, 15.3 million radio).

As in the '62 report Rhode Island and New Jersey have the highest TV penetration (96%). There are six states tied at 97% for highest radio penetration: Connecticut, Massachusetts, Rhode Island, New York, Wisconsin and Minnesota.

The lowest TV penetration is in Mississippi (78%), with Arkansas and Mississippi tied at 89% for lowest radio penetration.

Compiled as "practical estimates," the figures are based on the total home estimates by *Sales Management* magazine.

The TV percentages are Nielsen estimates based on the April 1960 Census, updated from successive Advertising Research Foundation-Census sampling studies during the period. The radio percentages are from the 1960 Census, adjusted to reflect subsequent Census Bureau findings on sets not in working order.

The county-by-county figures which follow are available from Nielsen in booklet form.

Nielsen U.S. radio-TV homes

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TOTAL U. S. Total homes 55,854,200 — TV homes 51,401,600 92% — Radio homes 52,626,710 94%

County	TV Homes	%	Radio Homes	%
ALABAMA				
Autauga	4,030	84	4,270	89
Baldwin	12,390	89	11,730	84
Barbour	4,260	70	5,230	86
Bibb	2,670	79	3,070	90
Blount	5,670	85	6,200	93
Bullock	2,100	66	2,800	87
Butler	4,650	76	5,330	87
Calhoun	24,500	89	25,470	93
Chambers	8,570	82	9,390	90
Cherokee	3,490	83	3,760	90
Chilton	5,500	79	6,230	89
Choctaw	2,770	66	3,620	86
Clarke	4,600	70	5,880	89
Clay	2,670	81	3,000	91
Cleburne	2,320	80	2,480	86
Coffee	6,880	82	7,430	89
Colbert	11,190	82	12,680	93
Conecuh	2,960	71	3,700	88
Coosa	2,030	78	2,380	92
Covington	7,970	81	8,820	90
Crenshaw	2,870	78	3,180	86
Cullman	11,120	90	11,450	93
Dale	7,690	85	7,920	88
Dallas	11,230	77	13,270	91
De Kalb	9,730	85	10,520	92
Elmore	6,430	81	6,910	88
Escambia	7,190	80	7,910	88
Etowah	26,690	90	27,200	92
Fayette	3,520	80	4,070	92
Franklin	4,630	79	5,450	92
Geneva	4,770	81	5,450	92
Greene	1,690	54	2,590	84
Hale	2,890	63	3,910	85
Henry	2,820	78	3,210	89
Houston	13,240	88	13,350	89
Jackson	7,930	83	8,670	90
Jefferson	173,240	91	177,560	94
Lamar	3,110	80	3,550	91
Lauderdale	14,560	80	17,230	95
Lawrence	4,670	77	5,410	89
Lee	10,730	83	11,670	90
Limestone	7,880	80	9,090	93
Lowndes	1,880	59	2,640	83
Macon	4,340	75	5,010	86
Madison	30,940	85	33,980	94
Marengo	4,370	66	5,820	88
Marion	4,740	83	5,320	93
Marshall	12,030	86	13,050	93
Mobile	82,700	91	82,170	90
Monroe	3,440	66	4,720	91
Montgomery	43,250	88	45,840	93
Morgan	15,490	86	16,720	93
Perry	2,360	61	3,360	86
Pickens	3,810	71	4,900	91
Pike	4,990	76	5,850	89
Randolph	4,150	77	4,780	89
Russell	10,210	83	10,950	89
St. Clair	5,540	84	5,870	89
Shelby	7,580	88	7,770	90
Sumter	2,980	66	3,920	87
Talladega	14,570	85	15,770	92
Tallapoosa	8,060	82	8,800	90
Tuscaloosa	24,790	85	26,910	93
Walker	12,670	89	12,870	91
Washington	2,640	73	3,130	87
Wilcox	2,260	58	3,310	85
Winston	3,200	84	3,520	93
State total	772,840	85	830,020	91
ARIZONA				
Apache	2,940	49	4,760	79
Cochise	15,320	85	16,650	93
Coconino	8,120	66	11,270	92
Gila	5,940	80	6,870	93
Graham	2,890	76	3,550	93
Greenlee	2,480	86	2,790	96
Maricopa	206,040	93	207,220	93
Mohave	1,940	78	2,240	89
Navajo	5,620	59	7,790	82
Pima	83,010	93	83,600	93
Pinal	15,280	87	15,260	87
Santa Cruz	2,410	78	2,770	90
Yavapai	7,680	75	9,550	94
Yuma	12,000	85	13,010	92
State total	371,670	89	387,330	92
ARKANSAS				
Arkansas	6,110	87	6,180	88
Ashley	5,140	79	5,650	87
Baxter	2,440	76	3,010	94
Benton	10,240	82	11,730	94
Boone	4,210	79	4,990	94
Bradley	3,150	79	3,340	84
Calhoun	1,270	80	1,360	85
Carroll	3,290	80	3,940	96
Chicot	3,420	68	4,280	86
Clark	4,900	82	5,270	88
Clay	5,020	81	5,580	90
Cleburne	2,170	80	2,330	86
Cleveland	1,320	73	1,490	83
Columbia	6,150	79	7,090	91
Conway	3,550	82	4,000	93
Craighead	12,710	90	12,890	91
Crawford	4,970	79	5,780	92
Crittenden	10,200	82	10,080	81
Cross	3,910	81	4,150	86
Dallas	2,260	81	2,400	86
Desha	4,080	77	4,680	88
Drew	3,040	74	3,590	88
Faulkner	6,300	84	6,740	90
Franklin	2,530	79	2,900	91
Fulton	1,130	59	1,840	97
Garland	14,730	86	15,290	89
Grant	2,070	83	2,090	83
Greene	6,210	85	6,800	93

County	TV Homes	%	Radio Homes	%
Hempstead	4,520	79	5,120	90
Hot Spring	5,400	83	5,890	91
Howard	2,830	83	3,170	93
Independence	4,930	81	5,630	92
Izard	1,250	62	1,770	89
Jackson	4,950	81	5,490	90
Jefferson	20,730	86	21,340	88
Johnson	2,910	77	3,480	92
Lafayette	2,480	83	2,560	85
Lawrence	3,880	78	4,620	92
Lee	3,630	70	4,370	84
Lincoln	2,560	75	2,830	83
Little River	1,870	75	2,130	85
Logan	3,440	80	3,950	92
Lonoke	5,630	88	5,530	86
Madison	1,790	64	2,620	94
Marion	1,450	81	1,650	92
Miller	8,380	87	8,430	88
Mississippi	16,410	86	15,600	82
Monroe	3,310	70	4,000	85
Montgomery	1,140	76	1,320	88
Nevada	2,260	75	2,570	86
Newton	910	61	1,370	91
Ouachita	7,490	81	8,210	89
Perry	1,200	86	1,310	94
Phillips	8,980	75	9,980	84
Pike	1,740	79	1,930	88
Poinsett	6,630	87	6,650	88
Polk	2,760	74	3,450	93
Pope	5,400	83	6,050	93
Prairie	2,260	81	2,530	90
Pulaski	71,440	91	70,990	91
Randolph	2,620	75	3,290	94
St. Francis	6,460	79	7,000	85
Saline	7,240	91	7,200	90
Scott	1,440	76	1,690	89
Searcy	1,640	71	1,980	86
Sebastian	22,510	91	23,160	93
Sevier	2,690	84	2,830	88
Sharp	980	61	1,480	92
Stone	1,200	71	1,480	87
Union	12,940	86	13,530	90
Van Buren	1,770	81	2,030	92
Washington	15,220	81	17,450	93
White	8,380	86	8,950	91
Woodruff	2,730	76	3,120	87
Yell	2,920	81	3,290	92
State total	441,820	83	474,490	89

CALIFORNIA

Alameda	292,940	94	299,950	96
Alpine	70	74	90	90
Amador	2,810	88	3,010	94
Butte	28,570	90	29,800	94
Calaveras	3,270	88	3,510	95
Colusa	3,430	88	3,510	90
Contra Costa	125,140	96	126,320	97
Del Norte	4,760	83	5,130	90
Eldorado	11,190	93	11,100	92
Fresno	107,410	92	108,510	93
Glenn	5,270	91	5,560	96
Humboldt	31,360	91	32,100	94
Imperial	17,100	84	18,880	93
Inyo	2,990	73	3,610	88
Kern	85,310	93	85,100	93
Kings	13,160	90	13,480	92
Lake	4,720	81	5,390	93
Lassen	3,550	85	3,910	93
Los Angeles	2,077,400	94	2,082,450	95
Madera	10,980	91	10,970	91
Marin	48,840	94	50,690	97
Mariposa	1,460	81	1,720	96
Mendocino	12,910	83	14,620	94
Merced	25,500	92	24,930	90
Modoc	1,990	83	2,260	94
Mono	590	66	770	86
Monterey	53,830	92	55,420	95
Napa	19,200	92	19,760	95
Nevada	6,900	88	7,210	92
Orange	260,140	97	256,370	95
Placer	18,010	92	18,080	93
Plumas	3,210	85	3,270	86
Riverside	105,340	92	106,090	93
Sacramento	167,400	95	166,460	94
San Benito	4,270	89	4,380	91
San Bernardino	162,750	94	162,940	94
San Diego	341,920	94	341,550	94
San Francisco	251,580	87	271,150	94
San Joaquin	73,280	91	74,590	93
San Luis Obispo	26,850	91	27,820	94
San Mateo	151,400	96	152,230	97
Santa Barbara	61,660	92	63,140	94
Santa Clara	219,860	95	222,160	96
Santa Cruz	31,230	91	32,630	95
Shasta	19,840	93	20,210	95
Sierra	650	81	680	85
Siskiyou	9,490	85	10,480	94
Solano	40,080	95	39,770	95
Sonoma	47,910	91	50,180	95
Stanislaus	46,410	90	47,700	93
Sutter	10,230	93	10,350	94
Tehama	8,320	93	8,460	95
Trinity	2,960	82	3,390	94
Tulare	46,540	91	47,030	92
Tuolumne	4,590	87	5,020	95
Ventura	63,600	95	62,930	94
Yolo	21,380	92	21,720	93
Yuba	10,970	92	11,070	93
State total	5,214,520	94	5,271,610	95

COLORADO

Adams	35,540	97	35,170	96
Alamosa	2,150	80	2,590	96
Arapahoe	34,720	96	35,080	97
Archuleta	490	70	630	90
Baca	1,120	59	1,830	96
Bent	1,630	86	1,810	96
Boulder	23,000	91	24,370	97
Chaffee	2,220	82	2,560	95
Cheyenne	610	76	790	99
Clear Creek	870	87	960	96
Conejos	1,460	77	1,740	92
Costilla	510	57	820	91
Crowley	1,000	91	1,040	94
Custer	310	78	390	97
Delta	4,210	84	4,750	95
Denver	155,160	91	163,500	96
Dolores	370	61	580	97
Douglas	1,440	96	1,480	99
Eagle	1,000	77	1,190	92
Elbert	1,020	85	1,160	97
El Paso	47,500	95	48,340	96
Fremont	5,310	84	5,950	95
Garfield	3,120	80	3,730	96
Gilpin	270	89	280	94
Grand	820	75	1,000	91
Gunnison	1,100	73	1,470	98
Hinsdale	200	100	200	100
Huerfano	1,690	77	2,040	93
Jackson	440	87	480	95
Jefferson	49,090	97	49,580	98
Kiowa	530	76	690	98
Kit Carson	1,510	75	1,940	97
Lake	1,630	81	1,750	87
La Plata	5,200	82	5,970	95
Larimer	16,450	92	17,280	97
Las Animas	4,040	73	5,040	92
Lincoln	1,460	86	1,670	98
Logan	5,480	87	6,170	98
Mesa	15,080	90	16,220	97
Mineral	130	64	190	93
Moffat	1,680	73	2,180	95
Montezuma	3,710	82	4,340	96
Montrose	4,890	86	5,330	94
Morgan	6,180	94	6,490	98
Otero	6,120	87	6,690	96
Ouray	380	76	490	97
Park	500	83	590	98
Phillips	1,390	93	1,490	99
Pitkin	510	64	690	86
Prowers	2,860	73	3,790	97
Pueblo	32,980	95	33,050	95
Rio Blanco	1,270	84	1,430	95
Rio Grande	2,300	77	2,840	95
Routt	1,120	70	1,560	98
Saguache	790	72	960	87
San Juan	180	89	200	100
San Miguel	670	75	850	94
Sedgwick	1,140	88	1,230	95
Summit	500	83	510	85
Teller	810	90	870	97
Washington	1,630	81	1,960	98
Weld	20,440	94	20,780	95
Yuma	2,310	82	2,770	99
State total	524,240	91	553,570	96

CONNECTICUT

Fairfield	202,030	96	204,070	97
Hartford	209,890	95	214,480	97
Litchfield	36,370	94	37,090	96
Middlesex	25,620	94	26,370	97
New Haven	201,390	95	203,900	97
New London	49,720	93	51,820	97
Tolland	18,790	94	19,600	98
Windham	20,220	93	20,550	95
State total	764,030	95	777,880	97

DELAWARE

Kent	18,870	92	19,140	93
New Castle	93,440	96	93,890	96
Sussex	20,320	87	22,180	95
State total	132,630	94	153,210	96

DISTRICT OF COLUMBIA

Dist. of Columbia	229,410	89	239,690	93
State total	229,410	89	239,690	93

FLORIDA

Alachua	17,590	80	19,860	91
Baker	1,460	86	1,510	89
Bay	17,630	90	18,540	95
Bradford	3,040	84	3,140	87
Brevard	38,240	90	38,980	92
Broward	122,320	94	119,170	92
Calhoun	1,390	70	1,860	93
Charlotte	5,270	85	5,640	91
Citrus	2,850	79	2,900	81
Clay	4,950	87	5,200	91
Collier	4,820	79	5,040	83
Columbia	4,730	80	5,360	91
Dade	328,900	91	327,240	91
De Soto	2,670	81	2,830	86
Dixie	810	62	1,160	89
Duval	130,530	92	129,740	91
Escambia	48,010	92	47,140	90
Flagler	1,070	82	1,150	89
Franklin	1,580	72	1,860	85
Gadsden	6,980	77	7,830	86
Gilchrist	640	80	670	84
Glades	490	70	630	90
Gulf	2,250	78	2,550	88
Hamilton	1,380	69	1,720	86
Hardee	3,260	86	3,040	80
Hendry	2,040	73	2,350	84
Hernando	3,230	83	3,320	85
Highlands	6,570	82	6,810	85
Hillsborough	124,970	90	123,740	90
Holmes	1,960	68	2,650	92
Indian River	7,980	82	9,130	94
Jackson	7,050	74	8,480	89
Jefferson	1,680	70	1,930	80
Lafayette	590	66	750	84
Lake	18,510	89	18,400	89
Lee	19,070	87	20,510	94
Leon	17,750	85	19,030	92
Levy	2,220	67	2,860	87
Liberty	660	73	760	85
Madison	2,510	64	3,530	91
Manatee	25,820	91	25,760	90
Marion	13,650	80	15,440	91
Martin	5,820	86	6,150	90
Monroe	11,950	76	14,630	93
Nassau	4,400	88	4,570	91
Okaloosa	16,690	90	17,450	94
Okeechobee	1,880	86	1,790	81
Orange	85,730	92	79,290	85
Osceloa	6,320	84	6,680	89
Palm Beach	79,120	89	79,030	89
Pasco	11,990	87	11,950	87
Pinellas	154,510	92	153,260	91
Polk	57,940	90	56,570	88
Putnam	8,680	86	8,940	89
St. Johns	8,240	87	8,540	90
St. Lucie	12,100	85	13,010	91
Santa Rosa	7,820	90	7,860	90
Sarasota	28,760	88	29,510	91
Seminole	16,970	90	16,800	89
Sumter	2,890	80	2,930	81
Suwannee	3,120	71	3,960	90
Taylor	2,910	73	3,350	84
Union	950	80	1,010	84
Volusia	45,710	89	46,350	91
Wakulla	1,240	83	1,220	81
Walton	3,510	78	4,170	93
Washington	2,480	75	3,060	93
State total	1,590,850	89	1,602,290	90

GEORGIA

Appling	2,330	73	2,910	91
Atkinson	810	58	1,180	84
Bacon	1,630	77	1,890	90
Baker	680	68	880	88
Baldwin	4,600	78	5,320	90
Banks	1,340	79	1,580	93
Barrow	3,760	87	3,990	93
Bartow	7,340	90	7,470	91
Ben Hill	2,770	73	3,360	89
Berrien	2,190	73	2,570	86
Bibb	40,540	90	42,260	94
Bleckley	1,970	76	2,310	89
Brantley	1,200	80	1,320	88
Brooks	2,880	78	3,330	90
Bryan	1,230	82	1,240	83
Bulloch	5,180	82	5,810	92
Burke	3,530	71	4,110	82
Butts	1,960	85	1,970	86
Calhoun	990	58	1,420	84
Camden	2,350	87	2,350	87
Candler	1,210	76	1,440	90
Carroll	9,660	90	9,750	91
Catoosa	5,860	93	5,780	92
Charlton	1,040	80	1,060	81
Chatham	50,670	90	50,070	89
Chattahoochee	1,210	93	1,250	96
Chattooga	4,700	87	4,900	91
Cherokee	5,850	90	6,020	93
Clarke	12,080	88	13,110	95
Clay	770	70	990	90
Clayton	13,560	94	13,280	92
Clinch	1,250	74	1,480	87
Cobb	34,070	95	33,890	94
Coffee	4,130	75	5,090	93
Colquitt	7,630	85	7,860	87
Columbia	3,260	86	3,270	86
Cook	2,470	77	2,940	92
Coweta	6,770	84	7,430	92
Crawford	930	66	1,180	84
Crisp	3,780	76	4,330	87
Dade	2,030	88	2,010	88
Dawson	790	79	880	88
Decatur	5,360	81	5,830	88
De Kalb	81,840	96	81,590	95
Dodge	3,290	78	3,750	89
Dooly	2,150	77	2,560	91
Dougherty	19,670	87	20,120	89
Douglas	4,350	91	4,330	90
Early	2,300	74	2,520	81
Echols	340	67	440	88
Effingham	2,050	82	2,190	87
Elbert	4,360	87	4,420	88
Emanuel	3,570	76	4,250	90
Evans	1,590	84	1,640	86
Fannin	2,770	79	3,280	94
Fayette	1,830	87	1,900	91
Floyd	18,220	90	19,120	94
Forsyth	3,110	91	3,170	93
Franklin	3,170	88	3,230	90
Fulton	159,970	92	162,630	94
Gilmer	1,730	79	1,860	85
Glascock	480	81	500	84
Glynn	11,340	87	11,960	92
Gordon	4,880	89	5,080	92
Grady	3,940	82	4,220	88
Greene	2,040	75	2,410	89
Gwinnett	11,750	92	11,880	93
Habersham	4,170	83	4,650	93
Hall	13,370	90	13,830	93
Hancock	1,400	64	1,830	83
Haralson	3,630	87	3,730	89
Harris	2,270	81	2,350	84
Hart	3,680	88	3,740	89
Heard	980	81	1,100	92
Henry	3,800	84	4,020	89
Houston	10,640	91	10,540	90
Irwin	1,690	77	1,900	87
Jackson	4,380	86	4,720	93
Jasper	1,040	74	1,230	88
Jeff Davis	1,670	76	1,980	90
Jefferson	3,250	77	3,560	85
Jenkins	1,720	78	1,920	87
Johnson	1,610	80	1,770	89
Jones	1,670	80	1,890	90
Lamar	2,340	84	2,410	86
Lanier	940	72	1,210	93
Laurens	7,030	79	8,010	90
Lee	1,070	76	1,280	91
Liberty	3,080	81	3,320	87
Lincoln	1,130	81	1,180	85
Long	750	75	770	77
Lowndes	11,380	81	12,990	93
Lumpkin	1,560	87	1,680	94
McDuffie	2,900	83	3,230	92
McIntosh	1,280	75	1,510	89
Macon	2,310	72	2,620	82
Madison	2,580	83	2,840	92
Marion	820	63	1,110	85
Meriwether	3,840	80	4,300	90
Miller	1,240	73	1,460	86
Mitchell	3,570	76	4,000	85
Monroe	2,140	82	2,260	87
Montgomery	900	64	1,300	93
Morgan	1,960	78	2,190	88
Murray	2,310	82	2,550	91
Muscogee	42,150	91	42,360	92
Newton	5,040	87	5,330	92
Oconee	1,570	92	1,620	96
Oglethorpe	1,390	77	1,610	89
Paulding	3,340	90	3,230	87
Peach	3,070	83	3,280	89
Pickens	2,150	86	2,260	90
Pierce	1,770	77	2,110	92
Pike	1,310	77	1,520	89
Polk	7,020	88	7,260	91
Pulaski	1,720	75	1,950	85
Putnam	1,600	80	1,760	88
Quitman	420	70	570	94
Rabun	1,600	80	1,810	91
Randolph	1,920	71	2,410	89
Richmond	33,420	91	33,270	90
Rockdale	2,540	88	2,650	92
Schley	610	76	680	85
Screven	2,520	74	2,830	83
Seminole	1,260	79	1,440	90
Spalding	9,400	89	9,890	93
Stephens	4,360	84	4,830	93
Stewart	1,140	63	1,450	81
Sumter	4,880	73	5,820	87
Talbot	1,250	74	1,340	79
Taliaferro	580	72	670	84
Tattnall	2,900	80	3,110	86
Taylor	1,600	76	1,760	84
Telfair	1,970	66	2,780	93
Terrell	2,290	74	2,680	87
Thomas	8,210	84	8,340	85
Tift	4,960	79	5,660	90
Toombs	3,200	71	4,160	92
Towns	920	84	1,040	95
Treutlen	1,130	71	1,530	96
Troup	11,020	84	11,750	90
Turner	1,640	78	1,810	86
Twiggs	1,320	73	1,540	86
Union	1,390	82	1,640	97
Upson	5,760	86	6,060	90
Walker	12,540	92	12,510	91
Walton	4,740	86	5,130	93
Ware	8,350	84	9,030	90
Warren	1,260	74	1,510	89
Washington	3,140	67	4,160	89
Wayne	4,120	82	4,370	87
Webster	470	59	690	87
Wheeler	800	67	1,160	97
White	1,440	80	1,640	91
Whitfield	11,600	91	11,980	94
Wilcox	1,480	78	1,640	86
Wilkes	2,070	71	2,590	89
Wilkinson	1,860	77	2,200	92
Worth	3,110	80	3,170	81
State total	978,520	87	1,026,730	91

NIELSEN RADIO-TV HOMES continued

County	TV Homes	%	Radio Homes	%
HAWAII				
Hawaii	11,900	79	13,560	90
Honolulu	121,080	93	124,630	96
Kauai	3,600	46	7,550	96
Maui	9,190	87	9,830	93
State total	145,800	89	155,570	95
IDAHO				
Ada	28,790	93	29,690	96
Adams	730	81	830	92
Bannock	13,310	92	13,930	96
Bear Lake	1,740	87	1,940	97
Benewah	1,710	90	1,780	94
Bingham	7,220	95	7,360	97
Blaine	1,170	84	1,210	86
Boise	440	88	490	98
Bonner	4,230	88	4,570	95
Bonneville	13,340	95	13,680	98
Boundary	1,390	82	1,500	88
Butte	850	94	850	95
Camas	280	94	300	100
Canyon	15,950	90	17,030	96
Caribou	1,380	86	1,570	98
Cassia	4,170	93	4,320	96
Clark	270	91	270	89
Clearwater	2,250	87	2,420	93
Custer	690	76	800	89
Elmore	4,730	93	4,800	94
Franklin	1,880	90	2,060	98
Fremont	2,260	94	2,340	98
Gem	2,530	90	2,740	98
Gooding	2,370	91	2,510	97
Idaho	3,270	80	3,940	96
Jefferson	2,820	97	2,810	97
Jerome	3,080	93	3,170	96
Kootenai	9,210	94	9,450	96
Latah	5,350	86	5,970	96
Lemhi	1,230	68	1,760	98
Lewis	1,270	91	1,330	95
Lincoln	890	89	920	92
Madison	2,190	95	2,240	97
Minidoka	3,750	89	3,950	94
Nez Perce	8,110	91	8,550	96
Oneida	910	91	950	95
Owyhee	1,740	91	1,780	94
Payette	3,530	91	3,720	95
Power	1,000	83	1,140	95
Shoshone	5,460	89	5,920	97
Teton	680	98	640	92
Twin Falls	12,290	94	12,640	97
Valley	810	81	940	94
Washington	2,230	86	2,530	97
State total	183,500	91	193,340	96
ILLINOIS				
Adams	20,950	95	21,330	97
Alexander	4,090	85	4,160	87
Bond	3,950	88	4,240	94
Boone	6,070	93	6,270	97
Brown	1,880	90	1,990	95
Bureau	11,210	93	11,380	95
Calhoun	1,720	90	1,840	97
Carroll	5,720	94	5,780	95
Cass	4,360	91	4,500	94
Champaign	36,080	93	36,300	94
Christian	10,910	93	11,010	94
Clark	4,970	90	5,040	92
Clay	4,180	84	4,850	97
Clinton	6,430	93	6,530	95
Coles	12,950	93	13,050	94
Cook	1,566,290	95	1,578,870	95
Crawford	6,490	93	6,540	93
Cumberland	2,850	89	2,880	90
De Kalb	14,960	95	15,360	97
De Witt	5,290	93	5,450	96
Douglas	5,960	93	5,910	92
Du Page	96,480	97	96,820	98
Edgar	6,940	92	7,170	96
Edwards	2,100	84	2,350	94
Effingham	5,970	86	6,670	97
Fayette	5,780	89	6,310	97
Ford	4,850	93	5,020	97
Franklin	11,510	90	11,930	93
Fulton	12,840	93	13,040	95
Gallatin	1,900	83	2,070	90
Greene	5,120	93	5,260	96
Grundy	6,770	95	6,770	95
Hamilton	2,550	80	3,090	97
Hancock	7,210	94	7,450	97
Hardin	1,520	89	1,550	91
Henderson	2,370	91	2,420	93
Henry	15,450	95	15,630	97
Iroquois	9,740	93	10,020	95
Jackson	11,870	90	12,380	94
Jasper	3,090	88	3,420	98
Jefferson	9,130	89	9,790	96
Jersey	4,670	92	4,900	96
Jo Daviess	5,790	89	6,320	97
Johnson	1,830	87	2,030	97
Kane	61,250	95	61,210	95
Kankakee	24,100	95	23,940	94
Kendall	5,290	96	5,310	97
Knox	18,950	96	19,070	96
Lake	84,970	97	84,450	96
La Salle	32,770	93	33,910	97
Lawrence	5,360	91	5,460	93
Lee	10,020	95	10,080	95
Livingston	11,090	92	11,600	96
Logan	8,760	93	9,120	97
McDonough	8,470	93	8,640	95
McHenry	26,750	97	26,650	97
McLean	24,750	93	25,420	95
Macon	36,820	94	36,500	94
Macoupin	13,270	93	13,520	95
Madison	67,880	95	67,590	95
Marion	11,900	92	12,140	94
Marshall	3,850	92	4,090	97
Mason	4,670	93	4,700	94
Massac	4,150	88	4,240	90
Menard	2,710	90	2,820	94
Mercer	5,140	95	5,170	96
Monroe	4,440	92	4,580	95
Montgomery	9,400	92	9,750	96
Morgan	9,630	91	9,860	93
Moultrie	3,750	89	3,730	89
Ogle	11,580	94	11,770	96
Peoria	55,910	94	56,340	95
Perry	5,370	90	5,630	94
Piatt	4,490	96	4,390	94
Pike	6,090	91	6,320	94
Pope	980	82	1,110	92
Pulaski	2,530	84	2,720	91
Putnam	1,320	88	1,430	96
Randolph	7,820	93	7,960	95
Richland	4,440	87	4,800	94
Rock Island	46,390	96	46,610	97
St. Clair	77,780	94	77,340	93
Saline	7,700	91	8,010	94
Sangamon	45,440	93	46,790	95
Schuyler	2,680	92	2,760	95
Scott	1,890	95	1,920	96
Shelby	6,540	88	6,960	94
Stark	2,350	94	2,400	96
Stephenson	13,950	94	14,290	96
Tazewell	30,600	95	30,720	95
Union	4,470	91	4,660	95
Vermilion	29,400	94	29,110	93
Wabash	3,840	89	3,980	93
Warren	6,410	94	6,590	97
Washington	3,880	88	4,230	96
Wayne	4,990	82	5,820	95
White	4,980	82	5,720	94
Whiteside	17,940	94	18,200	96
Will	56,350	96	55,740	95
Williamson	14,000	91	14,230	93
Winnebago	64,970	95	63,900	94
Woodford	6,920	91	7,240	95
State total	3,026 930	94	3,058,930	95
INDIANA				
Adams	6,670	91	7,020	96
Allen	69,710	94	69,430	94
Bartholomew	14,680	94	14,590	93
Benton	3,120	92	3,180	93
Blackford	4,270	93	4,330	94
Boone	8,390	94	8,220	92
Brown	1,950	93	1,830	87
Carroll	5,040	93	5,070	94
Cass	11,440	92	11,840	95
Clark	17,730	93	17,460	92
Clay	7,540	93	7,110	88
Clinton	9,390	94	9,190	92
Crawford	2,060	83	2,200	88
Daviess	6,880	87	6,960	88
Dearborn	8,310	93	8,410	95
Decatur	5,770	92	5,620	89
De Kalb	8 140	95	8 060	94
Delaware	33,030	94	32,030	92
Dubois	6.890	87	7,450	94
Elkhart	31,300	91	31,930	93
Fayette	6.970	93	6,750	90
Floyd	15,220	95	14,960	93
Fountain	5,550	92	5,450	91
Franklin	4.040	88	4,370	95
Fulton	5,060	92	5,150	94
Gibson	8.580	91	8,700	93
Grant	21,890	92	21,990	93
Greene	8,150	91	7,810	87
Hamilton	12.330	95	12,290	95
Hancock	8,510	95	8,450	94
Harrison	5.160	90	5.390	95
Hendricks	12.800	95	12,700	94
Henry	14,280	94	14.010	92
Howard	21.110	94	20,560	92
Huntington	10,100	94	10.050	94
Jackson	8 720	93	8,850	94
Jasper	4.930	91	5,100	95
Jay	6,520	89	6,770	93
Jefferson	6,070	91	6,280	94
Jennings	4,160	91	4,190	91
Johnson	13.460	96	13,090	94
Knox	12 520	92	12,390	91
Kosciusko	12.340	92	12.610	94
Lagrange	3.970	81	4,160	85
Lake	149.970	95	146.820	93
La Porte	27.550	95	27,250	94
Lawrence	10.650	93	10,590	92
Madison	38,030	95	36,480	91
Marion	212.890	94	208.810	93
Marshall	9.280	92	9,200	91
Martin	2.590	89	2.530	87
Miami	12,120	92	12,290	93
Monroe	16,020	89	16.600	92
Montgomery	10,150	94	10,030	93
Morgan	9.920	94	9,720	92
Newton	3,310	92	3,360	93
Noble	8,040	91	8,370	95
Ohio	1,240	95	1,200	92
Orange	4,590	88	4,700	90
Owen	3,390	92	3,420	93
Parke	4,580	94	4,420	90
Perry	4,430	87	4,540	89
Pike	3,550	87	3,690	90
Porter	17,920	95	17,770	95
Posey	5,070	86	5,460	93
Pulaski	3,190	86	3,540	96
Putnam	6,480	93	6,350	91
Randolph	8,550	92	8,520	92
Ripley	5,560	90	5,730	92
Rush	5,880	95	5,670	91
St. Joseph	69,200	95	68,130	93
Scott	3,920	87	3,940	88
Shelby	10,480	94	10,400	94
Spencer	4,090	89	4,210	92
Starke	4,730	91	4,700	90
Steuben	4,940	93	5,020	95
Sullivan	6,590	91	6,160	86
Switzerland	1,900	86	2,110	96
Tippecanoe	23,920	90	25,280	95
Tipton	4,730	95	4,610	92
Union	1,700	89	1,770	93
Vanderburgh	46,620	92	46,290	91
Vermillion	5,300	93	5,080	89
Vigo	32,400	93	31,770	91
Wabash	9,360	89	9,730	93
Warren	2,410	89	2,490	92
Warrick	6,390	90	6,420	90
Washington	4,870	87	5,200	93
Wayne	21,440	93	21,780	95
Wells	6,130	92	6,300	94
White	5,860	92	6,040	94
Whitley	6,010	94	6,180	97
State total	1,362,690	93	1,354,670	93
IOWA				
Adair	3,200	94	3,280	97
Adams	1,930	88	2,140	97
Allamakee	4,140	92	4,420	98
Appanoose	4,660	90	4,930	95
Audubon	3,110	94	3,250	98
Benton	6,830	95	6,960	97
Black Hawk	36,320	96	36,630	96
Boone	7,940	95	8,050	96
Bremer	5,840	93	6,110	97
Buchanan	5,560	93	5,770	96
Buena Vista	6,160	93	6,420	97
Butler	4,920	91	5,200	96
Calhoun	4,640	93	4,950	99
Carroll	6,360	95	6,610	99
Cass	5,570	93	5,840	97
Cedar	5,370	94	5,570	98
Cerro Gordo	14,870	95	15,120	96
Cherokee	5,020	93	5,180	96
Chickasaw	3,970	92	4,150	96
Clarke	2,450	91	2,620	97
Clay	5,240	90	5,710	98
Clayton	5,970	89	6,590	98
Clinton	16,480	96	16,600	97
Crawford	5,160	94	5,340	97
Dallas	7,330	94	7,460	96
Davis	2,570	92	2,660	95
Decatur	2,630	85	2,970	96
Delaware	5,010	93	5,230	97
Des Moines	13,740	94	13,930	95
Dickinson	3,490	89	3,820	98
Dubuque	20,150	92	21,370	98
Emmet	3,770	84	4,310	96
Fayette	7,930	93	8,360	98
Floyd	6,030	93	6,210	96
Franklin	4,540	95	4,670	97
Fremont	3,050	95	3,070	96
Greene	4,280	95	4,390	98
Grundy	4,270	95	4,390	98
Guthrie	4,080	93	4,270	97
Hamilton	6,000	94	6,180	97
Hancock	4,090	93	4,250	97
Hardin	7,210	94	7,520	98
Harrison	5,020	93	5,110	95
Henry	4,830	88	5,270	96
Howard	3,190	86	3,540	96
Humboldt	3,660	92	3,960	99
Ida	3,100	94	3,160	96
Iowa	4,790	92	4,990	96
Jackson	5,860	92	6,140	96
Jasper	10.930	95	11,190	97
Jefferson	4,450	91	4,730	97
Johnson	14,510	91	15,440	97
Jones	5,660	94	5,800	97
Keokuk	4 290	89	4,560	95
Kossuth	6 690	94	6,910	97
Lee	12,700	94	12,870	95
Linn	44,090	96	44,580	97
Louisa	2,940	92	3,100	97
Lucas	3,040	87	3,310	95
Lyon	3,800	91	4,000	95
Madison	3,710	95	3,810	98
Mahaska	6,850	91	7,190	96
Marion	7,140	93	7,460	97
Marshall	11,770	96	11,880	97
Mills	3,280	94	3,360	96
Mitchell	3,910	93	4,050	97
Monona	3,880	92	4,030	96
Monroe	2,850	92	2,900	93
Montgomery	4,450	93	4,670	97
Muscatine	10,540	95	10,550	95
Obrien	5,480	95	5,660	98
Osceola	2,740	91	2,970	99
Page	5,940	91	6,290	97
Palo Alto	3,530	86	4,070	99
Plymouth	6,510	94	6,630	96
Pocahontas	3,770	92	3,990	97
Polk	84,650	95	85,160	96
Pottawattamie	25,140	95	25,270	95
Poweshiek	5,410	93	5,620	97
Ringgold	2,320	93	2,450	98
Sac	4,860	92	5,110	96
Scott	35,690	95	35,720	96
Shelby	4,240	94	4,430	99
Sioux	6,590	88	7,380	98
Story	13,860	94	14,360	97
Tama	6,230	93	6,470	97
Taylor	2,870	87	3,230	98
Union	3,930	91	4,230	98
Van Buren	2,760	89	2,920	94
Wapello	13,730	94	13,430	92
Warren	6,340	95	6,460	96
Washington	5,350	89	5,590	93
Wayne	2,890	88	3,190	97
Webster	14,370	94	14,980	98
Winnebago	3,730	93	3,840	96
Winneshiek	5,400	90	5,860	98
Woodbury	32,040	95	31,370	93
Worth	2,880	93	3,010	97
Wright	5,740	94	5,870	96
State total	802,800	94	826,620	96
KANSAS				
Allen	5,040	87	5,420	93
Anderson	2,660	89	2,780	93
Atchison	6,020	94	5,890	92
Barber	2,450	88	2,660	95
Barton	10,080	95	10,040	95
Bourbon	4,940	90	5,150	94
Brown	4,230	90	4,520	96
Butler	11,200	93	11,420	95
Chase	1,120	86	1,240	96
Chautauqua	1,890	90	1,940	93
Cherokee	6,870	93	6,610	89
Cheyenne	1,240	89	1,370	98
Clark	1,110	92	1,170	98
Clay	3,030	82	3,600	97
Cloud	3,900	83	4,540	97
Coffey	2,380	82	2,800	97
Comanche	820	82	980	98
Cowley	11,340	91	11,610	94
Crawford	11,860	93	11,780	92
Decatur	1,780	89	1,970	98
Dickinson	6,760	89	7,450	98
Doniphan	2,800	90	2,930	94
Douglas	12,020	90	12,900	96
Edwards	1,640	91	1,750	97
Elk	1,420	84	1,580	93
Ellis	5,680	93	6,030	99
Ellsworth	2,170	87	2,340	94
Finney	4,500	92	4,780	98
Ford	6,110	93	6,410	97
Franklin	6,160	91	6,280	92
Geary	7,510	92	7,610	93
Gove	1,070	82	1,290	99
Graham	1,450	91	1,560	98
Grant	1,260	90	1,280	91
Gray	1,180	91	1,190	91
Greeley	530	88	590	98
Greenwood	3,150	87	3,390	94
Hamilton	820	82	910	91
Harper	3,080	91	3,220	95
Harvey	7,540	90	7,930	94
Haskell	820	91	830	92
Hodgeman	770	86	890	98
Jackson	3,020	89	3,210	95
Jefferson	3,150	90	3,360	96
Jewell	1,870	78	2,370	99
Johnson	46,450	97	46,510	97
Kearny	820	92	890	99
Kingman	3,100	94	3,080	93
Kiowa	1,230	82	1,410	94
Labette	7,940	90	7,970	91
Lane	810	90	870	97
Leavenworth	11,870	94	11,870	94
Lincoln	1,570	82	1,870	98
Linn	2,590	89	2,710	94
Logan	1,070	83	1,250	96
Lyon	7,280	86	8,130	96
McPherson	6,520	86	7,200	95
Marion	4,160	87	4,530	94
Marshall	4,530	86	5,080	96
Meade	1,650	97	1,640	97
Miami	5,770	95	5,770	95
Mitchell	2,360	84	2,700	97
Montgomery	13,850	90	14,460	94
Morris	2,070	86	2,300	96
Morton	940	86	1,010	92
Nemaha	3,540	91	3,630	93
Neosho	5,720	91	5,910	94
Ness	1,600	89	1,710	95
Norton	2,380	88	2,590	96
Osage	3,870	90	4,040	94
Osborne	1,970	82	2,310	96
Ottawa	1,970	82	2,370	99
Pawnee	2,730	91	2,840	95
Phillips	2,510	81	2,980	96
Pottawatomie	3,280	89	3,510	95
Pratt	3,780	92	3,800	93

County	TV Homes	%	Radio Homes	%
Rawlins	1,400	87	1,540	96
Reno	18,400	94	18,290	94
Republic	2,840	86	3,210	97
Rice	4,110	93	4,120	94
Riley	9,570	89	10,350	96
Rooks	2,720	91	2,810	94
Rush	1,730	91	1,810	96
Russell	3,310	89	3,550	96
Saline	16,350	93	16,670	95
Scott	1,520	90	1,670	98
Sedgwick	101,570	95	101,420	95
Seward	4,780	90	4,950	93
Shawnee	43,840	94	44,270	95
Sheridan	1,050	87	1,200	100
Sherman	1,970	90	2,160	98
Smith	2,370	88	2,620	97
Stafford	2,270	91	2,410	96
Stanton	490	81	590	98
Stevens	1,030	80	1,240	95
Sumner	7,810	92	8,080	95
Thomas	1,910	83	2,230	97
Trego	1,360	85	1,550	97
Wabaunsee	1,870	85	2,160	98
Wallace	590	84	680	97
Washington	2,930	84	3,300	94
Wichita	660	83	790	98
Wilson	4,000	85	4,510	96
Woodson	1,480	82	1,730	96
Wyandotte	55,780	94	54,490	92
State total	640,080	92	660,910	95

KENTUCKY

Adair	2,560	66	3,550	91
Allen	2,950	82	3,340	93
Anderson	2,390	88	2,570	95
Ballard	2,410	89	2,340	87
Barren	7,080	84	7,730	92
Bath	1,760	70	2,310	92
Bell	6,260	78	7,090	89
Boone	6,440	95	6,490	95
Bourbon	4,610	85	5,040	93
Boyd	14,470	94	14,230	92
Boyle	4,980	83	5,600	93
Bracken	1,940	88	2,020	92
Breathitt	1,510	49	2,890	93
Breckinridge	3,440	82	3,570	85
Bullitt	4,160	90	4,130	90
Butler	1,970	79	2,170	87
Caldwell	3,180	76	3,680	88
Calloway	5,750	86	6,340	95
Campbell	25,490	95	25,500	96
Carlisle	1,730	91	1,600	84
Carroll	2,070	86	2,060	86
Carter	4,230	81	4,570	88
Casey	2,380	66	3,340	93
Christian	13,310	87	14,110	92
Clark	5,430	82	6,220	94
Clay	2,660	60	3,980	91
Clinton	1,550	71	2,060	94
Crittenden	2,070	80	2,240	86
Cumberland	1,360	68	1,840	92
Daviess	19,170	90	19,600	92
Edmonson	1,490	71	1,900	90
Elliott	1,270	85	1,230	82
Estill	1,940	57	3,120	92
Fayette	36,240	89	38,670	95
Fleming	2,440	79	2,820	91
Floyd	7,190	81	7,910	89
Franklin	8,050	88	8,560	94
Fulton	2,680	84	2,880	90
Gallatin	1,050	87	1,080	90
Garrard	2,260	78	2,750	95
Grant	2,480	86	2,670	92
Graves	8,590	89	8,770	90
Grayson	3,270	76	3,940	92
Green	2,600	77	3,130	92
Greenup	7,350	90	7,410	90
Hancock	1,280	80	1,340	84
Hardin	13,370	91	13,700	93
Harlan	8,710	78	10,180	91
Harrison	3,710	86	4,120	96
Hart	3,330	83	3,740	94
Henderson	9,240	88	9,400	90
Henry	2,880	85	3,220	95
Hickman	1,650	87	1,740	92
Hopkins	10,270	83	11,220	91
Jackson	1,230	49	2,330	93
Jefferson	178,880	94	178,400	94
Jessamine	2,870	76	3,550	93
Johnson	3,830	80	4,370	91
Kenton	35,900	95	35,610	95
Knott	2,110	59	3,090	86
Knox	4,040	70	5,390	93
Larue	2,550	85	2,730	91
Laurel	4,520	71	5,860	92
Lawrence	2,520	84	2,560	85
Lee	880	52	1,560	92
Leslie	910	46	1,810	90
Letcher	4,590	70	5,870	89
Lewis	2,660	76	3,200	92
Lincoln	3,220	73	4,140	94
Livingston	1,860	85	1,890	86
Logan	5,210	85	5,440	89
Lyon	1,190	79	1,300	87
McCracken	17,350	91	17,270	90
McCreary	1,600	64	2,190	88
Mclean	2,370	85	2,490	89
Madison	7,240	76	8,990	95
Magoffin	1,640	68	2,160	90
Marion	3,600	88	3,760	92
Marshall	4,960	90	5,040	92
Martin	1,560	71	1,710	78
Mason	4,770	85	5,230	93
Meade	5,180	92	5,270	94
Menifee	760	69	970	88
Mercer	3,770	82	4,430	96
Metcalfe	1,800	78	2,090	91
Monroe	2,670	84	2,900	91
Montgomery	2,830	71	3,830	96
Morgan	1,900	70	2,340	87
Muhlenberg	6,580	85	6,830	89
Nelson	4,750	88	5,040	93
Nicholas	1,550	77	1,860	93
Ohio	4,070	81	4,270	85
Oldham	2,820	91	2,870	93
Owen	1,940	81	2,110	88
Owsley	490	41	1,010	84
Pendleton	2,760	92	2,780	93
Perry	4,820	67	6,600	92
Pike	12,020	80	13,110	87
Powell	910	53	1,500	88
Pulaski	6,480	68	9,170	97
Robertson	680	86	730	91
Rockcastle	1,780	57	2,830	91
Rowan	2,540	77	3,160	96
Russell	2,080	72	2,720	94
Scott	3,750	83	4,280	95
Shelby	4,910	89	5,050	92
Simpson	3,000	86	3,380	97
Spencer	1,420	89	1,420	89
Taylor	3,740	78	4,620	96
Todd	2,710	85	2,810	88
Trigg	2,110	84	2,150	86
Trimble	1,230	88	1,300	93
Union	3,530	84	3,590	85
Warren	11,690	86	12,550	92
Washington	2,420	86	2,600	93
Wayne	1,900	53	3,370	94
Webster	3,500	78	3,900	87
Whitley	5,070	77	6,100	92
Wolfe	870	58	1,280	85
Woodford	2,820	83	3,230	95
State total	736,560	85	795,700	92

LOUISIANA

Acadia	11,880	86	12,750	92
Allen	4,450	81	4,960	90
Ascension	6,210	81	6,790	88
Assumption	3,550	79	3,680	82
Avoyelles	8,670	83	9,390	89
Beauregard	4,240	77	4,840	88
Bienville	3,560	79	4,050	90
Bossier	15,150	91	15,460	93
Caddo	63,750	91	65,260	93
Calcasieu	40,080	92	40,070	92
Caldwell	1,800	78	1,850	81
Cameron	1,610	85	1,720	90
Catahoula	2,140	69	2,580	83
Claiborne	4,040	78	4,640	89
Concordia	4,360	73	5,160	86
De Soto	5,240	78	6,050	90
East Baton Rouge	61,840	92	63,500	95
East Carroll	2,470	70	2,860	82
East Feliciana	2,600	72	2,960	82
Evangeline	6,740	77	8,050	92
Franklin	5,280	82	5,610	88
Grant	3,080	79	3,500	90
Iberia	12,930	89	12,920	89
Iberville	6,600	83	6,960	87
Jackson	3,890	83	4,260	91
Jefferson	61,350	94	60,350	93
Jefferson Davis	7,220	85	7,650	90
Lafayette	22,670	90	22,880	91
Lafourche	14,030	91	13,490	87
La Salle	3,100	80	3,390	87
Lincoln	6,560	89	6,670	90
Livingston	6,320	82	6,870	89
Madison	3,090	72	3,760	87
Morehouse	7,640	84	8,120	89
Natchitoches	6,590	72	8,110	89
Orleans	178,800	91	177,030	90
Ouachita	28,730	91	28,790	91
Plaquemines	5,630	89	5,520	88
Pointe Coupee	4,420	79	4,860	87
Rapides	28,650	90	28,470	90
Red River	1,930	74	2,260	87
Richland	4,800	81	5,130	87
Sabine	3,440	69	4,500	90
St. Bernard	9,070	97	8,800	94
St. Charles	5,320	90	5,520	94
St. Helena	1,570	71	1,850	84
St. James	3,650	85	3,780	88
St. John the Bapt.	3,980	85	4,180	89
St. Landry	16,380	80	17,750	87
St. Martin	6,270	86	6,200	85
St. Mary	12,400	89	12,110	87
St. Tammany	10,230	89	10,120	88
Tangipahoa	14,000	84	14,660	88
Tensas	2,000	69	2,350	81
Terrebonne	14,680	90	14,370	88
Union	4,120	86	4,280	89
Vermilion	10,090	89	10,130	89
Vernon	4,120	76	4,780	89
Washington	10,770	83	11,890	92
Webster	10,430	86	10,840	90
West Baton Rouge	3,340	84	3,650	91
West Carroll	2,900	81	3,030	84
West Feliciana	1,640	75	1,980	90
Winn	3,610	77	4,200	89
State total	831,700	88	854,190	90

MAINE

Androscoggin	25,430	95	25,460	95
Aroostock	23,920	90	25,180	95
Cumberland	53,380	95	52,980	94
Franklin	4,970	87	5,100	90
Hancock	9,560	94	8,910	87
Kennebec	24,080	93	23,930	92
Knox	8,120	89	8,470	93
Lincoln	5,340	92	5,380	93
Oxford	12,040	94	11,700	91
Penobscot	34,180	94	33,230	91
Piscataquis	4,630	93	4,430	89
Sagadahoc	6,410	92	6,450	92
Somerset	10,660	92	10,720	92
Waldo	6,070	91	5,960	89
Washington	8,890	90	8,740	88
York	29,020	95	28,610	94
State total	266,700	93	265,250	93

MARYLAND

Allegany	23,070	91	23,830	94
Anne Arundel	55,730	95	56,260	96
Baltimore	419,140	97	418,580	97
Calvert	3,660	87	3,750	89
Caroline	5,260	86	5,490	90
Carroll	14,150	95	14,330	96
Cecil	12,580	95	12,000	90
Charles	7,550	89	7,490	88
Dorchester	7,920	86	8,770	95
Frederick	19,780	93	19,670	93
Garrett	4,440	81	4,940	90
Harford	21,310	94	21,040	93
Howard	10,030	95	10,090	95
Kent	4,250	90	4,330	92
Montgomery	104,300	96	105,560	97
Prince Georges	107,040	96	105,890	95
Queen Annes	4,500	88	4,620	91
St. Marys	8,870	91	8,900	92
Somerset	4,550	80	5,270	92
Talbot	6,450	91	6,650	94
Washington	26,110	92	27,090	95
Wicomico	14,100	90	14,770	95
Worcester	5,850	80	6,660	91
State total	890,640	95	895,980	96

MASSACHUSETTS

Barnstable	22,900	94	23,280	95
Berkshire	41,740	94	43,020	97
Bristol	122,150	96	121,290	96
Dukes	1,700	85	1,910	96
Essex	173,480	96	173,640	96
Franklin	15,410	90	16,510	96
Hampden	128,560	95	129,900	96
Hampshire	26,720	92	27,920	97
Middlesex	353,690	96	358,920	97
Nantucket	1,060	89	1,180	99
Norfolk	150,330	97	152,140	98
Plymouth	75,740	96	76,090	96
Suffolk	221,360	92	230,540	96
Worcester	168,610	95	171,510	97
State total	1,503,450	95	1,527,850	97

MICHIGAN

Alcona	1,620	85	1,720	90
Alger	2,230	89	2,340	94
Allegan	16,380	95	16,660	96
Alpena	6,950	83	8,190	98
Antrim	2,820	91	2,740	88
Arenac	2,640	91	2,600	90
Baraga	1,890	90	2,020	96
Barry	8,760	94	8,830	95
Bay	30,150	95	30,300	96
Benzie	2,130	89	2,180	91
Berrien	44,290	93	44,980	95
Branch	9,680	94	9,750	95
Calhoun	41,230	95	41,210	95
Cass	10,660	94	10,690	94
Charlevoix	3,730	91	3,870	94
Cheboygan	3,570	85	4,030	96
Chippewa	8,800	89	9,450	96
Clare	3,420	90	3,630	95
Clinton	10,620	96	10,760	97
Crawford	1,310	87	1,370	92
Delta	9,200	90	10,000	98
Dickinson	7,130	94	7,380	97
Eaton	14,290	95	14,310	95
Emmet	4,200	87	4,640	97
Genesee	108,070	96	107,500	95
Gladwin	2,990	91	3,130	95
Gogebic	6,940	89	7,630	98
Grand Traverse	8,710	91	9,050	94
Gratiot	9,960	93	10,130	95
Hillsdale	9,600	91	10,040	96
Houghton	9,020	86	10,300	98
Huron	8,780	91	9,340	97
Ingham	60,200	94	61,120	96
Ionia	11,760	96	11,780	96
Iosco	5,930	94	5,990	95
Iron	4,940	91	5,310	98
Isabella	8,490	91	9,010	97
Jackson	37,270	95	37,420	96
Kalamazoo	48,690	95	49,490	96
Kalkaska	1,150	88	1,170	90
Kent	106,880	94	110,120	97
Keweenaw	720	90	740	93
Lake	1,550	86	1,610	89
Lapeer	10,670	95	10,560	94
Leelanau	2,610	90	2,650	91
Lenawee	21,320	94	21,720	96
Livingston	10,990	96	11,170	97
Luce	1,450	85	1,510	89
Mackinas	2,740	89	2,970	96
Macomb	119,280	97	118,120	97
Manistee	5,500	92	5,770	96
Marquette	15,570	94	16,070	97
Mason	5,920	86	6,580	95
Mecosta	5,290	91	5,420	93
Menominee	6,710	93	6,850	95
Midland	14,410	96	14,520	97
Missaukee	1,630	86	1,740	92
Monroe	28,490	96	28,480	96
Montcalm	10,790	94	10,780	94
Montmorency	1,140	81	1,330	95
Muskegon	41,980	95	42,620	96
Newaygo	6,760	91	6,920	94
Oakland	207,710	97	206,320	97
Oceana	4,190	87	4,420	92
Ogemaw	2,640	91	2,640	91
Ontonagon	2,610	82	3,010	94
Osceola	3,740	91	3,800	93
Oscoda	960	80	1,070	90
Otsego	2,100	92	2,270	99
Ottawa	27,490	94	28,530	98
Presque Isle	2,880	80	3,520	98
Roscommon	2,470	95	2,440	94
Saginaw	53,350	95	52,710	94
St. Clair	30,780	95	31,200	96
St. Joseph	12,970	95	12,950	95
Sanilac	8,830	92	9,260	97
Schoolcraft	2,190	84	2,450	94
Shiawassee	15,520	95	15,400	94
Tuscola	11,550	94	11,730	95
Van Buren	14,870	95	14,710	94
Washtenaw	46,240	91	48,370	95
Wayne	761,450	95	762,250	95
Wexford	5,120	93	5,260	96
State total	2,232,260	95	2,254,620	96

MINNESOTA

Aitkin	3,430	90	3,660	96
Anoka	24,750	98	24,410	97
Becker	5,880	87	6,510	96
Beltrami	4,470	71	5,960	95
Benton	4,220	92	4,480	97
Big Stone	2,360	91	2,520	97
Blue Earth	12,060	92	12,770	98
Brown	7,200	89	7,950	98
Carlton	7,440	94	7,590	96
Carver	5,920	96	5,910	95
Cass	3,600	72	4,610	92
Chippewa	4,220	86	4,860	99
Chisago	3,770	92	3,990	97
Clay	10,830	96	11,040	98
Clearwater	1,840	74	2,330	93
Cook	850	85	900	90
Cottonwood	3,750	78	4,700	98
Crow Wing	8,640	87	9,350	94
Dakota	22,960	96	23,040	97
Dodge	3,500	90	3,690	95
Douglas	5,630	88	6,270	98
Faribault	6,520	92	6,880	97
Fillmore	6,350	92	6,660	97
Freeborn	10,980	94	11,210	96
Goodhue	9,450	94	9,660	96
Grant	2,330	93	2,480	99
Hennepin	257,330	95	262,660	97
Houston	4,320	92	4,560	97
Hubbard	2,060	71	2,790	96
Isanti	3,270	91	3,470	96
Itasca	9,960	90	10,210	92
Jackson	4,000	89	4,420	98
Kanabec	2,310	89	2,520	97
Kandiyohi	7,440	88	8,350	98
Kittson	1,880	78	2,350	98
Koochiching	3,960	78	4,910	96
Lac Qui Parle	3,550	89	3,940	99
Lake	4,210	94	4,270	95
Lake of the Wood	690	53	1,280	98
Le Sueur	5,620	92	5,920	97
Lincoln	2,500	89	2,720	97
Lyon	5,590	86	6,450	99
McLeod	6,920	94	7,250	98
Mahnoman	1,380	86	1,520	95
Marshall	3,350	86	3,830	98
Martin	7,580	91	8,220	99
Meeker	5,060	90	5,490	98
Mille Lacs	3,850	89	4,140	96
Morrison	6,040	85	6,860	97
Mower	13,500	95	13,580	96
Murray	3,600	92	3,810	98
Nicollet	5,250	92	5,560	98
Nobles	6,210	94	6,490	98

NIELSEN RADIO-TV HOMES continued (Minnesota)

County	TV Homes	%	Radio Homes	%
Norman	2,930	86	3,290	97
Olmsted	18,650	95	19,050	97
Otter Tail	12,400	87	13,860	98
Pennington	3,070	83	3,670	99
Pine	4,290	87	4,650	95
Pipestone	3,680	92	3,920	98
Polk	9,590	90	10,450	99
Pope	2,830	83	3,320	98
Ramsey	123,820	95	124,990	96
Red Lake	1,330	88	1,460	97
Redwood	5,280	84	6,210	99
Renville	5,920	87	6,720	99
Rice	9,310	93	9,770	98
Rock	3,050	95	3,160	99
Roseau	2,130	63	3,350	99
St. Louis	68,930	94	70,290	96
Scott	5,970	96	5,830	94
Sherburne	3,150	93	3,260	96
Sibley	4,150	92	4,380	97
Stearns	18,330	92	19,580	98
Steele	7,040	94	7,250	97
Stevens	2,890	90	3,140	98
Swift	3,800	88	4,220	98
Todd	5,520	82	6,480	97
Traverse	2,090	91	2,260	98
Wabasha	4,620	92	4,760	95
Wadena	2,760	77	3,450	96
Waseca	4,730	93	4,990	98
Washington	14,700	96	14,670	96
Watonwan	3,800	88	4,270	99
Wilkin	2,810	94	2,940	98
Winona	10,820	90	11,630	97
Wright	7,990	92	8,430	97
Yellow Medicine	3,530	78	4,190	93
State total	950,290	92	994,890	97

MISSISSIPPI

Adams	8,160	77	9,040	85
Alcorn	5,680	79	6,760	94
Amite	2,380	68	3,060	87
Attala	3,700	70	4,600	87
Benton	1,350	75	1,640	91
Bolivar	7,910	62	11,260	89
Calhoun	3,110	76	3,890	95
Carroll	1,280	56	2,020	88
Chickasaw	3,220	75	3,970	92
Choctaw	1,400	66	1,930	92
Claiborne	1,650	63	2,230	86
Clarke	3,230	77	3,530	84
Clay	3,920	77	4,580	90
Coahoma	8,020	68	10,470	89
Copiah	5,230	78	5,740	86
Covington	2,480	75	2,870	87
De Soto	4,130	74	4,810	86
Forrest	13,470	87	13,920	90
Franklin	1,600	67	1,940	81
George	2,440	87	2,320	83
Greene	1,360	68	1,720	86
Grenada	3,590	70	4,420	88
Hancock	3,380	83	3,740	91
Harrison	31,920	90	31,020	89
Hinds	49,880	90	51,210	92
Holmes	4,930	68	5,360	87
Humphreys	2,770	68	3,310	81
Issaquena	470	59	650	81
Itawamba	3,190	80	3,620	91
Jackson	15,430	89	15,730	90
Jasper	3,220	78	3,620	88
Jefferson	1,320	55	2,070	86
Jefferson Davis	2,140	67	2,740	86
Jones	14,140	87	14,890	92
Kemper	1,740	67	2,130	82
Lafayette	3,850	77	4,480	90
Lamar	2,980	81	3,200	86
Lauderdale	17,340	88	18,050	92
Lawrence	1,770	71	2,150	86
Leake	3,510	78	3,860	86
Lee	9,980	83	11,130	92
Leflore	8,340	71	10,690	91
Lincoln	5,600	77	6,580	90
Lowndes	10,850	85	11,690	91
Madison	5,570	74	6,630	88
Marion	4,500	73	5,590	90
Marshall	3,760	72	4,510	87
Monroe	7,420	82	8,010	88
Montgomery	2,300	66	3,190	91
Neshoba	4,180	79	4,750	90
Newton	3,890	79	4,340	89
Noxubee	2,350	62	3,310	87
Oktibbeha	4,400	71	5,570	90
Panola	5,520	80	6,130	89
Pearl River	5,090	82	5,560	90
Perry	1,770	77	1,990	86
Pike	7,490	76	8,930	91
Pontotoc	3,710	79	4,110	88
Prentiss	3,960	81	4,490	92
Quitman	3,090	69	3,830	85
Rankin	6,530	82	7,000	88
Scott	4,330	79	4,820	88
Sharkey	1,580	66	2,070	86
Simpson	4,100	80	4,530	89
Smith	2,620	75	2,950	84
Stone	1,530	81	1,630	86
Sunflower	6,090	63	8,500	88
Tallahatchie	3,320	64	4,540	87
Tate	3,290	76	3,940	92
Tippah	3,220	82	3,340	86
Tishomingo	2,880	74	3,440	88
Tunica	2,410	67	3,090	86
Union	4,560	88	4,790	92
Walthall	2,240	70	2,740	86
Warren	10,150	80	11,190	88
Washington	15,790	74	18,850	89
Wayne	2,880	72	3,520	88
Webster	2,010	72	2,580	92
Wilkinson	1,920	60	2,760	86
Winston	3,380	73	4,290	93
Yalobusha	2,150	67	2,840	89
Yazoo	5,870	75	6,870	88
State total	448,440	78	509,860	89

MISSOURI

Adair	6,070	91	6,360	95
Andrew	3,320	92	3,430	95
Atchison	2,560	91	2,680	96
Audrain	7,950	92	8,140	95
Barry	5,110	87	5,480	93
Barton	3,270	88	3,430	93
Bates	4,760	87	5,240	95
Benton	2,540	82	2,920	94
Bollinger	2,170	84	2,480	95
Boone	15,080	91	15,840	96
Buchanan	27,040	93	26,920	92
Butler	9,060	84	9,640	89
Caldwell	2,870	92	2,960	96
Callaway	5,920	91	6,100	94
Camden	2,730	85	2,990	94
Cape Girardeau	12,320	92	12,580	94
Carroll	4,010	89	4,330	96
Carter	820	63	1,190	92
Cass	9,340	93	9,590	96
Cedar	2,620	84	2,950	95
Chariton	3,340	83	3,740	93
Christian	3,590	90	3,720	93
Clark	2,500	89	2,630	94
Clay	29,140	96	29,550	97
Clinton	3,620	91	3,810	95
Cole	11,400	95	11,470	96
Cooper	4,330	90	4,570	95
Crawford	3,270	78	3,860	92
Dade	2,140	89	2,210	92
Dallas	2,660	89	2,790	93
Daviess	2,890	90	3,040	95
De Kalb	2,200	88	2,370	95
Dent	2,630	75	3,250	93
Douglas	2,110	84	2,330	93
Dunklin	9,890	88	10,140	90
Franklin	13,530	94	13,690	95
Gasconade	3,410	85	3,700	93
Gentry	2,530	87	2,690	93
Greene	40,810	94	40,760	94
Grundy	3,740	87	4,180	97
Harrison	3,380	89	3,690	97
Henry	5,760	89	6,190	95
Hickory	1,370	85	1,490	93
Holt	2,190	84	2,440	94
Howard	3,050	90	3,220	95
Howell	5,060	72	6,620	95
Iron	1,780	81	1,980	90
Jackson	203,450	93	204,390	94
Jasper	25,450	92	25,280	92
Jefferson	20,210	95	19,910	94
Johnson	8,420	92	8,860	96
Knox	2,000	91	2,030	92
Laclede	5,340	88	5,720	94
Lafayette	7,550	92	7,840	96
Lawrence	6,670	87	7,210	94
Lewis	3,120	89	3,310	95
Lincoln	4,500	90	4,620	92
Linn	5,030	87	5,580	96
Livingston	4,740	88	5,110	95
McDonald	3,390	89	3,360	89
Macon	5,140	90	5,360	94
Madison	2,480	85	2,640	91
Maries	1,880	86	2,070	94
Marion	9,260	93	9,510	95
Mercer	1,520	85	1,680	93
Miller	3,930	89	4,180	95
Mississippi	4,860	88	4,540	83
Moniteau	3,150	90	3,210	92
Monroe	3,310	92	3,450	96
Montgomery	3,390	89	3,630	96
Morgan	2,840	89	2,980	93
New Madrid	6,560	86	6,400	84
Newton	9,050	92	9,100	93
Nodaway	6,010	90	6,520	97
Oregon	1,900	63	2,860	95
Osage	2,580	83	2,980	96
Ozark	1,510	79	1,770	93
Pemiscot	8,350	86	8,440	87
Perry	3,650	87	3,940	94
Pettis	11,100	90	11,480	93
Phelps	6,610	84	7,360	93
Pike	4,950	88	5,050	90
Platte	7,270	94	7,410	96
Polk	3,880	86	4,240	94
Pulaski	7,980	88	8,230	90
Putnam	2,150	93	2,220	97
Ralls	2,420	93	2,510	97
Randolph	7,060	91	7,570	97
Ray	4,990	92	5,070	94
Reynolds	1,020	73	1,250	89
Ripley	1,850	66	2,510	90
St. Charles	15,900	95	15,810	95
St. Clair	2,410	83	2,700	93
St. Francois	10,200	92	10,580	95
St. Louis	449,370	96	443,730	95
Ste. Genevieve	3,010	91	3,160	96
Saline	7,090	90	7,640	97
Schuyler	1,410	83	1,610	95
Scotland	2,010	91	2,100	95
Scott	8,840	92	8,640	90
Shannon	1,240	62	1,840	92
Shelby	2,770	89	2,980	96
Stoddard	7,590	90	7,560	90
Stone	1,950	81	2,300	96
Sullivan	2,480	88	2,730	97
Taney	3,040	89	3,220	95
Texas	4,140	77	4,930	91
Vernon	5,550	87	6,120	96
Warren	2,460	88	2,700	97
Washington	3,440	86	3,560	89
Wayne	2,120	82	2,370	91
Webster	3,610	86	3,760	90
Worth	1,120	94	1,170	97
Wright	3,490	79	4,100	93
State total	1,289,640	92	1,314,070	94

MONTANA

Beaverhead	1,700	74	2,090	91
Big Horn	1,920	77	2,350	94
Blaine	1,610	70	2,170	94
Broadwater	630	79	760	95
Carbon	2,140	86	2,470	99
Carter	560	70	750	94
Cascade	22,660	93	23,470	96
Chouteau	1,950	89	2,170	99
Custer	3,190	76	4,090	97
Daniels	910	82	1,050	95
Dawson	3,210	84	3,720	98
Deer Lodge	4,660	91	4,860	95
Fallon	960	80	1,110	92
Fergus	3,430	78	4,310	98
Flathead	8,950	88	9,990	98
Gallatin	6,820	84	7,980	99
Garfield	300	50	590	98
Glacier	2,570	80	2,950	92
Golden Valley	300	76	380	96
Granite	880	88	940	94
Hill	4,970	87	5,490	96
Jefferson	910	82	1,050	95
Judith Basin	710	79	860	96
Lake	3,410	87	3,750	96
Lewis and Clark	7,970	85	9,060	96
Liberty	610	87	690	98
Lincoln	3,280	84	3,560	91
McCone	720	80	870	97
Madison	1,450	90	1,530	96
Meagher	590	74	770	96
Mineral	880	88	890	89
Missoula	12,570	87	13,770	96
Musselshell	1,190	79	1,400	93
Park	3,730	85	4,290	98
Petroleum	220	73	300	100
Phillips	1,250	69	1,740	97
Pondera	1,960	89	2,040	93
Powder River	430	62	620	89
Powell	1,650	83	1,750	87
Prairie	480	69	660	94
Ravalli	3,410	85	3,540	89
Richland	2,610	87	2,920	97
Roosevelt	2,820	88	2,910	91
Rosebud	1,240	73	1,480	87
Sanders	1,660	72	1,920	83
Sheridan	1,700	90	1,820	96
Silver Bow	13,890	92	14,270	95
Stillwater	1,580	93	1,660	98
Sweet Grass	790	72	1,090	99
Teton	1,880	90	2,030	97
Toole	2,030	88	2,250	98
Treasure	310	78	370	92
Valley	4,500	78	5,500	95
Wheatland	640	79	800	100
Wibaux	430	86	500	100
Yellowstone	24,460	94	25,380	98
State total	182,280	86	201,730	96

NEBRASKA

Adams	8,510	93	8,680	95
Antelope	2,520	84	2,910	97
Arthur	180	88	200	100
Banner	380	94	390	97
Blaine	210	68	290	95
Boone	2,250	90	2,370	95
Box Butte	3,250	90	3,570	99
Boyd	1,180	84	1,400	100
Brown	1,190	79	1,410	94
Buffalo	7,640	93	7,810	95
Burt	2,930	95	2,980	96
Butler	2,750	89	3,010	97
Cass	5,280	94	5,310	95
Cedar	3,350	93	3,550	99
Chase	1,290	92	1,380	98
Cherry	2,200	88	2,330	93
Cheyenne	4,090	89	4,430	96
Clay	2,820	97	2,830	98
Colfax	2,830	88	3,130	98
Cuming	3,360	91	3,600	97
Custer	4,170	85	4,790	98
Dakota	3,460	96	3,380	94
Dawes	2,470	82	2,850	95
Dawson	5,540	92	5,650	94
Deuel	910	91	980	98
Dixon	2,170	94	2,230	97
Dodge	10,770	95	10,870	96
Douglas	107,220	95	106,090	94
Dundy	880	88	950	95
Fillmore	2,870	93	2,960	96
Franklin	1,560	92	1,610	95
Frontier	1,290	92	1,380	98
Furnas	2,090	87	2,360	99
Gage	7,540	92	7,960	97
Garden	870	79	1,070	98
Garfield	680	85	780	97
Gosper	750	94	790	98
Grant	220	75	260	87
Greeley	990	82	1,130	95
Hall	11,030	94	11,150	95
Hamilton	2,530	94	2,630	98
Harlan	1,380	92	1,490	99
Hayes	540	90	580	97
Hitchcock	1,390	93	1,470	98
Holt	2,960	76	3,740	96
Hooker	400	100	360	91
Howard	1,880	89	1,990	95
Jefferson	3,260	91	3,370	94
Johnson	1,810	91	1,970	98
Kearney	2,030	97	2,050	98
Keith	2,350	94	2,440	98
Keya Paha	450	89	500	100
Kimball	2,500	96	2,530	97
Knox	3,080	81	3,670	97
Lancaster	48,670	95	49,240	96
Lincoln	8,290	92	8,640	96
Logan	240	79	290	97
Loup	270	89	290	100
McPherson	150	76	300	100
Madison	7,060	88	7,790	97
Merrick	2,420	90	2,570	95
Morrill	1,620	85	1,830	96
Nance	1,490	87	1,620	96
Nemaha	2,430	90	2,580	96
Nuckolls	2,210	88	2,470	99
Otoe	4,850	93	4,980	96
Pawnee	1,360	85	1,590	99
Perkins	1,260	97	1,280	99
Phelps	3,060	96	3,080	96
Pierce	2,360	91	2,550	98
Platte	6,820	93	6,770	93
Polk	2,210	96	2,280	99
Redwillow	3,970	92	4,090	95
Richardson	3,990	91	4,320	98
Rock	680	85	790	99
Saline	3,780	92	3,990	97
Sarpy	8,770	97	8,600	96
Saunders	5,060	94	5,220	97
Scotts Bluff	9,190	90	9,950	98
Seward	3,630	88	3,940	96
Sheridan	2,400	89	2,600	96
Sherman	1,400	88	1,530	95
Sioux	690	87	790	98
Stanton	1,490	88	1,660	98
Thayer	2,550	91	2,710	97
Thomas	210	71	290	96
Thurston	1,620	90	1,690	94
Valley	1,650	83	1,890	94
Washington	3,470	96	3,410	95
Wayne	2,780	96	2,860	99
Webster	1,770	93	1,830	96
Wheeler	330	82	390	97
York	4,000	89	4,420	98
State total	412,450	92	426,640	96

NEVADA

Churchill	2,480	92	2,490	92
Clark	48,370	93	47,660	92
Douglas	1,080	83	1,300	100
Elko	2,650	68	3,550	91
Esmeralda	90	47	190	93
Eureka	170	55	300	100
Humboldt	1,680	84	1,850	93
Lander	330	66	450	89
Lincoln	540	78	690	98
Lyon	1,860	81	2,160	94
Mineral	1,620	85	1,700	89
Nye	1,000	63	1,350	84
Ormsby	2,420	90	2,530	94
Pershing	920	84	1,040	94
Storey	160	78	200	100
Washoe	29,920	91	31,060	94
White Pine	2,610	84	2,850	92
State total	97,900	90	101,370	93

NEW HAMPSHIRE

Belknap	8,350	95	8,370	95
Carroll	4,740	93	4,770	94
Cheshire	12,390	90	12,860	94
Coos	10,390	94	10,010	91
Grafton	12,590	89	12,870	91
Hillsborough	53,820	95	54,130	96
Merrimack	18,770	93	19,150	95
Rockingham	29,600	95	29,700	96
Strafford	16,630	94	17,080	97
Sullivan	7,680	88	8,260	95
State total	174,960	94	177,200	95

NEW JERSEY

Atlantic	51,510	94	51,720	94
Bergen	250,050	98	249,720	98

County	TV Homes	%	Radio Homes	%
Burlington	60,950	97	60,290	96
Camden	119,070	97	118,310	97
Cape May	16,170	95	16,130	94
Cumberland	32,090	96	31,020	93
Essex	278,300	95	279,550	96
Gloucester	41,500	97	40,650	95
Hudson	186,040	96	186,430	96
Hunterdon	16,570	95	16,760	96
Mercer	76,680	95	76,390	95
Middlesex	132,240	97	130,740	96
Monmouth	102,200	97	101,670	96
Morris	79,220	98	79,170	98
Ocean	37,070	97	35,870	94
Passaic	128,260	96	128,140	96
Salem	17,350	95	16,940	93
Somerset	42,910	97	42,930	97
Sussex	15,070	95	15,180	96
Union	157,350	97	156,780	97
Warren	19,170	95	19,530	97
State total	1,859,770	96	1,853,920	96

NEW MEXICO

Bernalillo	78,560	93	80,180	95
Catron	440	55	780	97
Chaves	17,370	92	17,610	93
Colfax	2,680	74	3,340	93
Curry	8,940	89	9,490	94
De Baca	770	86	790	88
Dona Ana	14,630	87	15,580	92
Eddy	13,640	90	14,270	95
Grant	3,720	76	4,620	94
Guadalupe	930	72	1,110	85
Harding	240	61	380	95
Hidalgo	1,020	73	1,280	92
Lea	15,600	90	15,730	91
Lincoln	1,840	80	2,050	89
Los Alamos	3,680	92	3,920	98
Luna	2,390	83	2,640	91
McKinley	5,390	66	6,900	84
Mora	580	45	1,080	83
Otero	8,010	89	8,360	93
Quay	2,790	80	3,280	94
Rio Arriba	3,870	69	4,710	84
Roosevelt	4,060	86	4,440	94
Sandoval	2,410	73	2,720	83
San Juan	11,130	73	13,680	89
San Miguel	3,520	66	4,750	90
Santa Fe	10,770	87	11,300	91
Sierra	1,730	72	2,180	91
Socorro	2,350	87	2,460	91
Taos	2,330	61	3,000	79
Torrance	1,190	79	1,340	89
Union	1,090	68	1,530	95
Valencia	9,040	85	9,470	89
State total	236,710	86	254,970	92

NEW YORK

Albany	84,000	95	85,760	97
Allegany	11,430	91	12,040	96
Bronx	437,290	95	446,590	97
Broome	63,220	96	64,150	97
Cattaraugus	22,460	94	23,160	97
Cayuga	20,220	93	20,830	96
Chautauqua	44,470	95	45,360	97
Chemung	28,270	93	29,390	97
Chenango	11,960	93	12,330	96
Clinton	18,620	96	18,510	95
Columbia	13,960	94	14,270	96
Cortland	11,700	94	12,070	97
Delaware	11,460	90	12,290	96
Dutchess	47,190	94	48,690	97
Erie	322,410	96	325,090	97
Essex	9,510	94	9,490	94
Franklin	11,700	92	11,930	94
Fulton	15,890	95	16,110	96
Genesee	15,750	96	15,830	97
Greene	9,610	94	9,870	97
Hamilton	1,270	91	1,240	88
Herkimer	19,560	95	20,100	97
Jefferson	25,110	95	25,400	96
Kings	789,850	94	808,960	97
Lewis	5,860	93	6,090	97
Livingston	11,680	94	12,080	97
Madison	15,300	95	15,500	96
Monroe	178,460	96	181,180	97
Montgomery	17,040	94	17,840	98
Nassau	399,930	98	399,970	98
New York County	552,310	84	622,470	94
Niagara	72,510	96	72,290	96
Oneida	76,570	95	77,650	97
Onondaga	126,530	96	128,240	97
Ontario	19,300	96	19,670	97
Orange	54,170	94	55,200	96
Orleans	9,850	94	9,990	95
Oswego	23,990	96	24,020	96
Otsego	14,290	92	14,850	95
Putnam	9,860	95	9,920	95
Queens	591,390	97	596,410	98
Rensselaer	41,760	94	42,620	96
Richmond	62,710	97	62,470	97
Rockland	37,620	95	38,180	97
St. Lawrence	28,440	94	28,720	95
Saratoga	26,500	96	26,410	96
Schenectady	47,900	96	48,250	97
Schoharie	6,060	92	6,400	97
Schuyler	4,090	91	4,280	95
Seneca	8,490	96	8,410	96
Steuben	27,100	93	27,970	96
Suffolk	199,160	97	198,400	97
Sullivan	13,200	90	13,750	94
Tioga	10,780	95	10,970	96
Tompkins	16,720	85	18,820	96
Ulster	35,360	91	37,000	96
Warren	13,120	93	13,300	94
Washington	13,140	95	13,070	94
Wayne	19,690	95	19,800	95
Westchester	251,380	96	254,670	98
Wyoming	9,470	97	9,560	98
Yates	5,240	92	5,500	97
State total	5,103,880	94	5,241,380	97

NORTH CAROLINA

Alamance	23,100	92	22,830	91
Alexander	3,760	87	3,690	86
Alleghany	1,740	79	2,040	93
Anson	4,810	80	5,290	88
Ashe	3,850	77	4,660	93
Avery	2,240	77	2,490	86
Beaufort	8,300	87	7,690	81
Bertie	4,360	77	4,500	79
Bladen	4,870	73	5,580	83
Brunswick	4,060	81	4,020	80
Buncombe	34,480	88	35,950	92
Burke	12,830	90	12,810	90
Cabarrus	18,560	93	17,880	89
Caldwell	12,170	90	11,840	88
Camden	1,330	88	1,260	84
Carteret	7,070	85	7,020	85
Caswell	3,780	84	4,060	90
Catawba	20,270	93	20,320	93
Chatham	6,070	85	6,600	93
Cherokee	3,190	76	3,700	88
Chowan	2,510	84	2,560	85
Clay	1,080	72	1,400	93
Cleveland	15,770	90	15,170	87
Columbus	9,500	81	10,050	85
Craven	14,430	91	13,710	86
Cumberland	33,680	88	34,160	89
Currituck	1,480	78	1,560	82
Dare	1,400	74	1,680	88
Davidson	21,400	90	21,120	89
Davie	3,880	82	4,230	90
Duplin	8,280	82	8,380	83
Durham	28,390	88	29,920	93
Edgecombe	11,610	87	11,050	83
Forsyth	53,640	92	54,670	93
Franklin	5,400	78	6,080	88
Gaston	33,430	92	32,120	88
Gates	1,770	77	1,910	83
Graham	1,210	76	1,280	80
Granville	6,290	83	6,790	89
Greene	3,130	84	3,070	83
Guilford	68,210	92	67,910	92
Halifax	10,950	78	11,830	85
Harnett	10,720	86	10,730	86
Haywood	9,690	84	10,300	90
Henderson	9,590	86	10,020	90
Hertford	4,560	84	4,440	82
Hoke	2,690	77	2,970	85
Hyde	1,000	67	1,240	83
Iredell	16,380	90	16,310	90
Jackson	3,480	81	3,960	92
Johnston	13,870	85	14,380	88
Jones	2,110	84	1,910	76
Lee	6,440	87	6,620	89
Lenoir	13,050	88	12,940	87
Lincoln	6,630	85	6,920	89
McDowell	6,360	86	6,560	89
Macon	2,750	69	3,680	92
Madison	2,910	71	3,740	91
Martin	5,580	86	5,270	81
Mecklenburg	77,210	92	76,940	92
Mitchell	2,810	80	3,160	90
Montgomery	4,380	88	4,260	85
Moore	8,510	83	9,160	89
Nash	12,990	85	12,940	85
New Hanover	19,410	90	18,810	87
Northampton	4,660	78	5,040	84
Onslow	16,930	85	17,390	87
Orange	9,770	84	10,720	92
Pamlico	2,170	87	1,910	77
Pasquotank	5,820	86	6,060	89
Pender	3,420	74	3,740	81
Perquimans	2,070	86	2,060	86
Person	5,780	86	5,910	88
Pitt	15,710	88	15,000	84
Polk	2,740	81	2,910	86
Randolph	16,900	90	17,280	92
Richmond	9,080	87	8,870	85
Robeson	16,310	81	17,390	86
Rockingham	17,970	91	17,520	89
Rowan	22,520	91	22,450	91
Rutherford	11,350	91	10,880	87
Sampson	9,800	83	10,170	86
Scotland	4,900	82	5,290	88
Stanly	10,890	90	10,840	90
Stokes	5,170	88	5,250	89
Surry	12,120	88	12,520	91
Swain	1,240	62	1,740	87
Transylvania	3,630	82	3,970	90
Tyrrell	900	75	950	79
Union	10,530	88	10,700	89
Vance	7,310	87	7,470	89
Wake	43,540	90	44,680	93
Warren	3,050	74	3,580	87
Washington	2,720	82	2,680	81
Watauga	3,660	81	4,230	94
Wayne	18,970	87	19,160	88
Wilkes	9,870	84	10,280	88
Wilson	13,140	86	13,270	87
Yadkin	5,410	86	5,690	90
Yancey	2,420	69	3,190	91
State total	1,093,870	88	1,112,930	89

NORTH DAKOTA

Adams	1,140	88	980	76
Barnes	4,530	94	4,700	98
Benson	1,950	85	2,150	93
Billings	370	92	340	84
Bottineau	2,750	89	2,980	96
Bowman	1,050	87	1,200	100
Burke	1,420	89	1,580	99
Burleigh	9,860	93	10,240	97
Cass	19,190	95	19,410	96
Cavalier	1,860	74	2,480	99
Dickey	2,070	86	2,330	97
Divide	1,200	85	1,360	97
Dunn	1,390	87	1,550	97
Eddy	1,290	92	1,340	96
Emmons	1,820	91	1,920	96
Foster	1,370	91	1,450	97
Golden Valley	820	92	850	95
Grand Forks	13,230	95	13,440	96
Grant	1,400	88	1,510	94
Griggs	1,300	93	1,320	95
Hettinger	1,440	90	1,590	99
Kidder	1,230	95	1,230	95
La Moure	2,080	90	2,250	98
Logan	1,130	87	1,250	96
McHenry	2,630	94	2,690	96
McIntosh	1,550	82	1,830	97
McKenzie	1,820	91	1,900	95
McLean	3,210	92	3,350	96
Mercer	1,450	85	1,620	95
Morton	5,230	92	5,390	95
Mountrail	2,500	89	2,700	97
Nelson	1,890	94	1,950	98
Oliver	540	91	580	96
Pembina	2,640	80	3,260	99
Pierce	1,570	87	1,760	98
Ramsey	3,300	89	3,620	98
Ransom	2,130	93	2,260	98
Renville	1,230	95	1,250	96
Richland	4,690	92	5,020	99
Rolette	1,780	74	2,120	89
Sargent	1,760	93	1,770	93
Sheridan	970	88	1,060	97
Sioux	600	75	620	78
Slope	460	92	490	97
Stark	4,440	91	4,790	98
Steele	1,220	94	1,290	99
Stutsman	6,180	95	6,370	98
Towner	1,390	87	1,560	98
Traill	2,760	95	2,850	98
Walsh	4,200	91	4,560	99
Ward	13,370	93	13,670	96
Wells	2,250	90	2,440	98
Williams	6,570	91	6,880	96
State total	160,220	91	169,100	96

OHIO

Adams	4,970	81	5,580	91
Allen	29,500	93	30,400	96
Ashland	11,910	95	11,950	96
Ashtabula	27,010	94	27,530	96
Athens	11,160	89	11,690	93
Auglaize	10,250	93	10,540	96
Belmont	23,770	94	23,830	94
Brown	6,790	88	7,150	93
Butler	57,330	95	57,530	95
Carroll	5,540	94	5,540	94
Champaign	8,640	94	8,640	94
Clark	38,430	95	38,410	95
Clermont	23,470	95	23,470	95
Clinton	8,810	94	8,700	93
Columbiana	31,180	94	31,580	95
Coshocton	9,120	89	9,630	94
Crawford	14,350	94	14,440	94
Cuyahoga	496,620	95	501,160	96
Darke	13,400	94	13,560	95
Defiance	8,780	93	9,090	97
Delaware	10,250	96	9,940	93
Erie	20,450	95	20,750	97
Fairfield	19,330	96	19,230	95
Fayette	7,280	92	7,410	94
Franklin	209,040	95	209,650	96
Fulton	8,150	92	8,660	97
Gallia	6,150	88	6,270	90
Geauga	13,420	94	13,460	94
Greene	27,150	95	27,560	97
Guernsey	10,400	90	10,800	94
Hamilton	262,600	94	268,130	96
Hancock	16,980	95	17,470	98
Hardin	8,210	91	8,410	93
Harrison	4,860	92	4,990	94
Henry	7,450	96	7,560	97
Highland	8,580	89	9,070	95
Hocking	5,560	91	5,510	90
Holmes	4,200	76	4,440	81
Huron	13,620	94	13,780	95
Jackson	7,840	90	8,180	94
Jefferson	27,950	95	28,170	96
Knox	11,480	94	11,760	96
Lake	45,610	97	45,400	97
Lawrence	15,350	92	14,870	90
Licking	27,980	95	28,430	97
Logan	10,580	94	10,760	95
Lorain	63,940	96	63,500	95
Lucas	137,710	96	138,240	96
Madison	6,910	91	7,050	93
Mahoning	86,220	96	86,500	96
Marion	17,880	95	17,800	95
Medina	19,530	95	19,780	97
Meigs	5,780	89	5,840	90
Mercer	8,570	93	8,990	98
Miami	22,590	95	22,700	96
Monroe	4,040	88	4,170	91
Montgomery	160,690	96	160,700	96
Morgan	3,280	86	3,470	91
Morrow	5,450	94	5,520	95
Muskingum	22,880	93	23,220	94
Noble	2,730	83	3,100	94
Ottawa	10,570	95	10,680	96
Paulding	4,630	93	4,730	95
Perry	7,480	92	7,530	93
Pickaway	9,360	95	9,100	93
Pike	4,910	88	5,020	90
Portage	25,850	96	25,650	95
Preble	9,440	95	9,320	94
Putnam	7,270	92	7,660	97
Richland	34,740	94	34,940	95
Ross	15,970	92	16,230	93
Sandusky	16,770	96	17,050	97
Scioto	23,570	92	24,080	94
Seneca	16,520	94	16,840	96
Shelby	9,460	95	9,530	95
Stark	99,390	95	100,520	96
Summit	156,560	96	157,420	96
Trumbull	61,150	96	61,220	96
Tuscarawas	22,230	92	22,770	94
Union	6,600	93	6,660	94
Van Wert	8,580	94	8,750	96
Vinton	2,580	89	2,620	90
Warren	19,400	95	19,200	94
Washington	14,370	89	15,020	93
Wayne	20,120	90	20,940	94
Williams	8,820	92	9,220	96
Wood	20,650	95	21,110	97
Wyandot	5,960	92	6,360	98
State total	2,862,650	95	2,891,830	96

OKLAHOMA

Adair	2,620	73	3,050	85
Alfalfa	2,300	85	2,550	95
Atoka	2,280	85	2,180	81
Beaver	1,900	86	2,150	98
Beckham	4,600	81	5,310	93
Blaine	3,190	89	3,170	88
Bryan	5,980	81	6,880	93
Caddo	7,510	89	7,300	87
Canadian	6,940	93	6,850	91
Carter	11,460	88	11,600	89
Cherokee	4,110	84	4,520	92
Choctaw	3,080	67	4,340	94
Cimarron	1,060	76	1,370	98
Cleveland	12,130	91	12,260	92
Coal	1,380	86	1,270	79
Comanche	23,570	92	23,460	92
Cotton	2,170	90	2,100	88
Craig	3,850	87	4,120	94
Creek	11,370	89	11,440	89
Custer	5,800	87	6,160	92
Delaware	3,050	78	3,290	84
Dewey	1,390	81	1,600	94
Ellis	1,210	71	1,650	97
Garfield	15,940	92	16,280	94
Garvin	8,010	91	7,820	89
Grady	8,150	90	8,250	91
Grant	2,240	90	2,370	95
Greer	1,980	79	2,360	94
Harmon	1,420	84	1,470	87
Harper	1,660	87	1,870	99
Haskell	1,980	83	1,920	80
Hughes	3,680	92	3,780	84
Jackson	8,730	90	8,750	90
Jefferson	2,210	88	2,280	91
Johnston	2,060	82	2,250	90
Kay	15,700	91	16,240	94
Kingfisher	2,950	92	2,980	93
Kiowa	4,070	88	4,110	89
Latimer	1,540	70	1,840	84
Le Flore	7,070	82	7,760	90
Lincoln	5,310	92	5,170	89
Logan	4,940	88	5,100	91
Love	1,440	85	1,470	87
McClain	3,530	93	3,490	92
McCurtain	5,530	78	6,260	88
McIntosh	2,680	84	2,680	84
Major	1,830	76	2,120	89
Marshall	1,990	83	2,170	90
Mayes	5,500	87	5,700	90
Murray	3,090	86	3,210	89
Muskogee	17,310	89	17,370	89
Noble	3,030	92	2,950	89
Nowata	2,990	90	2,940	89
Okfuskee	2,510	81	2,750	89
Oklahoma	142,320	93	141,590	93
Okmulgee	9,960	91	9,800	89
Osage	9,560	93	9,190	89
Ottawa	8,150	92	7,900	89
Pawnee	2,950	90	2,860	87
Payne	11,970	89	12,440	93
Pittsburg	8,720	86	9,350	93

NIELSEN RADIO-TV HOMES continued (Oklahoma)

County	TV Homes	%	Radio Homes	%
Pontotoc	8,230	89	8,020	87
Pottawatomie	12,120	90	11,790	88
Pushmataha	1,750	67	2,290	88
Roger Mills	1,080	77	1,310	94
Rogers	5,920	88	5,980	89
Seminole	7,000	88	6,840	86
Sequoyah	3,950	79	4,370	87
Stephens	11,490	92	11,290	90
Texas	3,760	85	4,180	95
Tillman	3,910	89	3,950	90
Tulsa	114,490	93	113,680	93
Wagoner	4,160	89	4,330	92
Washington	13,600	94	13,380	93
Washita	4,810	91	4,920	93
Woods	3,310	85	3,740	96
Woodward	3,460	79	4,110	93
State total	670,690	90	681,640	91

OREGON

Baker	4,890	86	5,490	96
Benton	10,620	85	12,100	97
Clackamas	35,290	93	36,360	96
Clatsop	7,750	87	8,470	95
Columbia	6,410	90	6,780	96
Coos	15,100	83	17,490	96
Crook	2,500	86	2,710	93
Curry	3,520	82	4,050	94
Deschutes	6,770	86	7,580	96
Douglas	19,310	89	20,740	96
Gilliam	840	84	960	96
Grant	1,580	66	2,280	95
Harney	1,580	79	1,910	95
Hood River	3,510	84	4,010	96
Jackson	24,130	93	24,680	95
Jefferson	1,840	88	1,980	94
Josephine	8,730	86	9,790	97
Klamath	14,020	92	14,680	97
Lake	1,930	84	2,190	95
Lane	50,860	92	53,460	97
Lincoln	6,820	80	8,130	96
Linn	16,630	91	17,400	96
Malheur	5,900	89	6,410	97
Marion	35,580	92	36,590	94
Morrow	1,220	81	1,400	94
Multnomah	169,760	92	175,430	96
Polk	8,010	91	8,410	96
Sherman	740	92	710	89
Tillamook	4,820	82	5,530	94
Umatilla	11,650	36	13,040	96
Union	4,790	83	5,500	95
Wallowa	1,790	82	2,120	97
Wasco	5,810	85	6,510	96
Washington	33,730	96	34,420	98
Wheeler	680	86	700	88
Yamhill	8,950	89	9,630	96
State total	538,060	91	569,640	96

PENNSYLVANIA

Adams	14,390	93	15,020	97
Allegheny	472,950	95	480,240	97
Armstrong	22,240	94	22,660	96
Beaver	59,830	96	59,930	96
Bedford	11,300	91	11,720	95
Berks	84,850	95	85,740	96
Blair	39,110	95	39,440	96
Bradford	15,090	93	15,330	95
Bucks	94,870	97	94,470	97
Butler	32,460	96	32,850	97
Cambria	54,210	96	54,260	96
Cameron	2,200	96	2,160	94
Carbon	14,820	94	14,680	94
Centre	19,650	91	20,490	95
Chester	58,180	96	58,100	95
Clarion	10,030	93	10,230	95
Clearfield	22,350	94	21,900	92
Clinton	10,540	94	10,740	96
Columbia	15,390	94	15,580	95
Crawford	21,050	92	21,820	95
Cumberland	37,590	94	38,290	96
Dauphin	67,820	94	68,950	96
Delaware	165,650	97	164,900	97
Elk	10,260	94	10,530	97
Erie	72,920	96	73,020	96
Fayette	44,230	93	44,500	93
Forest	1,340	96	1,310	93
Franklin	24,750	90	26,180	95
Fulton	2,530	84	2,750	92
Greene	10,250	92	10,500	95
Huntingdon	10,310	91	10,510	93
Indiana	19,860	93	20,210	95
Jefferson	13,120	94	13,340	95
Juniata	3,940	86	4,360	95
Lackawanna	65,140	96	65,430	97
Lancaster	76,390	90	79,580	93
Lawrence	31,940	94	32,450	96
Lebanon	25,610	93	26,570	97
Lehigh	69,610	95	70,930	97
Luzerne	96,920	96	96,240	95
Lycoming	31,200	90	33,260	96
McKean	15,430	92	15,850	95
Mercer	35,920	94	36,610	96
Mifflin	12,020	90	12,760	95
Monroe	12,270	94	12,360	95
Montgomery	158,440	97	159,740	97
Montour	3,870	90	4,040	94
Northampton	59,490	95	60,820	97
Northumberland	28,460	91	29,140	93
Perry	7,160	92	7,270	93
Philadelphia	577,040	94	583,470	95
Pike	2,760	89	2,980	96
Potter	4,500	90	4,740	95
Schuylkill	47,700	93	47,370	93
Snyder	6,260	86	6,770	93
Somerset	20,350	93	20,850	95
Sullivan	1,500	91	1,570	92
Susquehanna	8,910	94	9,030	95
Tioga	9,550	90	10,000	94
Union	5,730	85	6,430	96
Venango	17,100	90	17,820	94
Warren	12,080	90	12,930	97
Washington	61,960	95	62,490	96
Wayne	7,130	88	7,780	96
Westmoreland	102,230	96	102,530	96
Wyoming	4,520	92	4,750	97
York	73,290	94	74,830	96
State total	3,252,610	95	3,296,100	96

RHODE ISLAND

Bristol	11,280	97	11,280	97
Kent	34,550	97	34,500	97
Newport	21,410	96	21,620	97
Providence	170,810	96	172,060	97
Washington	16,150	94	16,350	96
State total	254,200	96	255,810	97

SOUTH CAROLINA

Abbeville	4,650	82	4,980	87
Aiken	22,210	91	22,330	92
Allendale	1,980	68	2,510	87
Anderson	25,620	90	25,280	89
Bamberg	2,910	75	3,360	86
Barnwell	3,510	78	3,870	86
Beaufort	8,690	84	8,730	85
Berkeley	7,590	82	7,420	82
Calhoun	1,910	71	2,390	89
Charleston	53,560	89	53,190	89
Cherokee	8,380	89	8,130	87
Chester	6,880	87	7,020	89
Chesterfield	6,520	81	6,860	85
Clarendon	3,980	66	5,000	83
Colleton	5,230	74	5,690	80
Darlington	10,960	84	11,260	87
Dillon	5,610	82	5,810	86
Dorchester	5,170	85	5,090	83
Edgefield	3,070	81	3,150	83
Fairfield	3,710	76	4,160	85
Florence	18,860	88	19,260	90
Georgetown	6,230	80	6,890	88
Greenville	56,460	91	55,870	90
Greenwood	11,590	89	11,610	89
Hampton	3,190	74	3,420	80
Horry	14,330	82	15,450	88
Jasper	2,280	73	2,390	77
Kershaw	7,020	84	7,360	88
Lancaster	9,170	90	9,010	88
Laurens	10,770	87	10,650	86
Lee	3,440	73	4,030	86
Lexington	15,310	86	16,020	91
McCormick	1,570	78	1,690	85
Marion	5,890	77	6,540	86
Marlboro	5,260	80	5,640	86
Newberry	6,690	85	7,270	92
Oconee	9,350	89	9,450	90
Orangeburg	12,390	76	14,250	87
Pickens	11,490	86	12,010	90
Richland	43,770	88	46,510	93
Saluda	2,820	81	2,960	85
Spartanburg	39,700	90	40,040	91
Sumter	16,200	83	17,250	88
Union	6,860	88	7,100	91
Williamsburg	6,250	74	7,200	86
York	18,180	88	18,270	89
State total	537,210	86	554,370	89

SOUTH DAKOTA

Aurora	1,160	83	1,390	99
Beadle	5,860	89	6,300	95
Bennett	630	79	720	90
Bon Homme	2,410	86	2,710	97
Brookings	5,390	91	5,790	98
Brown	9,490	95	9,670	97
Brule	1,700	90	1,800	95
Buffalo	270	68	380	96
Butte	2,280	88	2,540	98
Campbell	790	79	1,000	100
Charles Mix	2,290	82	2,640	94
Clark	1,840	92	1,960	98
Clay	2,780	93	2,930	98
Codington	5,660	94	5,720	95
Corson	970	70	1,180	84
Custer	1,260	84	1,450	97
Davison	4,310	86	4,840	97
Day	2,670	92	2,750	95
Deuel	1,800	90	1,960	98
Dewey Co.	990	71	1,340	96
Douglas	1,240	83	1,460	97
Edmunds	1,270	84	1,440	96
Fall River	2,690	87	2,890	93
Faulk	1,130	87	1,230	95
Grant	2,500	89	2,740	98
Gregory	1,760	88	1,950	98
Haakon	780	87	860	95
Hamlin	1,730	91	1,810	95
Hand	1,730	91	1,850	97
Hanson	1,160	89	1,230	94
Harding	570	82	680	97
Hughes	3,790	92	3,830	93
Hutchinson	2,870	87	3,210	97
Hyde	750	93	770	97
Jackson	470	79	570	96
Jerauld	1,060	88	1,160	97
Jones	520	87	600	100
Kingsbury	2,480	92	2,590	96
Lake	3,190	94	3,320	98
Lawrence	4,380	88	4,860	97
Lincoln	3,550	93	3,740	98
Lyman	1,120	93	1,130	94
McCook	2,270	95	2,320	97
McPherson	1,240	83	1,490	99
Marshall	1,520	84	1,710	95
Meade	2,870	87	3,230	98
Mellette	550	78	630	90
Miner	1,360	90	1,470	98
Minnehaha	25,530	96	25,710	97
Moody	2,220	92	2,270	95
Pennington	17,500	93	18,120	96
Perkins	1,250	78	1,570	98
Potter	1,230	88	1,340	96
Roberts	3,050	87	3,310	95
Sanborn	1,190	85	1,390	99
Shannon	730	61	800	66
Spink	2,980	93	3,010	94
Stanley	1,030	85	1,140	95
Sully	640	91	640	91
Todd	770	70	950	87
Tripp	2,250	90	2,420	97
Turner	3,140	92	3,350	98
Union	2,990	97	2,930	95
Walworth	1,930	81	2,320	97
Washabaugh	230	76	270	91
Yankton	4,280	91	4,500	96
Ziebach	370	61	550	91
State total	178,410	90	190,430	96

TENNESSEE

Anderson	14,870	91	15,250	93
Bedford	6,100	87	6,480	93
Benton	2,670	81	3,070	93
Bledsoe	1,450	76	1,690	89
Blount	14,560	90	14,890	92
Bradley	10,300	90	10,520	92
Campbell	5,200	78	5,970	89
Cannon	2,090	84	2,320	93
Carroll	5,430	79	6,380	92
Carter	9,890	88	10,420	92
Cheatham	2,380	88	2,450	91
Chester	2,050	82	2,160	86
Claiborne	3,130	71	4,030	92
Clay	1,330	74	1,600	89
Cocke	4,810	78	5,310	86
Coffee	7,780	89	8,140	94
Crockett	3,440	84	3,740	91
Cumberland	3,670	75	4,430	90
Davidson	115,150	93	115,350	93
Decatur	1,820	76	2,150	90
De Kalb	2,610	82	2,850	89
Dickson	4,910	89	5,150	94
Dyer	7,420	86	7,820	91
Fayette	3,710	71	4,390	85
Fentress	2,210	71	2,810	91
Franklin	5,840	85	6,380	92
Gibson	11,420	85	12,200	90
Giles	4,820	78	5,740	93
Grainger	2,430	74	2,900	88
Greene	10,180	86	10,900	92
Grundy	2,100	75	2,420	87
Hamblen	8,820	84	9,680	92
Hamilton	67,010	92	66,830	92
Hancock	1,390	73	1,780	94
Hardeman	3,760	77	4,100	84
Hardin	3,550	73	4,280	87
Hawkins	6,650	81	7,350	90
Haywood	4,140	77	4,570	85
Henderson	3,570	79	4,070	90
Henry	5,550	79	6,430	92
Hickman	2,720	85	2,940	92
Houston	1,100	79	1,260	90
Humphrey's	3,010	89	3,020	89
Jackson	1,660	75	1,940	88
Jefferson	5,120	85	5,600	93
Johnson	2,180	81	2,500	93
Knox	70,940	91	72,880	93
Lake	1,960	79	2,040	81
Lauderdale	4,690	84	4,740	85
Lawrence	6,380	83	7,000	91
Lewis	1,470	82	1,590	89
Lincoln	5,460	80	6,300	93
Loudon	6,030	90	6,080	91
McMinn	8,250	86	8,640	90
McNairy	3,800	78	4,220	86
Macon	2,870	84	3,120	92
Madison	15,540	85	16,560	91
Marion	4,880	89	4,760	87
Marshall	4,300	88	4,640	95
Maury	10,810	89	11,430	94
Meigs	1,030	86	1,030	86
Monroe	4,750	82	4,860	84
Montgomery	13,800	91	13,620	90
Moore	790	79	920	92
Morgan	2,690	79	2,910	86
Obion	7,200	86	7,840	93
Overton	2,710	75	3,270	91
Perry	1,150	82	1,270	91
Pickett	830	74	1,110	92
Polk	2,490	83	2,710	90
Putnam	6,660	82	7,640	94
Rhea	3,450	80	3,960	92
Roane	10,110	88	10,590	92
Robertson	6,920	89	7,080	91
Rutherford	13,620	91	13,980	93
Scott	2,530	70	3,250	90
Sequatchie	1,260	84	1,160	77
Sevier	5,220	79	5,940	90
Shelby	170,490	91	172,390	92
Smith	3,010	86	3,240	93
Stewart	1,710	85	1,740	87
Sullivan	30,950	92	31,470	93
Sumner	9,860	90	10,020	91
Tipton	5,910	82	6,250	87
Trousdale	1,190	85	1,320	94
Unicoi	3,380	82	3,700	90
Union	1,620	73	1,930	88
Van Buren	650	72	770	86
Warren	5,530	80	6,410	93
Washington	16,380	91	16,490	92
Wayne	2,110	70	2,680	89
Weakley	5,940	81	6,850	94
White	3,620	80	4,150	92
Williamson	5,990	87	6,340	92
Wilson	7,400	88	7,880	94
State total	906,380	88	947,030	92

TEXAS

Anderson	6,940	84	7,420	89
Andrews	3,720	89	3,780	90
Angelina	10,960	87	11,210	89
Aransas	2,150	89	2,120	89
Archer	1,780	93	1,830	96
Armstrong	630	89	680	97
Atascosa	3,860	82	4,200	89
Austin	3,290	75	4,100	93
Bailey	2,410	89	2,630	98
Bandera	1,230	88	1,320	94
Bastrop	3,980	78	4,630	91
Baylor	1,770	93	1,830	97
Bee	5,290	80	5,990	91
Bell	25,750	92	25,430	91
Bexar	185,540	90	189,380	92
Blanco	1,010	84	1,140	95
Borden	260	86	300	100
Bosque	3,140	85	3,460	93
Bowie	16,410	90	16,620	91
Brazoria	21,750	92	21,500	91
Brazos	11,160	86	11,760	91
Brewster	1,210	67	1,650	92
Briscoe	980	89	990	90
Brooks	1,760	80	1,910	87
Brown	6,480	81	7,550	94
Burleson	2,420	73	2,980	90
Burnet	2,510	90	2,480	89
Caldwell	4,080	83	4,400	90
Calhoun	3,940	82	4,420	92
Callahan	2,300	89	2,420	93
Cameron	30,650	82	33,160	89
Camp	1,900	76	2,170	87
Carson	2,100	95	2,080	95
Cass	5,650	86	5,850	89
Castro	2,320	86	2,550	94
Chambers	3,000	91	2,960	90
Cherokee	7,370	80	7,960	87
Childress	2,030	84	2,280	95
Clay	2,390	92	2,370	91
Cochran	1,620	90	1,600	89
Coke	980	89	1,040	95
Coleman	3,490	87	3,860	96
Collin	11,580	90	12,000	93
Collingsworth	1,200	70	1,670	98
Colorado	4,410	77	5,240	92
Comal	5,330	87	5,810	95
Comanche	2,930	75	3,710	95
Concho	870	87	900	90
Cooke	6,330	89	6,630	93
Coryell	5,770	90	5,800	91
Cottle	950	80	1,170	97
Crane	1,310	94	1,280	91
Crockett	920	77	1,130	94
Crosby	2,750	92	2,720	91
Culberson	700	78	850	94
Dallam	1,630	86	1,790	94
Dallas	305,650	93	306,400	94
Dawson	4,900	86	5,230	92
Deaf Smith	3,600	90	3,750	94
Delta	1,260	79	1,520	95
Denton	13,690	92	13,860	93
De Witt	4,770	76	5,880	93
Dickens	1,220	87	1,280	91
Dimmit	1,370	60	2,100	91
Donley	1,140	81	1,360	97
Duval	2,240	70	2,610	82
Eastland	5,340	82	6,060	93
Ector	26,900	93	26,450	91
Edwards	450	64	680	98
Ellis	11,740	90	11,950	91
El Paso	81,460	92	82,820	94
Erath	4,810	89	5,100	95
Falls	5,050	82	5,640	91
Fannin	5,990	82	6,470	89
Fayette	4,470	70	5,970	93
Fisher	1,810	86	1,800	86

County	TV Homes	%	Radio Homes	%
Floyd	3,410	92	3,470	94
Foard	810	90	840	93
Fort Bend	9,930	88	10,360	92
Franklin	1,250	78	1,460	92
Freestone	2,880	78	3,330	90
Frio	1,860	74	2,170	87
Gaines	3,360	91	3,480	94
Galveston	41,050	91	41,000	91
Garza	1,700	90	1,720	91
Gillespie	2,310	70	3,020	92
Glasscock	370	94	380	96
Goliad	1,200	75	1,480	93
Gonzales	4,100	82	4,590	92
Gray	9,860	93	9,880	93
Grayson	21,410	90	22,040	92
Gregg	20,400	89	20,110	88
Grimes	2,820	76	3,250	88
Guadalupe	7,230	84	8,080	94
Hale	10,220	90	10,700	94
Hall	1,490	74	1,910	95
Hamilton	2,350	81	2,820	97
Hansford	1,850	93	1,810	91
Hardeman	2,120	82	2,390	92
Hardin	6,460	85	6,380	84
Harris	379,810	92	381,330	92
Harrison	10,850	85	11,010	86
Hartley	660	94	670	96
Haskell	2,760	86	2,910	91
Hays	4,540	86	4,980	94
Hemphill	770	86	860	96
Henderson	5,550	82	6,150	91
Hidalgo	34,180	80	37,790	89
Hill	6,300	88	6,540	91
Hockley	5,920	94	6,010	95
Hood	1,690	89	1,830	96
Hopkins	4,980	83	5,860	98
Houston	3,660	72	4,610	90
Howard	11,600	94	11,530	93
Hudspeth	530	67	750	93
Hunt	11,070	88	11,690	93
Hutchinson	9,940	95	9,980	95
Irion	310	79	400	100
Jack	2,350	90	2,350	90
Jackson	3,180	79	3,630	91
Jasper	5,320	82	5,590	86
Jeff Davis	250	64	340	85
Jefferson	72,670	94	70,780	91
Jim Hogg	880	68	1,210	93
Jim Wells	7,550	81	8,140	88
Johnson	10,580	92	10,670	93
Jones	5,310	90	5,530	94
Karnes	2,940	79	3,230	87
Kaufman	7,250	86	7,540	90
Kendall	1,500	79	1,810	96
Kenedy	170	87	150	73
Kent	590	99	580	97
Kerr	4,460	78	5,380	94
Kimble	830	64	1,260	97
King	150	74	190	93
Kinney	380	55	640	92
Kleberg	6,860	86	7,080	89
Knox	1,830	83	2,060	94
Lamar	7,750	72	9,990	93
Lamb	6,120	91	6,300	94
Lampasas	2,740	88	2,990	97
La Salle	900	69	1,140	88
Lavaca	3,960	64	5,780	93
Lee	2,030	78	2,510	97
Leon	2,110	70	2,510	84
Liberty	8,180	84	8,570	88
Limestone	4,530	79	5,140	90
Lipscomb	830	75	1,040	94
Live Oak	1,560	82	1,820	96
Llano	1,550	81	1,810	95
Loving	200	100	200	100
Lubbock	45,630	93	46,300	94
Lynn	2,780	90	2,860	92
McCulloch	1,960	70	2,570	92
McLennan	43,370	91	43,990	93
McMullen	330	83	380	96
Madison	1,420	75	1,610	85
Marion	1,730	79	1,910	87
Martin	1,280	91	1,280	92
Mason	720	66	1,060	96
Matagorda	6,530	83	6,930	88
Maverick	1,980	55	3,220	89
Medina	4,130	83	4,630	93
Menard	410	51	620	78
Midland	19,350	93	19,400	93
Milam	5,540	80	6,300	91
Mills	1,090	78	1,390	99
Mitchell	2,590	86	2,760	92
Montague	4,440	89	4,660	93
Montgomery	6,930	83	7,260	88
Moore	3,920	93	3,940	94
Morris	3,480	87	3,560	89
Motley	480	69	680	97
Nacogdoches	6,560	79	7,530	91
Navarro	9,160	85	9,760	90
Newton	2,040	73	2,150	77
Nolan	5,470	91	5,580	93
Nueces	57,130	90	57,400	90
Ochiltree	2,840	89	3,030	95
Oldham	440	88	470	93
Orange	16,700	92	16,220	90
Palo Pinto	6,170	86	6,670	93
Panola	3,840	82	4,150	88
Parker	6,630	90	6,900	93
Parmer	2,740	88	2,980	96
Pecos	2,970	85	3,110	89
Polk	2,930	75	3,420	88
Potter	35,760	93	36,190	95
Presidio	760	58	1,140	88
Rains	670	84	760	94
Randall	10,880	96	11,060	98
Reagan	1,040	95	1,060	97
Real	380	55	640	92
Red River	3,150	72	3,960	90
Reeves	4,440	85	4,570	88
Refugio	2,640	88	2,600	87
Roberts	370	94	390	96
Robertson	3,760	82	3,960	86
Rockwall	1,550	86	1,590	89
Runnels	3,940	88	4,360	97
Rusk	9,200	86	9,340	87
Sabine	1,360	68	1,770	89
San Augustine	1,470	70	1,760	84
San Jacinto	1,080	64	1,490	88
San Patricio	10,190	86	10,030	84
San Saba	1,610	80	1,960	98
Schleicher	740	82	850	95
Scurry	4,890	89	5,140	93
Shackelford	1,090	84	1,160	90
Shelby	4,580	76	5,410	90
Sherman	720	90	790	98
Smith	24,540	89	24,320	88
Somervell	800	89	740	82
Starr	2,410	62	3,410	87
Stephens	2,490	83	2,720	91
Sterling	330	83	350	87
Stonewall	930	93	930	93
Sutton	700	64	1,000	91
Swisher	3,190	94	3,220	95
Tarrant	171,230	93	170,470	93
Taylor	30,530	93	30,930	94
Terrell	510	64	750	94
Terry	4,400	90	4,490	92
Throckmorton	830	83	950	95
Titus	4,420	82	5,100	95
Tom Green	18,390	91	19,390	96
Travis	58,240	90	59,570	93
Trinity	1,560	68	1,930	84
Tyler	2,350	76	2,480	80
Upshur	5,040	84	5,170	86
Upton	1,630	86	1,780	94
Uvalde	3,680	77	4,370	91
Val Verde	4,730	71	6,340	95
Van Zandt	5,060	83	5,570	91
Victoria	12,110	84	13,750	95
Walker	3,690	74	4,440	89
Waller	2,490	80	2,770	89
Ward	3,750	89	3,860	92
Washington	4,220	70	5,470	91
Webb	13,120	84	14,070	90
Wharton	9,200	85	9,980	92
Wheeler	1,770	74	2,260	94
Wichita	36,980	95	36,280	93
Wilbarger	5,070	94	5,110	95
Willacy	3,540	77	4,030	88
Williamson	8,970	87	9,500	92
Wilson	2,650	78	3,090	91
Winkler	3,820	89	3,910	91
Wise	5,070	90	5,360	96
Wood	4,540	84	4,930	91
Yoakum	2,520	93	2,570	95
Young	5,260	89	5,550	94
Zapata	530	53	820	82
Zavala	1,700	61	2,520	90
State total	2,640,790	89	2,730,080	92

UTAH

Beaver	1,060	88	1,140	95
Box Elder	6,760	95	6,850	97
Cache	9,160	91	9,900	98
Carbon	4,890	89	4,980	91
Daggett	190	64	280	93
Davis	17,700	97	17,700	97
Duchesne	1,380	81	1,610	95
Emery	1,350	90	1,320	88
Garfield	640	64	920	92
Grand	1,480	67	2,040	93
Iron	2,230	74	2,920	97
Juab	1,080	90	1,190	99
Kane	380	54	660	94
Millard	1,690	89	1,730	91
Morgan	650	82	790	98
Piute	340	84	360	91
Rich	420	85	490	98
Salt Lake	112,860	95	112,840	95
San Juan	1,670	67	2,120	85
Sanpete	2,780	90	2,820	91
Sevier	2,590	92	2,630	94
Summit	1,390	93	1,400	93
Tooele	4,790	96	4,600	92
Uintah	2,410	83	2,670	92
Utah	27,740	93	28,130	95
Wasatch	1,310	87	1,480	99
Washington	2,100	75	2,610	93
Wayne	460	91	470	94
Weber	32,020	95	32,020	95
State total	243,520	93	248,670	95

VERMONT

Addison	4,680	90	4,720	91
Bennington	6,810	91	7,080	94
Caledonia	6,280	92	6,410	94
Chittenden	20,030	94	20,460	97
Essex	1,590	94	1,590	94
Franklin	7,760	96	7,710	95
Grand Isle	780	98	800	100
Lamoille	2,890	93	2,970	96
Orange	3,960	90	4,150	94
Orleans	5,180	94	5,300	96
Rutland	12,540	92	12,800	94
Washington	11,530	94	11,780	96
Windham	7,410	81	8,660	95
Windsor	11,460	90	12,190	95
State total	102,900	92	106,620	95

VIRGINIA

Accomac	7,180	78	8,190	89
Albemarle	14,960	81	16,480	89
Alleghany	7,160	88	7,570	94
Amelia	1,380	72	1,670	88
Amherst	4,390	83	4,610	87
Appomattox	2,060	86	2,010	84
Arlington	85,620	94	86,260	95
Augusta	18,690	88	19,570	92
Bath	1,240	83	1,140	76
Bedford	7,040	84	7,440	89
Bland	1,220	81	1,190	79
Botetourt	4,060	88	3,960	86
Brunswick	3,140	77	3,420	83
Buchanan	6,230	76	6,830	83
Buckingham	1,910	74	2,090	80
Campbell	23,360	89	23,540	90
Caroline	2,550	82	2,640	85
Carroll	6,430	80	7,170	90
Charlotte	2,760	81	2,750	81
Charles City	830	75	920	84
Chesterfield	20,190	94	19,670	92
Clarke	2,080	91	1,990	87
Craig	790	79	920	92
Culpeper	3,740	87	4,070	95
Cumberland	1,150	72	1,370	86
Dickenson	3,590	83	3,650	85
Dinwiddie	13,420	86	12,760	81
Essex	1,330	78	1,540	91
Fairfax	79,820	96	78,770	95
Fauquier	5,710	86	5,850	89
Floyd	2,290	82	2,460	88
Fluvanna	1,410	79	1,470	82
Franklin	5,670	83	5,980	88
Frederick	10,220	89	10,530	92
Giles	3,900	89	3,810	87
Gloucester	3,160	88	3,050	85
Goochland	1,710	81	1,860	89
Grayson	3,630	81	4,050	90
Greene	680	62	900	82
Greensville	3,260	81	3,450	86
Halifax	8,120	83	8,200	84
Hanover	6,420	84	6,770	89
Henrico	96,200	91	95,720	91
Henry	14,720	89	14,450	88
Highland	750	83	740	82
Isle of Wight	3,840	85	3,780	84
James City	4,000	87	3,840	83
King and Queen	1,140	76	1,180	78
King George	1,750	88	1,710	85
King William	1,730	87	1,700	85
Lancaster	2,250	83	2,350	87
Lee	4,320	76	4,870	86
Loudoun	6,110	87	5,980	85
Louisa	2,590	76	3,030	89
Lunenburg	2,610	82	2,840	89
Madison	1,650	75	1,900	86
Mathews	1,830	83	1,960	89
Mecklenburg	6,220	81	6,730	87
Middlesex	1,580	83	1,650	87
Montgomery	10,340	89	10,360	89
Nansemond	10,490	85	10,740	87
Nelson	2,460	77	2,750	86
New Kent	930	85	960	87
Newport News	54,450	93	52,860	90
Norfolk	128,200	92	124,510	89
Northampton	3,900	80	4,190	86
Northumberland	2,460	85	2,610	90
Nottoway	3,480	85	3,460	84
Orange	2,810	78	3,140	87
Page	3,820	85	3,870	86
Patrick	3,210	78	3,620	88
Pittsylvania	25,080	87	25,340	88
Powhatan	1,180	84	1,280	91
Prince Edward	2,930	81	3,160	88
Prince George	11,770	90	11,880	91
Princess Anne	27,690	93	27,470	93
Prince William	12,820	93	12,250	89
Pulaski	6,300	87	6,390	89
Rappahannock	1,040	80	1,130	87
Richmond	1,490	83	1,490	83
Roanoke	48,340	92	48,300	92
Rockbridge	6,760	83	7,010	87
Rockingham	12,920	86	13,940	92
Russell	5,120	80	5,500	86
Scott	4,930	76	5,650	87
Shenandoah	5,780	89	5,900	91
Smyth	6,760	87	6,910	89
Southampton	5,400	81	5,590	84
Spotsylvania	6,950	87	7,270	91
Stafford	4,340	89	4,180	85
Surry	1,290	81	1,350	84
Sussex	2,160	74	2,350	81
Tazewell	9,820	88	9,890	88
Warren	3,580	83	3,970	92
Washington	13,090	87	13,490	90
Westmoreland	2,330	78	2,500	83
Wise	9,400	81	10,280	89
Wythe	4,630	80	5,360	92
York	5,840	90	5,640	87
State total	1,014,080	89	1,025,540	90

WASHINGTON

Adams	3,070	93	3,170	96
Asotin	4,110	93	4,180	95
Benton	17,310	93	18,040	97
Chelan	12,210	90	13,110	97
Clallam	8,730	90	9,200	95
Clark	28,110	95	28,420	96
Columbia	1,240	83	1,430	95
Cowlitz	16,980	93	17,390	95
Douglas	4,350	93	4,550	97
Ferry	910	83	1,040	95
Franklin	7,060	93	7,400	97
Garfield	790	88	850	94
Grant	13,560	91	14,110	95
Grays Harbor	15,250	86	17,000	96
Island	6,000	95	6,020	96
Jefferson	2,450	91	2,560	95
King	303,120	93	312,380	96
Kitsap	26,910	95	27,370	97
Kittitas	5,430	86	6,160	98
Klickitat	3,540	82	4,000	93
Lewis	12,210	90	13,030	96
Lincoln	3,300	94	3,390	97
Mason	5,060	94	5,250	97
Okanogan	6,270	85	7,190	97
Pacific	4,140	84	4,690	96
Pend Oreille	1,970	90	2,030	92
Pierce	94,760	95	95,800	96
San Juan	1,000	91	1,060	96
Skagit	15,490	92	16,160	96
Skamania	1,390	87	1,520	95
Snohomish	54,820	95	55,450	96
Spokane	87,730	94	89,860	96
Stevens	4,610	87	5,020	95
Thurston	17,560	94	17,870	96
Wahkiakum	960	87	1,040	94
Walla Walla	11,260	86	12,270	94
Whatcom	20,680	91	21,890	96
Whitman	7,390	91	8,570	99
Yakima	40,350	91	42,140	95
State total	872,580	93	902,610	96

WEST VIRGINIA

Barbour	3,190	82	3,470	89
Berkeley	9,330	91	9,660	95
Boone	6,110	89	5,940	86
Braxton	2,660	72	3,090	84
Brooke	7,920	95	8,030	97
Cabell	30,670	93	30,100	91
Calhoun	1,560	78	1,720	86
Clay	2,100	78	2,420	90
Doddridge	1,540	81	1,700	90
Fayette	13,170	89	13,160	89
Gilmer	1,690	84	1,740	87
Grant	1,660	76	2,020	92
Greenbrier	7,940	86	8,100	88
Hampshire	2,470	75	2,930	89
Hancock	9,250	79	11,120	95
Hardy	1,800	72	2,350	94
Harrison	21,190	93	21,500	94
Jackson	4,980	91	5,010	91
Jefferson	4,720	89	4,750	90
Kanawha	68,350	92	68,730	93
Lewis	4,320	85	4,740	93
Lincoln	4,090	85	4,110	86
Logan	12,350	89	11,650	84
McDowell	13,360	88	12,480	82
Marion	17,250	90	17,720	93
Marshall	10,060	93	10,110	94
Mason	6,080	92	5,700	86
Mercer	16,770	91	16,910	91
Mineral	5,350	84	5,890	92
Mingo	7,500	83	8,080	90
Monongalia	13,270	86	14,410	94
Monroe	2,240	77	2,500	86
Morgan	2,100	84	2,350	94
Nicholas	5,370	84	5,530	86
Ohio	20,190	94	20,370	95
Pendleton	1,530	76	1,880	94
Pleasants	1,840	88	1,860	88
Pocahontas	1,900	71	2,450	91
Preston	5,670	82	6,210	90
Putnam	6,010	91	5,840	89
Raleigh	17,210	89	18,040	93
Randolph	5,540	82	6,410	94
Ritchie	2,370	76	2,580	83
Roane	3,200	80	3,390	85
Summers	3,040	78	3,600	92
Taylor	3,400	83	3,830	93
Tucker	1,490	78	1,780	94
Tyler	2,480	83	2,730	91
Upshur	4,160	83	4,670	93
Wayne	9,290	89	9,090	87
Webster	2,320	75	2,660	86
Wetzel	5,070	89	5,170	91
Wirt	1,050	81	1,190	92
Wood	23,350	89	24,790	95
Wyoming	6,950	86	7,020	87
State total	450,470	88	465,280	91

NIELSEN RADIO-TV HOMES continued

County	TV Homes	%	Radio Homes	%
WISCONSIN				
Adams	2,080	87	2,230	93
Ashland	4,540	93	4,720	96
Barron	9,100	91	9,610	96
Bayfield	3,140	92	3,300	97
Brown	35,040	97	35,130	97
Buffalo	3,750	91	3,900	95
Burnett	2,480	88	2,680	96
Calumet	5,960	95	6,050	96
Chippewa	11,460	95	11,700	97
Clark	7,750	89	8,330	96
Columbia	10,450	93	10,960	98
Crawford	3,940	92	4,140	96
Dane	63,630	93	66,830	98
Dodge	17,230	94	18,030	98
Door	5,820	95	6,010	99
Douglas	13,620	95	13,830	97
Dunn	6,600	92	6,790	94
Eau Claire	16,480	94	16,960	97
Florence	910	91	1,000	100
Fond Du Lac	20,590	94	21,120	97
Forest	1,680	84	1,790	90
Grant	11,450	90	12,260	97
Green	7,340	93	7,720	98
Green Lake	4,490	92	4,780	98
Iowa	4,870	90	5,170	96
Iron	2,350	94	2,470	99
Jackson	3,960	90	4,310	98
Jefferson	14,850	95	15,240	98
Juneau	4,360	85	4,700	92
Kenosha	30,690	96	30,660	96
Kewaunee	4,850	95	4,890	96
La Crosse	20,630	96	21,100	98
Lafayette	4,590	92	4,880	98
Langlade	5,090	93	5,370	98
Lincoln	6,250	95	6,360	96
Manitowoc	21,720	97	21,950	98
Marathon	24,760	96	25,160	98
Marinette	9,750	96	9,670	96
Marquette	2,340	87	2,590	96
Milwaukee	316,510	96	322,300	97
Monroe	7,650	92	8,030	97
Oconto	6,430	93	6,440	93
Oneida	5,930	90	6,290	95
Outagamie	28,130	97	28,380	98
Ozaukee	11,260	95	11,560	98
Pepin	1,800	90	1,890	95
Pierce	6,000	94	6,180	97
Polk	7,080	94	7,090	95
Portage	9,720	94	9,910	96
Price	3,590	85	4,010	95
Racine	42,520	97	42,450	97
Richland	4,390	90	4,800	98
Rock	34,540	96	34,870	97
Rusk	3,550	89	3,800	95
St. Croix	8,110	95	8,220	97
Sauk	9,560	92	10,000	96
Sawyer	2,400	86	2,670	96
Shawano	8,930	94	8,930	94
Sheboygan	25,980	96	26,540	98
Taylor	4,330	90	4,560	95
Trempealeau	6,030	89	6,540	96
Vernon	6,580	90	7,120	98
Vilas	2,680	89	2,800	93
Walworth	15,540	95	15,830	97
Washburn	2,850	92	2,960	96
Washington	13,270	96	13,550	98
Waukesha	46,820	97	47,630	98
Waupaca	10,100	95	10,290	97
Waushara	3,900	91	4,040	94
Winnebago	31,890	97	32,110	97
Wood	16,400	95	16,750	97
State total	1,135,060	95	1,162,930	97
WYOMING				
Albany	5,190	81	6,160	96
Big Horn	2,620	82	3,020	95
Campbell	1,470	78	1,820	96
Carbon	3,700	82	4,280	95
Converse	1,690	84	1,950	97
Crook	1,020	73	1,340	96
Fremont	6,830	89	7,300	95
Goshen	3,240	90	3,500	97
Hot Springs	1,700	81	2,030	97
Johnson	1,350	79	1,620	96
Laramie	18,140	94	18,530	96
Lincoln	1,990	80	2,220	89
Natrona	15,380	92	15,940	95
Niobrara	990	83	1,120	93
Park	4,130	81	4,930	97
Platte	1,790	78	2,190	95
Sheridan	4,670	78	5,900	98
Sublette	910	76	1,110	93
Sweetwater	4,400	85	4,950	95
Teton	820	82	900	90
Uinta	1,700	85	1,920	96
Washakie	2,270	87	2,480	95
Weston	1,880	78	2,310	96
Yellowstne Nl Pk	60	60	100	100
State total	87,940	86	97,620	95

BOOK NOTES

"It Sounds Impossible," by Sam J. Slate and Joe Cook. The Macmillan Co., 60 Fifth Avenue, New York 11. $6.95. 270 pp.

Mr. Slate, vice president of CBS Radio and general manager of WCBS New York, and Mr. Cook, program director of WCBS, have presented a history of radio—from its first transmissions in 1901 through its adjustment to TV—along with an educated guess about the future. The authors discuss their experiences and specialized knowledge and introduce many great personalities, anecdotes and legends.

Milestones discussed in *It Sounds Impossible* include: Enrico Caruso's first performance before a microphone (1910); KDKA's broadcast of the Harding-Cox presidential election returns (1920); and the birth of the commercial (1922).

"The Madison Avenue Handbook," edited and published by Peter Glenn Publications Ltd., 444 East 52d Street, New York 22. $4.95. 500 pp.

The sixth annual edition of the handbook is presented in a new format, opening into two separate sections, with a directory on one side and a diary on the other. The directory has divisions covering New York, Chicago, Detroit, San Francisco, Los Angeles and several cities in Florida. Most of the directory space, however, is devoted to New York, and there are separate sections on advertising agencies, art studios, photographers, fashion houses, prop suppliers, publications, public relations firms and talent agents. There is also a large section on TV, and several other sections deal with various areas of entertainment.

The 1964 edition has an international section dealing with London, Paris, Rome and Cairo.

"Space Law and Government" by Andrew G. Haley. Appleton-Century-Croft, New York. $15. 432 pp. plus appendix and index.

Andrew G. Haley, Washington communications and space lawyer, has coined a new Golden Rule: "Do unto others as they would have done to them." The adage is expressed in Mr. Haley's newest book and expresses his attitude toward "sapient beings different in kind that may be encountered on other planets or stars.

In essence, Mr. Haley urges the nations of the Earth to formulate a law of space (Metalaw), before it is too late and we export our present laws, inconsistent as they are, to other worlds.

"This is my Story—This is my Song," by Tennessee Ernie Ford. Prentice-Hall Inc., Englewood Cliffs, N. J. $3.95. 187 pp.

Folk singer and ABC-TV personality Tennessee Ernie Ford has written his autobiography, which traces his life from its start in the hills of Tennessee through his rise to stardom. The book has many photographs showing highlights of Mr. Ford's career.

"A Place to Live—the Yearbook of Agriculture 1963," available from the Department of Agriculture, Washington.

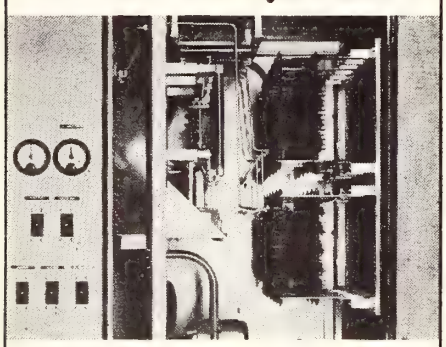
Although not specifically oriented to broadcasting, this publication, one of several agriculture yearbooks put out by the government, could be a considerable asset to a station's farm director. *A Place to Live* contains 79 chapters written by 92 writers, ranging from government employes to college professors. The yearbook's nine sections provide complete coverage of the aspects of rural living and agriculture.

"Four Days—The Historical Record of the Death of President Kennedy." United Press International-American Heritage Magazine. $2-2.95. 144 pp.

A day-by-day account of the events surrounding President Kennedy's assassination in Dallas and Washington, the book contains 116 black and white pictures, 15 color photos and a 16-page appendix that includes official eulogies and excerpts from some of the late President's major addresses.

Radio, television and newspaper subscribers to UPI are eligible to sell the book to the public for a recommended price of $2. A bookstore edition will be sold by Simon & Schuster for $2.95.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Dec. 5 through Dec. 11 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *educational. Ann.—announced.

New TV stations

ACTIONS BY FCC

***Redding, Calif.—Northern California Educational Television Association Inc.** Granted CP for new TV on VHF channel 9 (186-192 mc): ERP 31.19 kw vis., 15.59 kw aur. Ant. height above average terrain 3,576 feet, above ground 97 feet. Estimated construction cost $123,817; first year operating cost $71,073. Studio location Redding; trans. location on Shasta Bally Mountain. Geographic coordinates 40° 36′ 08″ north latitude, 122° 39′ 00″ west longitude. Type trans. RCA TT-5A, type ant. RCA TF-6AH. Legal counsel Krieger & Jorgensen, Washington; consulting engineer Russell Pope, Chico, Calif. Oct. 10 initial decision looked toward grant. Action Nov. 29.

***San Jose, Calif.—Office of Education.** Granted CP for new TV on UHF channel 54 (710-716 mc): ERP 25.10 kw vis., 13.50 kw aur. Ant. height above average terrain minus 30 feet, above ground 72 feet. P. O. address c/o Robert A. Mason, 2700 Carol Drive, San Jose. Estimated construction cost $172,803; first year operating cost $68,146. Studio and trans. locations both San Jose. Geographic coordinates 37° 17′ 18″ north latitude, 121° 51′ 50″ west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-27DH. Legal counsel Spencer Williams; consulting engineer John H. Atkinson, both San Jose. Principals: board of supervisors. Action Dec. 10.

APPLICATIONS

Chicago—Warner Bros. Pictures Inc. UHF channel 38 (614-620 mc): ERP 451 kw vis., 226 kw aur. Ant. height above average terrain 932 feet, above ground 949 feet. P. O. address c/o Howard Levinson, 666 Fifth Avenue, New York. Estimated construction cost $1,486,397; first year operating cost $800,000; revenue $800,000. Studio and trans. locations both Chicago. Geographic coordinates 41° 53′ 16″ north latitude, 87° 37′ 45″ west longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-30J. Legal counsel Fly, Shuebruk, Blume & Gaguine, New York; consulting engineer Lohnes & Culver, Washington. Warner Bros., motion picture firm, is owned by **Jack L. Warner** (23.6%) and others. Also see Fort Worth application for new TV. Ann. Dec. 5.

Fort Worth—Warner Bros. Pictures Inc. UHF channel 20 (506-512 mc): ERP 463.9 kw vis., 232 kw aur. Ant. height above average terrain 1,049 feet, above ground 1,123. P. O. address c/o Howard Levinson, 666 Fifth Avenue, New York. Estimated construction cost $1,530,096; first year operating cost $850,000; revenue $850,000. Studio and trans. locations both Fort Worth. Geographic coordinates 32° 43′ 02″ north latitude, 97° 01′ 38″ west longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-46K. Legal counsel Fly, Shuebruk, Blume and Gaguine, New York; consulting engineer Silliman, Moffet and Kowalski, Washington. For other information see Chicago application for new TV. Ann. Dec. 5.

New AM stations

ACTIONS BY FCC

Salina, Kan.—Salina Radio Inc. Granted CP for new AM on 910 kc, 500 w-D, DA. P. O. address c/o Sherwood R. Parks, 1068 Warner Road, Great Bend, Kan. Estimated construction cost $56,230; first year operating cost $69,000; revenue $92,000. Owners are **Sherwood R. Parks** (55%) and others. Mr. Parks is sales manager, KVGB Great Bend, Kan. Commissioner Bartley dissented; Commissioners Lee and Cox not participating. Oct. 22 supplemental initial decision looked toward grant. Action Dec. 4.

Gouverneur, N. Y.—Genkar Inc. Granted CP for new AM on 1230 kc, 250 w. P. O. address 123 Main St., Gouverneur, N. Y. Estimated construction cost $16,157; first year operating cost $60,000; revenue $72,000. Principals include **Martin Karig** and **Morris Genthner** (each 25.2%) and others. Mr. Karig is stockholder in WRSA Saratoga Springs, N. Y.; Mr. Genthner is employe of WWSC Glens Falls, N. Y. June 12 initial decision looked toward grant. Action Dec. 9.

Existing AM stations

APPLICATIONS

KBRV Soda Springs, Idaho—CP to increase daytime power from 500 w to 1 kw and install new trans. Ann. Dec. 9.

WFBS Spring Lake, N. C.—CP to increase daytime power from 500 w to 1 kw and install new trans. Ann. Dec. 11.

WBVA Waynesboro, Va.—Mod. of CP (which authorized new AM) to change hours of operation to unl. using power of 500 w-5 kw LS, install DA (DA-2) and install new trans. Ann. Dec. 11.

New FM stations

ACTIONS BY FCC

Sparta, Tenn.—Sparta Broadcasting Inc. Granted CP for new FM on 105.5 mc, 3 kw. Ant. height above average terrain 36 feet. P. O. address Box 390, Sparta. Estimated construction cost $11,580; first year operating cost $6,000; revenue $7,000. Principals: **Dr. Sam J. Albritton** (82.5%) and **Martha L. Albritton** (12.5%). Dr. Albritton is dentist and president WSMT Snow Hill, Tenn., and Mrs. Albritton is manager of same station. Action Dec. 6.

Bremerton, Wash.—Bremerton Broadcast Co. Granted CP for new FM on 106.9 mc, channel 295, 30 kw. Ant. height above average terrain 86 feet. P. O. address 205 Washington Avenue, Bremerton. Estimated construction cost $35,990; first year operating cost $30,000; revenue $30,000. Applicant is licensee of KBRO Bremerton. Action Dec. 9.

APPLICATIONS

Hot Springs, Ark.—Tim Timothy Inc. 96.7 mc, channel 244, 2.511 kw. Ant. height above average terrain 197 feet. P. O. address 113 Third Street, Hot Springs. Estimated construction cost $10,784; first year operating cost $6,000; revenue $12,000. Applicant is licensee of KBSH Hot Springs. Ann. Dec. 9.

Los Banos, Calif.—Los Banos Broadcasting Co. 95.9 mc, channel 240, 3 kw. Ant. height above average terrain 115 feet. P. O. address Box 672, Los Banos, Texas. Estimated construction cost $11,770; first year operating cost $6,000; revenue $7,500. **James H. Rose**, sole owner, also owns KLBS Los Banos. Ann. Dec. 5.

Daytona Beach, Fla.—WMFJ Inc. 101.9 mc, channel 270, 25 kw. Ant. height above average terrain 107 feet. P. O. address Box 5606, Daytona Beach. Estimated construction cost $22,250; first year operating cost $40,000; revenue $40,000. Applicant is licensee of WMFJ Daytona Beach. Ann. Dec. 11.

Evansville, Ind.—Valley-Hi Broadcasting Corp. 105.3 mc, channel 287, 500 w. Ant. height above average terrain 235 feet. P. O. address 220 Court Building, Evansville. Estimated construction cost $52,337; first year operating cost $50,000; revenue $60,000. Principals: **Samuel M. Angel, Claude H. Wiseman, Arthur F. Denton, Evangeline L. Hebbeler, Marjorie A. O'Bryan, Donald R. Hooe** and **Barbara J. Jones**. All are residents of Evansville. Ann. Dec. 10.

Greenwood, Miss.—Dixie Broadcasting Inc. 99.1 mc, channel 256, 100 kw. Ant. height above average terrain 248.5 feet. P. O. address Box 154, Greenwood. Estimated construction cost $55,310; first year operating cost $50,000; revenue $60,000. Principals: **C. D. Saunders** (75%) and **Arthur L. Wilde** (25%). Mr. Saunders is Greenwood businessman; Mr. Wilde is employe of Swift & Co. Ann. Dec. 11.

Elmira, N. Y.—Elmira Heights-Horseheads Broadcasting Co. 94.3 mc, channel 232, 950 w. Ant. height above average terrain 502 feet. P. O. address Box 2097, Elmira Heights, N. Y. Estimated construction cost $12,064; first year operating cost $12,000; revenue $12,000. Principals: **Frank P.** (35%) **Emmagene S.** (35%) and **Anthony P.** (30%) **Saia**. Principals also own WEHH Elmira Heights-Horseheads, N. Y. Ann. Dec. 11.

Elmira, N. Y.—WENY Inc. 94.3 mc, channel 232, 3 kw. Ant. height above average terrain minus 34 feet. P. O. address Mark Twain hotel, Gray and Main Streets, Elmira. Estimated construction cost $17,500; first year operating cost $12,000; revenue $20,000. Applicant is licensee of WENY Elmira. Ann. Dec. 11.

Kingston, N. Y.—Skylark Corp. 94.3 mc, channel 232, 660 w. Ant. height above average terrain 580 feet. P. O. address c/o C. H. G. Rees, 4600 Time-Life Building, New York. Estimated construction cost $23,100; first year operating cost $10,000; revenue $12,000. Applicant is licensee of WGHQ Kingston. Ann. Dec. 6.

Hereford, Tex.—KPAN Broadcasters. 106.3 mc, channel 292A, 2.83 kw. Ant. height above average terrain 252 feet. P. O. address Drawer 472, Hereford. Estimated construction cost $12,435; first year operating cost $6,000; revenue $7,000. Applicant is licensee of KPAN Hereford. Ann. Dec. 11.

Lamesa, Tex.—The Cobra Corp. 100.3 mc, channel 262, 25.5 kw. Ant. height above average terrain 258 feet. Estimated construction cost $21,270; first year operating cost $16,000; revenue $16,000. Applicant is licensee of KPET Lamesa. Ann. Dec. 11.

Ownership changes

ACTIONS BY FCC

KAKA Wickenburg and KTPM(FM) Sun City, both Arizona—Granted assignment of licenses from **Willard Shoecraft**, receiver, to

EDWIN TORNBERG
& COMPANY, INC.



Negotiators For The Purchase And Sale Of
Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Edward W. Butler, receiver. No financial consideration involved. Action Dec. 10.

KARK-AM-FM-TV Little Rock—Granted transfer of control of licensee corporation, **Arkansas Radio & Equipment Co.**, from estate of **T. H. Barton** (80%), deceased, to **Madeline M., Clark N.** and **T. K. Barton**. Transfer is settlement of estate. No financial consideration involved. Action Dec. 5.

KSGV(FM) West Covina, Calif.—Granted assignment of license from **John K. Blanche** and **Joseph D. Worth** (each 50%), d/b as **Pacific-South Broadcasting Co.**, to **Sherman J. McQueen** (51.4%) and others, tr/as **San Gabriel Valley Broadcasting Co.** Consideration $15,000. Mr. McQueen is VP of Foote, Cone & Belding, Los Angeles. Action Dec. 9.

KFEL Pueblo, Colo.—Granted transfer of control of licensee corporation, **KFEL Inc.**, from **Frank D. Hall** (100%) to **Joseph M. Clifton** (100%). Consideration $120,000. Mr. Clifton is local businessman. Action Dec. 10.

WSKP Miami—Granted transfer of control of licensee corporation, **WSKP Inc.**, from **Ohio Music Corp.** (52.38%) and **Ohio Sound Systems Inc.**, both owned by **William M. O'Neil** (75%) and **J. W. Lemmon** (25%), to Messrs. O'Neil and Lemmon individually. No financial consideration involved. Action Dec. 6.

WDHF(FM) Chicago—Granted assignment of license from **de Haan Hi-Fi Inc.**, owned by **James de Haan** and family, to **Federal Broadcasting Corp.**, owned by **George R. (Bob) Newhart** (66 ⅔%) and **Frank J. Hogan** (33 ⅓%). Consideration $200,000 and agreement not to compete. Mr. Newhart is entertainer and partner with Mr. Hogan in several music publishing firms. Action Dec. 5.

WETT Ocean City, Md.—Granted assignment of license from **WETT Corp.** to **Ocean City Broadcasting Corp.**, owned by majority owners of WETT. Consideration is assumption of debt. Action Dec. 4.

WQRS-FM Detroit—Granted transfer of control of licensee corporation, **Fine Arts Broadcasters Inc.**, from **Richard N. Hughes** (75%) to **Stanley R. Akers** (100% after transfer, 25% before). Consideration $850 and cancellation of debt. Action Dec. 10.

WLST Escanaba, Mich.—Granted assignment of license from **Frank J. Russell Jr.** (100%) to **The Mining Journal Ltd.**, whose majority owner is Mr. Russell. No financial consideration involved. Mining Journal is licensee of WDMJ Marquette, Mich. Action Dec. 6.

WERX Wyoming, Mich.—Granted assignment of CP from **John C. Lane, Elizabeth B. Barrett** and **Edward Fitzgerald**, d/b as **Wolverine Broadcasting Co.**, to Mr. Fitzgerald and Mr. Lane (each 15%) and others, tr/as **Radio WERX Inc.** Consideration includes exchange of stock and assumption of obligations. Mrs. Barrett retains 11.25% interest; assignment is to bring more people into ownership. Action Dec. 10.

KUXL Golden Valley, Minn.—Granted assignment of CP from **Edward D. Skotch** to **Greater Happiness Inc.**, 100% owned by Mr. Skotch. No financial consideration involved. Action Dec. 6.

WXYJ Jamestown, N. Y.—Granted transfer of control of licensee corporation, **Air Waves Inc.**, from **Tayloradio Corp.** (87.5%) to **Lowell White Paxson** (87.5%). Consideration $185,000. Mr. Paxson is 40% owner of WACK Newark, N. Y. Also see grant below. Action Dec. 6.

WXYJ Jamestown, N. Y.—Granted assignment of license from **Air Waves Inc.** to **Trend Radio Inc.**, controlled by **Lowell White Paxson**. See grant above. No financial consideration involved. Action Dec. 6.

WONE-TV Dayton, Ohio—Granted assignment of CP from **WONE-TV Inc.**, owned by **Brush-Moore Newspapers Inc.**, to **Springfield Television Broadcasting Corp.**, owned by **Roger L. Putnam** and others. Consideration $153,000. Springfield also owns WWLP (TV) Springfield, WRLP(TV) Greenfield and WWOR(TV) Worcester, all Massachusetts. Action Dec. 6.

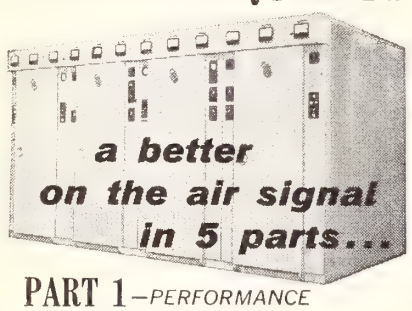
KOME Tulsa, Okla.—Granted transfer of control of licensee corporation, **KOME Inc.**, from **Franklin Broadcasting Co.** owned by William F. Johns Jr. (43.6%), William F. Johns Sr. (2.3%) and others, to **Polaris Co.** and **Ferris E. Traynor** family (each 50%), tr/as **Producers Inc.** Consideration $315,000. Producers Inc. owns KCND-TV Pembina, KNOX-TV Grand Forks and KXGO-TV Fargo, all North Dakota, WTVW(TV) Evansville, Ind., WKYW Louisville and KXOA-AM-FM Sacramento and KJAX Santa Rosa, both California. Action Dec. 4.

KATR Eugene, Ore.—Granted assignment of license from **Diana C. Redington, William H. Crocker II** and **Thomas J. Davis Jr.** (each ⅓%), d/b as **Eugene Broadcasters**, to Mrs. Redington, Mr. Crocker and **Genevieve de D. Casey** (each ⅓%), tr/as company of same name. Consideration $17,164. Mrs. Casey also owns 25% of KAPT Salem and KSHA Medford, both Oregon. Action Dec. 10.

KTBC-AM-FM-TV Austin, Tex.—Granted transfer of control of licensee corporation, **The LBJ Co.**, from **Claudia T. Johnson** to **A. W. Moursand** and **J. W. Bullion**, trustees (BROADCASTING, Dec. 9). No financial consideration involved. Action Dec. 5.

WMMN Fairmount, W. Va.—Granted assignment of license from **Peoples Broadcasting Corp.**, subsidiary of **Nationwide Mutual Insurance Co.**, to **Capitol Broadcasting Corp.** and **Marja Broadcasting Corp.** (each 50%), tr/as **Broadcast Enterprises Inc.** Consideration $245,000. Capitol, licensee of WCAW Charleston, W. Va., is 80% owned by **E. M. Johnson**; Marja licensee of WDNE Elkins, W. Va., is 100% owned by Mr. and Mrs. **John P. Carr.** Action Dec. 6.

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APPLICATIONS

KVOY Yuma, Ariz.—Seeks assignment of license from **King Lees**, receiver, to **KVOY Radio Inc.**, owned by **Neil Sargent** and **William L. Lindsey** (each 25%), **John L. Hogg** and **John R. Williams** (each 20%) and **Clara L. Wilfert** (10%). Consideration approximately $19,000. Mr. Sargent is manager of KVOY; Mr. Lindsey is national sales manager of KOY Phoenix, Ariz.; all principals are associated with KVOY. Ann. Dec. 6.

KBIS Bakersfield, Calif.—Seeks assignment of license from **Eastern Electrosonic Industries Corp.** to **Jack I. Straus, Robert K. Straus** and **Beatrice S. Levy**, trustees of will of **Jesse I. Straus**, deceased. Consideration is cancellation of debt. Ann. Dec. 11.

WAZA Bainbridge, Ga.—Seeks acquisition of positive control of licensee corporation, **Radio Bainbridge Inc.**, by **J. W. Woodruff Jr.** (66 ⅔% after transfer, 40% before) through sale of stock to licensee corporation by **Richard N. Hunter** (10%). Consideration is cancellation of $4,000 debt. Ann. Dec. 5.

WBHB Fitzgerald, Ga.—Seeks acquisition of positive control of licensee corporation, **Ben Hill Broadcasting Corp.**, by **Paul E. Reid** (100% after transfer, 50% before) through purchase of stock from **Otto Griner** (50%). Consideration $30,000. Ann. Dec. 9.

KUPI Idaho Falls, Idaho—Seeks assignment of license from **KUPI Inc.**, owned by **Elizabeth J. B. Echo**, to **Eugene F. Klaas**. Consideration $80,000. Mr. Klaas is general manager of KUPI. Ann. Dec. 9.

WLEW Bad Axe, Mich.—Seeks assignment of license from **Thumb Broadcasting Co.**, owned by **Harmon L. Stevens, John F. Wismer** and **James Muehlenbeck** (each 33 ⅓%), to same firm, owned by Mr. Wismer (66 ⅔%) and Mr. Muehlenbeck (33 ⅓%). Consideration $40,000. Ann. Dec. 11.

WMRT-AM-FM Lansing, Mich.—Seeks transfer of control of licensee corporation, **Metropolitan Radio Corp.**, from **Luke** (34%) and **Adelaide R.** (0.5%) **Walton, J. William Adams** (29%) and **Lawrence E. Morris** (10%) to **William R. Walker, Joseph D. Mackin, Charles D. Mefford, Philip Fisher** and others. Consideration $36,750. Ann. Dec. 5.

KRTN Raton, N. M.—Seeks assignment of license from **Raton Broadcasting Co.**, owned by **Jay W. Howe** and **Marvin H. Shute** (each 50%), to company of same name, owned by Messrs. Howe and Shute (each 40%) and **James T. Roper** (20%). Consideration $10,000. Mr. Roper is employe of KRTN. Ann. Dec. 11.

WNCO-AM-FM Ashland, Ohio—Seeks assignment of license from **Radio Ashland Inc.**, owned by **Charles Calhoun** (40%), **Lewis Roche** (36%) and **Charles Winick** (24%), to **Ohio Radio Inc.**, owned by **Robert W. Reider** (53%) and others. Consideration $150,000. Ohio Radio has applications pending to buy WLKR-FM Norwalk, WRWR-FM Port Clinton and WKTN-FM Kenton, all Ohio. Ann. Dec. 6.

WOHO Toledo, Ohio—Seeks transfer of control of licensee corporation, **The Ohio Citizens Trust Co.**, trustee of estate of **Sebastian N. Sloan** (37.48%), deceased, to **Samuel W. Sloan** (59.96% after transfer, 22.48% before); transfer is settlement of estate. No financial consideration involved. Ann. Dec. 11.

WCOY Columbia, Pa.—Seeks acquisition of positive control of licensee corporation, **Tri-Cities Broadcasting Corp.**, by **Putbrese** family (73 ⅓% after transfer, 50% before) through sale of stock by **W. T. Merchant Jr.** and **Samuel J. Cole** (each 11 ⅔%) to **Keith E. Putbrese** (23 ⅓%). Consideration $1,400. Ann. Dec. 5.

WBAW Barnwell, S. C.—Seeks transfer of control of licensee corporation, **Radio WBAW Inc.**, from **Virginia F.** and **J. A. Gallimore** (each 30%) to **Joseph B.** and **Gwen P. Wilder** (together, 100% after transfer, 40% before). Consideration $31,278. Also see WBHC Hampton, S. C. Ann. Dec. 9.

WBHC Hampton, S. C.—Seeks transfer of control of licensee corporation, **Hampton County Broadcasters Inc.**, from **J. A. Gallimore** (50%) to **Joseph B.** and **Gwen P. Wilder** (together, 100% after transfer, 50% before). Consideration $25,112. Also see WBAW Barnwell, S. C. Ann. Dec. 9.

WCLC Jamestown, Tenn.—Seeks acquisition of positive control of licensee corporation, **Jamestown Broadcasting Inc.**, by **Stanley Cravens** (100% after transfer, 33 ⅓% before) through purchase of stock from **R. Gene Cravens** and **H. F. Lawson** (each 33 ⅓%). Consideration $50,000. Ann. Dec. 5.

KCAD Abilene, Tex.—Seeks transfer of control of licensee corporation, **Westgate Broadcasting Co.**, from **Jack Hughes** (100%) to **H. S. Higginbotham** (100%). Consideration is assumption of debt. Mr. Higginbotham is KCAD employe. Ann. Dec. 9.

KVDO-TV Corpus Christi, Tex.—Seeks transfer of positive control of licensee corporation, **South Texas Telecasting Inc.**, from **Dr. J. A. Garcia** (23.1% before transfer, 4.7% after) and others to Clinton D. McKinnon (77.7% after, 3.8% before). Consideration $48,000. Ann. Dec. 10.

KUTV(TV) Salt Lake City—Seeks transfer of control of licensee corporation, **KUTV Inc.**, from **The Standard Examiner Publishing Co.** to new firm owned by same persons in same percentages, **The Standard Corp.** No financial consideration involved. Ann. Dec. 6.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward (1) granting application of Radio Elizabeth Inc. for new daytime AM on 1530 kc, 500 w, in Elizabeth, N. J.; conditions include presunrise opera-

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Dec. 11

	ON AIR Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,855	63	119	290
FM	1,115	17	99	244
TV	522[1]	57	80	126

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Dec. 11

	VHF	UHF	TOTAL TV
Commercial	473	88	561[1]
Noncommercial	52	29	81[2]

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Oct. 31

	AM	FM	TV
Licensed (all on air)	3,844	1,110	521[1]
CP's on air (new stations)	67	20	57
CP's not on air (new stations)	118	92	80
Total authorized stations	4,029	1,222	658[1]
Applications for new stations (not in hearing)	174	187	66
Applications for new stations (in hearing)	124	12	57
Total applications for new stations	298	199	123
Applications for major changes (not in hearing)	213	55	43
Applications for major changes (in hearing)	50	2	10
Total applications for major changes	263	57	53
Licenses deleted	0	0	0
CP's deleted	1	4	0

[1] Does not include seven licensed stations off air.
[2] Includes three stations operating on unreserved channels.

tion with daytime facilities precluded pending final decision in Doc. 14419; and (2) denying applications for new daytime AM stations on same frequency of Jupiter Associates Inc. to operate with 500 w, DA, in Matawan, and Somerset County Broadcasting Co. with 1 kw, DA, in Somerville, both New Jersey. Action Dec. 10.

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision looking toward affirming commission's Oct. 24, 1962, grant of application of John Self for new AM on 1300 kc, 500 w-D, in Winfield, Ala. Action Dec. 9.

DESIGNATED FOR HEARING

WHAY, The Central Connecticut Broadcasting Co., New Britain, Conn.—Designated for hearing applications for assignment of licenses to Connecticut-New York Broadcasters Inc. (WICC-AM-TV, WJZZ(FM) Bridgeport); dismissed that portion of petition by WRYM-AM-FM New Britain asking that WHAY renewal application be dismissed; made WRYM party to proceeding. Action Dec. 4.

■ By order, commission designated for hearing application of Noble Broadcasting Corp. for renewal of WILD Boston. Issues include questions concerning "double billing," broadcast of lottery advertising, failure to withhold federal income taxes and social security deductions from certain employes, financial qualifications, false and misleading financial reports and misrepresentation of facts to commission. Action Dec. 4.

OTHER ACTIONS

■ By memorandum opinion and order, commission held in abeyance until further order proceeding on application of Radio Americana Inc. for new daytime AM on 940 kc, 1 kw, in Baltimore, but further ordered that interested parties so desiring may, within 60 days, file applications for 940 kc in Catonsville, Md., or Lebanon, Pa., using substantially same engineering characteristics, and proposing to serve substantially same service areas as were proposed in dismissed applications by Catonsville Broadcasting Co. and Rossmoyne Corp. It suspended application of the AM "freeze" and "cut off" rules for particular proceeding and provided that original applications would, if applicants so desire, be consolidated in hearing with any new applications. Chairman Henry dissented and issued statement in which Commissioner Lee joined; Commissioners Cox and Loevinger not participating. Action Dec. 11.

■ By memorandum opinion and order, commission denied motion by WHDH Inc (WHDH-TV) for stay of Boston TV channe. 5 comparative hearing pending action on petition for reconsideration of portion of hearing order which rejected WHDH request for dismissal of application of Greater Boston TV Inc. Commissioners Cox and Loevinger not participating. Action Dec. 11.

■ By memorandum opinion and order, commission denied petition by Speidel Broadcasting Corp. of Ohio for reconsideration and rehearing of July 8 decision which granted application of Greene County Radio for new AM on 1500 kc, 500 w-D, in Xenia, Ohio, and which denied Speidel's mutually exclusive application for new station on 1510 kc, 10 kw-D, DA, in Kettering, Ohio. Commissioner Cox not participating. Action Dec. 11.

■ By order, commission denied application by Denver Area Broadcasters (KDAB), Arvada, Colo., for review of Review Board's Oct. 24 action denying leave to amend application to change proposed trans. site of KDAB. Commissioner Cox not participating. Action Dec. 11.

■ By order, commission granted petition by The City of New York Municipal Broadcasting System for extension of time to Feb. 25, 1964, to file amendment to application for SSA to operate WNYC New York additional hours from 6 a.m. EST to sunrise New York and from sunset Minneapolis to 10 p.m. EST, and new application seeking regular licensing of presunrise and evening operations pursuant to commission's Oct. 24 memorandum opinion and order. Commissioner Lee not participating. Action Dec. 11.

■ Commission (Commissioner Cox not participating) scheduled following TV proceedings for oral argument on March 2: Syracuse, N. Y., channel 9; and Orlando, Fla., channel 9, rescheduled from Feb. 28.

■ Commission's schedule of application filing fees will become effective on Jan. 1, 1964. Applications submitted by mail and postmarked later than 12 midnight, Dec. 31, 1963, must be accompanied by fees prescribed in commission's rules. No fees will be required to accompany applications postmarked prior to Jan. 1, 1964, irrespective of date on which application actually arrives at commission, or any of field offices. Applications submitted by hand to commission, or to any of field offices, subsequent to close of normal working hours on Dec. 31, 1963, must be accompanied by fees prescribed in commission's rules. Action Dec. 9.

■ Commission gives notice that Oct. 15 initial decision which looked toward granting application of The Hampden-Hampshire Corp. to increase daytime power of WHYN Springfield, Mass., on 560 kc from 1 kw to 5 kw, continued nighttime operation with 1 kw; conditions include precluding presunrise operation with daytime facilities pending final decision in Doc. 14419, became effective Dec. 4 pursuant to Sect. 1.276 of rules. Action Dec. 9.

■ By memorandum opinion and order, commission denied petition by Valley Telecasting Co. (KIVA[TV]) Yuma, Ariz., for reconsideration of Aug. 9 action which granted assignment of license of KBLU and CP of KBLU-TV Yuma from Desert Telecasting Co. to Desert Telecasting Inc., and which also granted extension of time to construct latter station. Commissioner Ford not participating; Commissioner Cox dissented. Action Dec. 9.

■ By memorandum opinion and order, commission (1) denied petition by W. D. Frink, tr/as Jefferson Radio Co., to extend time from Dec. 11 to Jan. 10, 1964, to operate WIXI Irondale, Ala., in order that agreement for assignment of CP and sale of physical assets may be amended and processed in orderly manner, and (2) on own motion, extended effective date of commission's Sept. 13 decision to Jan. 1, 1964, solely for purpose of winding up, application for assignment having been rendered moot by denial of application for license. Action Dec. 6.

■ Commission en banc, by Commissioners Henry (Chairman), Hyde, Bartley and Loevinger, rescheduled oral argument from Dec. 16 to Jan. 9 in proceeding on applications of The Young People's Church of the

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Air Inc. and WJMJ Broadcasting Corp. for new FM stations in Philadelphia. Action Dec. 6.

■ Commission, on request by WORZ Inc., postponed from Jan. 13 to Feb. 28, 1964, oral argument in proceeding on application and that of Mid-Florida Television Corp. for new TV stations on channel 9 in Orlando, Fla. Commissioner Cox not participating. Action Dec. 4.

■ Commission gives notice that Oct. 9 initial decision which looked toward (1) granting application of Marshall Broadcasting Co. for new AM on 1540 kc, 250 w-D, in Marshall, Mich., condition, and (2) denying application of Wright Broadcasting Co. for new station on same frequency with 5 kw (1 kw-CH), DA, D, in East Lansing, Mich., became effective Nov. 29 pursuant to Sect. 1.153 of rules. Action Dec. 4.

■ Commission gives notice that Oct. 9 initial decision which looked toward dismissing without prejudice application of The Y T Corp. for new FM on 99.3 mc in Palo Alto, Calif., and terminating proceeding, became effective Nov. 29 pursuant to Sect. 1.153 of rules. Action Dec. 4.

■ By decision, commission granted application of Wabash Valley Broadcasting Corp. for renewal of license of WTHI-TV (ch. 10) Terre Haute, Ind., and denied competing application of Livesay Broadcasting Inc. for CP for same facility. Chairman Henry and Commissioner Bartley dissented and issued statements; Commissioners Cox and Loevinger not participating. Initial decision of April 22, 1960, looked toward action. Action Dec. 4.

■ By memorandum opinion and order, commission dismissed applications by Wabash Valley Broadcasting Corp. and Illiana Telecasting Corp. for new TV stations on channel 2 in Terre Haute, Ind. Action is without prejudice to filing new applications by Jan. 31, 1964. It stems from Court of Appeals decision of June 27, 1963, which, among other things, affirmed commission's allocation of channel 2 to Terre Haute but held that determination of to whom it ought to be assigned must be on basis of new proceeding, and directed commission to permit filing of such applications within reasonable time and subject to comparative hearing. Commission will entertain appropriate application for interim operation on channel 2 there by interested applicants, but, because Wabash Valley is already operating on local channel 10, it will not be permitted to participate in any such interim operation. Chairman Henry issued concurring statement; Commissioner Loevinger issued statement; Commissioner Cox not participating. Action Dec. 4.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By separate orders, in proceeding on applications of TVue Associates Inc. and United Artists Broadcasting Inc. for new TV stations on channel 23 in Houston, granted petitions by Broadcast Bureau to extend time to Dec. 20 to file responses to TVue's motion to modify, delete and enlarge issues; and to Dec. 20 to file responses to United Artists' motion to enlarge issues. Actions Dec. 10.

■ By memorandum opinion and order, denied untimely filed petition by The Prattville Broadcasting Co. to reopen record in proceeding on application and that of Billy Walker for new AM stations in Prattville, Ala. Action Dec. 9.

■ Granted petition by Sunbeam Television Corp. to extend time to Dec. 16 to reply to responses to petition to enlarge issues in proceeding on Sunbeam's application for renewal of license of WCKT(TV) (ch. 7) and Community Broadcasting Corp. for new station on that channel in Miami. Action Dec. 9.

■ Granted petition by Radio Haddonfield Inc. to extend time to Dec. 19 to file exceptions to initial decision in proceeding on application for new AM in Haddonfield and that of Salem County Radio for new station in Salem, both New Jersey. Action Dec. 9.

■ Members Berkemeyer, Nelson and Pincock, adopted decision granting application of International Radio Inc. to increase power of KGST Fresno, Calif., from 1 kw to 5 kw, continued operation on 1600 kc, D; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. May 13 initial decision looked toward action. Action Dec. 6.

■ By memorandum opinion and order in proceeding on application of Eastside Broadcasting Co. for new AM in Phoenix, Ariz., (1) denied appeal by Maricopa County Broadcasters Inc. (KALF), Mesa, from examiner's Oct. 8 ruling which denied KALF's request to introduce evidence with respect to Eastside's proposed tower site, and (2) denied KALF's petition to enlarge issues in proceeding. Board Member Nelson concurred. Action Dec. 6.

■ Granted petition by Greater Boston TV Inc. to extend time to Dec. 10 to file oppositions to petition to enlarge issues relating to Greater Boston in Boston TV channel 5 proceeding. Action Dec. 6.

■ In proceeding on applications of KWEN Broadcasting Co. and Woodland Broadcasting Co. Inc. for new AM stations in Port Arthur and Vidor, respectively, both Texas, granted petition by Broadcast Bureau to extend to Dec. 11 time to file responses to following pleadings—petition by KWEN to enlarge issues, and petitions by Woodland to delete and enlarge issues. Action Dec. 5

■ Granted petition by Valparaiso Broadcasting Co. to extend time to Dec. 18 to file exceptions to initial decision in proceeding on application and that of Porter County Broadcasting Co. for new AM stations in Valparaiso, Ind. Action Dec. 5.

ACTIONS ON MOTIONS

■ Commission denied request by A. Earl Cullum Jr. to extend time from Dec. 10 to Jan. 10, 1964, to file comments and from Dec. 20 to Jan. 20, 1964, for replies in matter of reduction in aural-to-visual power ratio for VHF TV stations to make it consistent with ratio required of UHF TV stations. Action Dec. 6.

By Office of Opinions and Review

■ In proceeding on applications of WEAT-TV Inc. and Scripps-Howard Broadcasting Co. to change trans. location, etc., in WEAT-TV (ch. 12) and WPTV(TV) (ch. 5), respectively, both West Palm Beach, Fla., granted request by Broadcast Bureau to extend time to Dec. 10 to file replies to petition to terminate proceeding and grant application and petition for reconsideration and grant. Action Dec. 6.

■ Granted request and supplement by WTIF Inc. to extend time to Dec. 10 to file petition for reconsideration in matter of revocation of license of WTIF Tifton and for renewal of license of WDMG Inc. (WDMG), Douglas, Ga. Action Dec. 3.

By Chief Hearing Examiner James D. Cunningham

■ Granted petition by Central South Dakota Broadcasting Co. to extent of dismissing but with prejudice application for new daytime AM (KEZE) in Huron, S. D., and terminated proceeding. Action Dec. 10.

■ Dismissed with prejudice for failure to prosecute application of Capitol Television Inc. for renewal of license of KVUE(TV) (ch. 40) Sacramento, Calif., and retained in hearing status application of Camellia City Telecasters for new TV on that channel in Sacramento; directed Capitol Television to file with secretary of commission within 10 days affidavit as to whether it has been promised, or has received, anything of value, directly or indirectly, by reason of abandonment of application. Action Dec. 6.

■ Substituted Examiner Walther W. Guenther, in lieu of Examiner Arthur A. Gladstone, as presiding officer in proceeding on AM application of Northland Radio Corp. (KWEB), Rochester, Minn. Action Dec. 5.

■ Substituted Examiner Jay A. Kyle, in lieu of Examiner Arthur A. Gladstone, as presiding officer in proceeding on applications of Teleprompter Transmission of Kansas Inc. Action Dec. 5.

■ Subject to objection by any interested party within 10 days, substituted presiding officer as shown in lieu of Hearing Examiner Asher H. Ende in following: Examiner Forest L. McClenning: Black Hills Video Corp. Action Dec. 4.

■ Substituted Examiner Chester F. Naumowicz Jr. in lieu of Examiner Arthur A. Gladstone as presiding officer in proceeding on application of Big Chief Broadcasting Inc. (KLPR), Oklahoma City. Action Dec. 4.

■ Substituted Examiner Herbert Sharfman in lieu of Examiner Arthur A. Gladstone as presiding officer in Paterson, N. J., TV comparative proceeding. Action Dec. 4.

■ Designated Examiner Herbert Sharfman to preside at hearing in Victoria, Tex., channel 19 proceeding; scheduled prehearing conference for Jan. 6 and hearing for Feb. 10, 1964. Action Dec. 3.

By Hearing Examiner Isadore A. Honig

■ Pursuant to agreements reached at Dec. 9 prehearing conference in proceeding on AM application of LaFollette Broadcasting Inc. (WLAF), LaFollette, Tenn., scheduled certain procedural dates and ordered hearing to commence as scheduled on Dec. 23. Action Dec. 9.

■ Granted motion by Leon Lawrence Sidell, Hamburg, N. Y., to continue from Dec. 9 to Jan. 9, 1964, time for exchange of exhibits; Dec. 17 to Jan. 17, 1964, for hearing on exhibits, and from Jan. 7 to Feb. 10, 1964, for cross examination of Sidell in consolidated AM proceeding in Docs. 14031 et al. Action Dec. 5.

■ Pursuant to agreements reached at Dec. 2 further prehearing conference in proceeding on AM application of Verne M. Miller, Crystal Bay, Nev., scheduled certain procedural dates and hearing for Feb. 4, 1964. Action Dec. 3.

By Hearing Examiner Chester F. Naumowicz Jr.

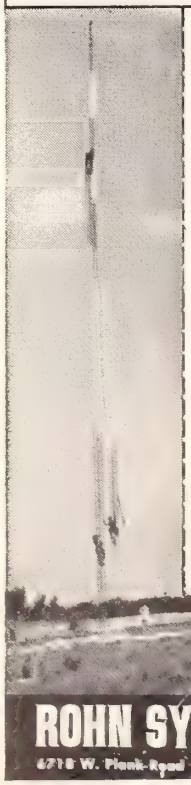
■ Pursuant to certain agreements reached and approved by examiner, continued Dec. 10 hearing to Dec. 16 in proceeding on applications of Edina Corp. and Tedesco Inc. for new AM stations in Edina and Bloomington, respectively, both Minnesota. Action Dec. 9.

■ Pursuant to agreements reached and certain rulings made at Dec. 9 prehearing conference in proceeding on AM application of Big Chief Broadcasting Inc. (KLPR), Oklahoma City, scheduled certain procedural dates and continued Dec. 11 hearing to Feb. 24, 1964. Action Dec. 9.

■ Scheduled prehearing conference for Dec. 9 in proceeding on AM application of

Continued on page 113

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RADIO

Help Wanted—Management

Manager for small market deep south 5 KW. Preferably with 1st phone. Emphasis on sales. Possibility of buying interest for right party. Box P-46, BROADCASTING.

Manager wanted for single station West Texas market. No high salary or draw artists wanted. Income is here for man who can produce. You produce for me and I will help you advance. Will consider top salesman or sales manager ready to manage station. Box P-116, BROADCASTING.

Manager to launch new South Jersey coastal AM station, Box P-129, BROADCASTING.

Station Mgr. new daytime station Mpls, Minn. area—strong on sales and capable of complete management. Opportunity for investment. Box P-163, BROADCASTING.

Station Manager wanted who is an excellent salesman, can lead people, who also has knowledge of FM Broadcasting besides AM broadcasting. This is a New England Full-Timer. Please send a resume and photo. Must be a man of integrity and above reproach. Box P-173, BROADCASTING.

Sales

Detroit—Immediate opening for solid salesman, capable of management, top station multiple chain. Good starting salary. Box M-169, BROADCASTING.

Fine opportunity young creative salesmen offered by seven station Mich-Wisc group. Our stock-holders, key personnel come through our sales department. Rapid advancement to qualified person. Box P-153, BROADCASTING.

Large east coast market. Resumes to include references. Chain operation. Appearance, intelligence and ambition combined with hard work will provide a decent living with an adult programed station. Capabilities, potential more important than formal experience. I need you right now. Box P-165, BROADCASTING.

Station manager, must be heavy on local sales and be able to create local salable promotions, New England daytimer. Opportunity for investment. Send full resume, financial requirements and picture in first letter. Box P-186, BROADCASTING.

WPIK serving Washington-Northern Virginia with adult programing looking for one damned good man, or woman. No picnic, but intelligent person can earn good living. I insist on outstanding personal references . . . which will be checked. In addition to ability to sell, you must be able to write creatively. Resume to me, Bill Gallagher, Jr., General Sales Manager, WPIK, Virginia Theatre Building, Alexandria, Virginia. Everything confidential.

Radio salesman—Mature, experienced, aggressive for permanent sales position with No. 1 Pulse station in Illinois' No. 2 market. A good family man with solid radio sales background will earn a substantial income. Contact: John R. Speciale, WRRR, Rockford, Ill.

Announcers

Are you a young radio announcer with a mature voice, some commercial experience, and a desire to join a good medium market station? Then let's get together. We're loaded with employee benefits. The market's a good one, and the staff is broadcasting minded. Send tape resume and salary range to Box N-154, BROADCASTING.

Announcers—(Cont'd)

Experienced announcer needed immediately for midwest metro-market good music station. Must have good air voice and commercial delivery. Will consider only those desiring permanent employment. Box P-65, BROADCASTING.

Wanted: Swinging top 40 format dj, Negro, for all night slot in brand new show case studio. Tell all and send tape with first letter to Box P-71, BROADCASTING.

Talented, enthusiastic professionals wanted. Morning man $8000-10,000; specialist in creative production spots $7800-9100; afternoon man $5200-6500; salesmen—liberal draw against commission. Well established station will give preference to applicants from the Carolinas, Virginia, Southeast. Tell all, sell all first letter with air check to Box P-106. BROADCASTING.

Is your production the kind other deejays admire? Airwork the polished, professional calibre that cries out for more attention, appreciation. Too young to have all this talent and drive? We've got a home for you at top-rated pop station in medium market. Other young pros to welcome you. Rush details, tape, pic to Box P-109, BROADCASTING.

If you are a competent aggresive newsman and comprehend mobile news coverage, we want to hear from you. Highly respected top-rated operation in Illinois. Send tape and complete resume to: Box P-114, BROADCASTING.

Pennsylvania kilowatt needs morning man dependable, mature, professional. Send tape, resume, photo to Box P-154, BROADCASTING.

Eastern North Carolina station needs salesman announcer. Salary plus commission. Send resume and photo to Box P-172, BROADCASTING.

Opening Jan. 15. Young anncr., mature voice, some commercial staff and sports experience. Good small market operation. Modern facilities, loaded with fringe benefits. Adult station, fine image. $90 wk. start—raises. No selling or copy writing. Near eastern metropolitan city. Box P-180, BROADCASTING.

All-around announcer for medium southeast market. Top tunes with lot of freedom for thinking dj. Maturity a must. Send tape, resume, with your ideas on how to operate. Box P-185, BROADCASTING.

On your way up? This may be your move. Got gimmicks? Different voices? An inside heckler? Special approach to top 40? Make it interesting and exciting for teens and young adults and we'll do the same for you. Evening show. First phone. If you're the guy—name your price. Top-rated east coast station requires good references, picture, tape and personal resume. Box P-187, BROADCASTING.

Eastern 50,000 watter looking for creative morning man. We want a man with imaginative ideas to handle an adult audience. . . . A man capable of holding our current #1 rating in the AM. Rush tape, resume, and minimum salary expected. Box P-195, BROADCASTING.

Announcer—1st ticket. No maintenance. Middle Atlantic area within 60 miles of Nation's capital. Complete resume to Box P-201, BROADCASTING.

Wanted: A crazy, zaney, jumping dj for 100% Negro programed station. One who can turn a sophisticated city up-side-down. Station located in one of the 10 leading markets. All correspondence confidential. Terrific compensation for right man. Send audition tape to Box P-202, BROADCASTING.

Announcers—(Cont'd)

Good opportunity for afternoon man with personality. Big band format in Wheeling, W. Va. Pay? Depends on your talent. Position opening 1st of January. Box P-203, BROADCASTING.

Moving up? Morning man with potential, wit and intelligence wanted by all-new modern radio station. Will consider men working other slots who can move to mornings. We go first class and intend to dominate our market with your help. Send tape and resume to Box P-204, BROADCASTING.

Texas kilowatt needs mature, experienced dj for adult programing. If you can sell a commercial and make a record show sound interesting, send air check, resume, and references. All tapes returned. $100.00 week. Box P-208, BROADCASTING.

KLMR Lamar, Colorado within 30 days to be 5000 watts. Has opening for experienced announcer. First phone necessary. Contact Kent Roberts, KLMR.

KSON, San Diego's first and only c&w station expanding air personality staff. Need tape and resume immediately. KSON, U. S. Grant Hotel, San Diego 1, Calif.

Porterville, Calif., all around man with 1st phone needed now. Practical engineering not manditory but desirable. Salary open. Phone Gary Garlund, KTIP, 209-784-1450.

Announcer with first phone. No maintenance. WAMD, Aberdeen, Md.

Experienced announcer for suburban Maryland, independent. Send tape, resume, photo immediately to WASA, Havre De Grace, Md.

Announcer-salesman, run good board, service active accounts, references required. Mr. Wideman, WATT, Cadillac, Michigan.

Bright sounding announcer without problems, by January 1st. Prefer Florida resident. Gale Brooks, WBIL, Leesburg.

Metropolitan Detroit station wants experienced dependable air personality. Send tape and resume to WBRB, Box 2164, Livonia, Mich.

First class ticket required—combo man for 1 kw daytimer. Tell all first letter. General Manager, WEBO, Owego, New York.

Immediate opening for strong commercial announcer, air personality with original humor and mature voice. Top station in Grand Rapids. Salary open. Rush tape and resume to WGRD, 35 Lafayette Ne., Grand Rapids, Michigan.

Announcer. Live, swinging, personality, top 40 operation WHSL, Wilmington, N. C.

Michigan daytimer has immediate opening for 1st phone announcer-newsman. Prefer family man looking for permanency, and opportunity for advancement. Salary open, dependent on ability. Send tape-resume and picture to WJUD, St. Johns, Mich.

Caught in the draft. Announcer needed. Willing to learn, assisting in music department. Adult format, wonderful country, wonderful station. Dean Loudy, WNNT, Warsaw, Va.

If you are experienced with news, good music and transmitter duties. Call Washington stereo station, WASH.

Announcers—(Cont'd)

Excellent opportunity for experienced announcer radio staff with television opportunities. Send snapshot. Resume and off-air check stressing music and commercials. Program Director, WOC-AM-FM, Davenport, Iowa.

Announcer-copywriter: Take charge of copy department. Send tape, resume, photo and sample copy to: F. H. Stewart, WSVS, Crewe, Va.

Announcer-first phone . . . Middle of road programing . . . Emphasis on announcing . . . WTHM—Box 1530, Lapeer, Mich.

Wanted Negro 1st phone combo. Little maintenance for small market daytimer. Call collect Ted Reynolds 919-654-3971.

Announcers! All states. Tapes to Darden Associates, Box 231, Roosevelt, N. Y., 212-TW6-1245.

Negro group operating Tampa—Birmingham—Shreveport—Little Rock—Jackson—Richmond, has opening for 2 swinging R & B men with teenage appeal—and a dynamic religious personality. Send resume—late photograph—tape. Program Director, McLendon Broadcasting Company, Box 197, Jackson, Miss.

It's a fact—First phone announcers earn more money! Secure your future with an FCC First Class License. Five weeks in beautiful, warm and sunny Florida. And now, in addition to REI's famous five (5) week first phone course—now third phone, plus broadcast endorsement by correspondence. Only $16.00. Same famous guarantees the residence course. License or complete refund. Radio Engineering Institute of Florida, Inc., 135 N. Pineapple Avenue, Sarasota, Fla.

Technical

Wanted: Negro engineer, first class ticket only, experience not necessary, only willingness to work and learn. 5 kw-directional. Complete resume and minimum starting salary immediately to Box P-70, BROADCASTING.

Announcer—1st ticket. No maintenance. Middle Atlantic area within 60 miles of Nation's capital. Complete resume to Box P-200, BROADCASTING.

Wanted: First phone engineer with experience in AM and completely automated FM. Send full particulars and general salary requirements first letter to KBIM Box 910, Roswell, New Mexico.

Wanted: Kentucky daytimer has opening for Chief engineer announcer. Good pay. Small community. Send tape, resume and references to WANY, Albany, Ky.

Immediate opening for engineer, 5 kilowatt. Contact Morris R. Shufflebarger, WGOH, Grayson, Kentucky. Phone 474-5144.

Wanted first class ticket operator for full time AM-FM station, located in southern New Hampshire. Contact: Miss Shirley I. Roy, Knight Management Corp., Boston, Mass.

Production Programing & Others

Need both experienced news director and dj. Want mature voices. Good pay. Send tape, resume to Box N-185, BROADCASTING.

Wanted—farm director, newsman, midwest. Age no factor. Box P-9, BROADCASTING

Experienced announcer-copy writer who can also double in news needed for midwest metro-market station. Versatility with mature presentation desired. This is a good music station. Only those seeking permanent employment need apply. Box P-66, BROADCASTING.

Program director. Major market. (East). Top 40. No screamer advocates. Must have provable track record of ratings and clever production. Box P-158, BROADCASTING.

Production Programing & Others

Continued

Newswriter who can collect, write and broadcast local and area news. Knowledge of sports helpful. WICY, Malone, New York.

Immediate opening for fulltime newsman. Need man with ability to find, report and build local news stories, and maintain present outstanding reputation. Send tape and resume with history of earnings to Jim McDonald, WKNY, Kingston, New York.

Young newsman for one of the midwests most aggressive news operation. Opportunity for both radio and television local news gathering, writing and reporting. Only dedicated newsman may apply, for the work and challenge will find you out. Send tape, resume and photo to Sam Hall, WTRC, Elkhart, Indiana.

Newsman—Wgic, AM dial 1500, Xenia, O. Write or call Dick Moran, Gen. Mgr., Don't call collect.

Situations Wanted—Management

General Manager—Seventeen years in radio from small market independents to medium market network including group operation. Successful local sales record. Worked with top reps on national sales Nine years Manager: remainder as Sales Manager, P.D., News Director, talent. Best references. Box P-4, BROADCASTING.

Qualified to manage. Eight years experience in AM and FM. References. New York State only. Box P-76, BROADCASTING.

Unusually well-qualified broadcaster available for management position within the next 90 days. This man has 15 years solid experience in large-market operation. Box P-89, BROADCASTING.

Formula for a profitable radio station: 1. Correctly analyze your market and competition. 2. Design your air sound to build a salable image. 3. Promote that image. 4. Get the program department to do your bidding. 5. Get your sales department to sell. 6. Keep collections current. 7. Thoroughly know FCC regulations. 8. Add a multitude of small details and stir 20 hours per day. In 9 years I have successfully mastered this formula and presently proving my ability as Manager. I'm familiar with Network, Independent, and all size markets. Box P-147, BROADCASTING.

Small-Medium market preferably in middlewest. Outstanding background in sales and management, aggressive with the know how and ability to put new life into your station. Presently employed in large market. Box P-149, BROADCASTING.

Veteran announcer earning $8,000 wishes to make transition to management. College graduate, creative, industrious, versatile. Age 29. Box P-159, BROADCASTING.

Devoted to quality radio that combines profit and pride. Station or sales manager available soon. Excellent record sales, research, programing. Boston Area first choice. Box P-161, BROADCASTING.

Major market personality desires switch to management. Happy financially, but want more productive future. Age thirty. Ten years radio. Sales and program management background. Ability, creativness, ambition. Let's talk. Box P-174, BROADCASTING.

Wanted: Opportunity, not just salary. Interested; Management and sales. Experience; over 2 years local radio and network TV. College grad., 28, married. Veteran. Hard Work guaranteed. Presently employed. Box P-176, BROADCASTING.

Manager of small market station strong on sales has reached earning potential. Desires Gen. or sales manager position. Can relocate. Resume and references available. State approximate starting salary with first letter. Box P-178, BROADCASTING.

I've increased sales here by 1,000% in one of the country's most difficult markets, within 1 year, and I can prove it. Presently employed general manager, expert in programming with real sales know how, also excellent engineer. Seeking management with incentive, plus respectable salary. I can do it. Box P-179, BROADCASTING.

Management—(Cont'd)

Attention station owners: I have an excellent background in sales, promotion and management to offer. Give me the key, sit back and watch the results. Preferably midwest. Presently employed. Exchange references please. Box P-193, BROADCASTING.

Veteran broadcaster with 18 years experience, 14 of which have been in managerial capacities, available for radio management in competitive market. Stations I have run in major markets always top-ranked. Married, three children. Age 41. Well known among leading agencies and major station reps. Excellent references. Box P-205, BROADCASTING.

Man of long experience in sales management is available. Qualified in local and national fields. Extensive contacts throughout industry. Excellent references. Box P-207, BROADCASTING.

Mature capable manager announcer, newsman. Experienced radio and television. Attention: Wisconsin, Minnesota, Michigan. Contact Carl Erwin, Manager, KFLJ, P.O.B. 593, or phone 111, Walsenburg, Colorado.

Sales

Sales my primary interest as sales manager or salesman. Have 22 years radio experience in all phases. Finest references. Write Box P-59, BROADCASTING.

Announcers

San Francisco first phone personality available. Interested? Box N-45, BROADCASTING.

4 years experience in sales, announcing & play-by-play. Desire smaller mkt. in midwest or west. All replies answered. Box P-44, BROADCASTING.

Sports announcer looking for sports minded station, finest of references. Box P-74, BROADCASTING.

First phone radio-TV announcer, newswriter, 35, married, two children. Box P-77, BROADCASTING.

Gal disc jockey, traffic, women's programs, great writer, continuity, scripts, hard worker. Available immediately. Box P-92, BROADCASTING.

N.Y., N.J., Conn.—Announcer/dj, newscaster, experience, tight productional fast board. Family man. Box P-133, BROADCASTING.

Announcer engineer—1st phone—desire staff position, your style or mine. Good news, good music, good background—2½ years sales advertising. South or Southwest preferred, not required. Box P-142, BROADCASTING.

Announcer—DJ—experienced and mature fast and tight board. Fluid delivery can start immediately. Box P-148, BROADCASTING.

Highly experienced, mature, general announcer, will accept any living wage for a rapid placement. Excellent credits. Box P-150, BROADCASTING.

Announcer-4 years experience. Age 25—married—wants job in Wisconsin or Minnesota. Box P-156, BROADCASTING.

DJ announcer, mature, reliable, good voice, now working medium market, top 40. Wants middle of road station—prefer San Francisco or West Coast. Box P-157, BRODCASTING.

Mature personality looking for the right job. Resume tape on request. Box P-199, BROADCASTING.

Attention New England. Top forty DJ. 5 years experience plus opinion and women's shows. Good habits and family man. Box P-160, BROADCASTING.

First Phone showman—6 years in top 50 markets. Available immediately. Box P-162, BROADCASTING.

Announcers—(Cont'd)

Announcer-Emcee. Young, personable professional actor-announcer with heavy local, national radio-video credits seeks opportunity with progressive station seeking strong personality and programing on which to hinge sales. I've got the background, ideas, showmanship and salesmanship to pay off for you. Interested? Box P-167, BROADCASTING.

College student desires part time position in Northern California town near State College. First Phone. No experience. Box P-171, BROADCASTING.

Announcer-dj bright personality. Authoritative news, family man—Dependable. Not a prima donna or floater. Box P-181, BROADCASTING.

Lively and talented female with warm personality, dj, newsman, copywriter. Professionally trained to do best job possible. Box P-192, BROADCASTING.

16 years experience. Announcing, selling, first class license. Steady, reliable, references. Box P-209, BROADCASTING.

Announcer-dj—experience, Negro, bright personality, authoritative newscast, tight production, not a floater or prima donna. Box P-211, BROADCASTING.

DJ announcer—authoritative newscaster, dependable—family man, personable, cooperative, fast operation. Box P-212, BROADCASTING.

Announcer dj—married & dependable. Experienced. Authoritative newscaster. No floater or prima donna. Box P-213, BROADCASTING.

DJ-announcer, 25 years old. Military service complete. Experienced top 40 personality plus. Box P-215, BROADCASTING.

Announcer, dj, 1st phone, presently working. College grad. Age 31, mature voice, warm personal delivery. Authoritative news. Desires music background. Four years experience A.F.R.S. Prefer middle-of-road station and/or TV in or near metropolitan area. Would like opportunity for copy and production. Available immediately. Tape, resume, photo on request. Box P-216, BROADCASTING.

Flexible, professional personality. Experienced all phases, any market. Authoritative newscaster, bright interesting dj/announcer. Box P-217, BROADCASTING.

Announcer/dj or newscaster. Bright, interesting personality. Experienced all phases, tight board, competent air sales, beeper phone, interviewing, authoritative news. Responsible, college background, excellent references. Box P-218, BROADCASTING.

Dear Santa: Do you know anyone who wants a good announcer for Xmas? Box P-220, BROADCASTING.

DJ-announcer: Bright air personality, authoritative newscaster, dependable, cooperative, tight board, not a floater, professional attitude. Box P-222, BROADCASTING.

Presently Detroit personality! Smile-like voice . . . versatility . . . experience . . . mature, midwest only. Box P-223, BROADCASTING.

Top 40 dj with first phone desires position in West-South or midwest. 3 years experience. Write Dick Moore, 2706 Moorehead, Apt. 2, El Paso, Texas or call 505-393-3909.

Available Jan. 1. Young & capable radio personality. First Phone. DJ or News. Write Mike Wengert, P. O. Box 503, Naples, Fla. or after Christmas at 9725 Cambria Dr. St. Louis Mo.

C&W DJ. Discharge from Army soon, Ten years Experience. Jack Reno, Box 328 Waynesville, Missouri.

Technical

First phone, Radio, television experience. High power transmitters. Directionals. Available for anything, anywhere. Box P-170, BROADCASTING.

Presently employed studio engineer with major radio network experience in New York seeks like position with recording studio, net or station, or similar audio work. Smooth board, proficient editor, live music experience. Light maintenance. Can also write, announce. Degree, first phone, married. New York metro or suburbs preferred. Box P-188, BROADCASTING.

Now available—experienced engineer. Have created and maintained one of the outstanding metropolitan sounds. Can offer the best of references for credit, character, and technical ability. Extreme familiarity with all phases of directional antenna systems, maintenance and installation of all types of equipment, and equipment construction. Thirteen years engineering experience in radio. Bob Swortwood, 10207 Longmeadow, Dallas, Texas, DI 8-6071.

Experienced chief, AM, FM, TV, audio proofs, first phone nine years. Willing to relocate, C. William Simpson, 815 N. 4th St., Sunbury, Penna., phone 717 AT 6-0464.

Production Programing & Others

Quality continuity director or writer for quality sound that adheres to NAB code, pleasant appearance, good voice, college, married, 30 & 3rd phone. Box P-43, BROADCASTING.

Copywriter, thoroughly experienced, radio, TV, agency, creative, production oriented, effective. Box P-58, BROADCASTING.

I thrive on tough competition and real challenge. This PD/JOCK with a first phone has a consistent record of being number one. Let me program your station into the number one slot. All replies considered. Box P-61, BROADCASTING.

Responsibility, who needs it? I do! Experienced radio/TV announcing, sales, cont., prod., promotion, publicity. College degree and ability to go with it. Ratings, references, tape and resume for asst. Mgr. or pd offer. Box P-151, BROADCASTING.

Male copywriter, proven ability, ten years solid-sell experience, radio, TV. Box P-152, BROADCASTING.

Newsman with an established reputation in broadcast journalism, seeking a responsible position in one who takes pride in his work and versatile background in the industry. Box P-177, BROADCASTING.

15 years—all phases—present position 4 years #1 jock major market. Desire pd in major or medium market—open for discussion . . . presently earning $10,000. Box P-183, BROADCASTING.

Copywriter . . . Slave. Will labor for less in southwest. Top references. Straight copy that sells. Promotion and program ideas. Squeezed-out by change of ownership. Contact him. Box P-184, BROADCASTING.

Programing or traffic department. Three years experience. Box P-189, BROADCASTING.

Hooper proven programer and promotion man now available to progressive station or group in major market. Dynamic background in local stations in top ten plus National promotion background. Work now being heard in over 400 markets. Box P-190, BROADCASTING.

Top rated—southwest good music man—top 40 ability. Talented production . . . 5 years experience-family man. Permanent position only. Texas, midwest. Box P-197, BROADCASTING.

Custom radio production spots (not jingles). Send 50 cents for sample tape and low rates, station and agencies inquiries invited. Gary Van, 110 E. Union St., Newark, New York. 14513

TELEVISION

Help Wanted—Management

Mid-central television station will be replacing its general manager due to promotion. If you are qualified for this heavily sales-oriented position please submit your qualifications and references. Box P-119, BROADCASTING.

Announcers

Virginia fulltime radio and TV operation needs good experienced announcer. Middle of the road format. Must be reliable. Opportunity for TV sports, send tape, pix, resume and salary expectations to Box P-88, BROADCASTING.

Technical

Have immediate opening for experienced CATV engineer in construction and operation of proposed elaborate and large system. Send full particulars in initial response. Box N-7, BROADCASTING.

Wanted—assistant chief Engineer for large American TV station outside continental U. S. Must have studio and transmitter experience, prefer single man but will consider others. All replies confidential. Box P-169, BROADCASTING.

Full power California VHF has opening for studio engineer. Second phone, and video & audio switching experience required. Box P-175, BROADCASTING.

Wanted—Chief Engineer for Southeast TV station. Fully equipped in small market. Must have tape experience. Adivise qualifications and salary requirements in complete confidence. Will not check on your references without first checking with you. Write Box P-219, BROADCASTING.

Studio engineer. VTR maintenance experience essential. Salary over $150.00 per week. IBEW contract. CBS affiliate in southern California metropolitan community, 2 hours drive from Los Angeles. Send letter and resume to Chief engineer, KBAK TV, 2210 Chester Avenue, Bakersfield, California. FA 7-7955.

Chief engineer for 5 kw directional and 1 kw sister station, need an experienced man who can assume complete responsibility for both studio and transmitter maintenance. Contact E. M. Tink, V.P. of engineering, KWWL-TV, Waterloo, Iowa.

Experienced Chief Engineer, major market. Ability to take over and initiate practical projects. Must be energetic and able to tackle tough problems. Available immediately. Phone 534-8281, Denver, Colorado, Ed Carroll.

Production, Programing & Others

Kids show . . . tried and proven brand new show. For VTR phone 213-332-3398. Box P-27, BROADCASTING.

TV news director in medium market. Now top-rated newscaster in major market. Thorough reporting, writing, filming experience. $750 minimum. Box P-155, BROADCASTING.

Situations Wanted—Management

Thru the ranks, pioneer in TV sales, sales management and station management. Well known in industry. Past member of NAB board. Top references. Connections with reputable owners, first consideration. Also interested in replies from affiliated industries. Box P-206, BROADCASTING.

Announcers

TV staff announcer seeks larger market. Long experience all phases. Box P-182, BROADCASTING.

Announcers—(Cont'd)

Announcer, delivers selling commercial, selected by top National accounts as local spokesman. Eight years TV, seven years present job in medium large market, desires to move up. Present income $10,000 yearly. Need guarantee of this, plus opportunity for more, dependent on ability. No geographical preference. Tape and references for genuinely interested. Box P-214, BROADCASTING.

Experienced announcer in all phases of TV. Married with one child. Age 29. Desire relocation in larger market. Box P-224, BROADCASTING.

Technical

Director of Engineering: Presently employed. Thirteen years experience medium-major market television. Seeking change for valid reasons. Capable, ambitious, strong engineering and administrative background; FCC, labor negotiations, etc. For resume write Box P-164, BROADCASTING.

Production Programing & Others

News Director. Top-rated delivery coupled with extensive major market administrative experience. Unusual situation makes this award winning reporter available after first of year. Kines, VTR, and references available. Box P-166, BROADCASTING.

Operations-production manager with programing & personnel experience wants position utilizing background. Family man, 33, with journalism degree and special personnel training. Box P-168, BROADCASTING.

Production supervisor: 6 years experience including film, directing, and studio in small to medium market. Married, family. College graduate. Presently employed, good references. Wishing to relocate in northwest, southwest or Rocky Mountains. Box P-191, BROADCASTING.

Want to locate in an active operation. Production, direction and technically oriented. Two degrees, 25, male, married. Minimum $7,000. Box P-196, BROADCASTING.

New York area. Top flight midwestern producer-director with extensive commercial/ETV experience is relocating in New York City. Willing to start at bottom of creative operation . . . agency . . . production house . . . commercial or etv station. Box P-198, BROADCASTING.

WANTED TO BUY

Equipment

GE XT-1A 1 KW AM transmitter, Robinson turntables, Rust remote control equipment, 4X500F tubes, Wollensack T-1500 tape recorders, state condition and price. Box P-50, BROADCASTING.

Eight-bay Andrew FM, antenna. Box N-284, BROADCASTING.

Wanted: WDBC, Escanaba, Michigan has been granted an increase to 10 kw. Station is now seeking a 10 kw transmitter. Contact General Manager A. E. Dahl, 606 Ludington Street.

Lampkin FM frequency deviation monitor, model 205A; Bird wattmeter, model 43. Box P-194, BROADCASTING.

UHF station going on air needs all equipment—transmitter, cameras, tower, antenna etc. Be specific. Give prices. Box P-221, BROADCASTING.

Self-supporting tower, 200-300 feet, suitable for microwave. WJBF-TV, Augusta, Ga.

FOR SALE—Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

FOR SALE

Equipment—(Cont'd)

Xmission Line; Teflon insulated, 1⅜" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Templebar 2-3527.

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

Television film camera RCA TK-20A with accessories in good condition. Inspection or inquiries invited. Box P-45, BROADCASTING.

For sale—A Collins 26-J-1 Auto level limiting amplifier, near new $150.00. Collins ATC PB 150/PB 190 cartridge playback unit, near new $325.00. Collins ATC AB 150/AB 190 record amplifier for above w/connecting cables $200.00. Contact Howard L. Harrington, Box 385, Ogallala, Nebraska.

RCA TT5A tuned to channel 2. Priced to sell quickly. Write Box M-23, BROADCASTING.

Reversable geared motors, ideal for remote control, 24 volts AC or DC. $10.00 each write Box P-72, BROADCASTING.

Sacrifice 4 sets RCA TV eye Vidicon cameras in good working condition. $200 each. Paul McAdam, Box 691, Livingston, Montana.

Machenzie repeater system. 1 CPR record unit. 5 CPB playback unit. 150 cartridges and miscellaneous supplies. $750. Magnecord PT6-6 complete recorder. Richard Haskey, KGUD, Santa Barbara, California.

Federal 191-A, 192-A or 193-A FM transmitter operators. We plan dismantling a 192-A in good operating condition. Want spare parts? Write KUTE, 217 West Broadway, Glendale 4, Calif.

Antenna relay EF Johnson DPDT contractor 145-202-13 brand new $65.00. WHAI, Greenfield, Mass.

190' guyed tower for immediate sale to best offer. Purchaser must dismantle and haul. Call Jimmy Childress, 586-2221, Sylva, North Carolina.

RCA microphone, type BK-11A, Junior velocity, like new, used only twice, complete with microphone stand, cable, Cannon plug, $110. WBVM, 1924 Genesee St., Utica, N. Y.

For sale: Gates spot tape used less than one year. Original cost $1,000 will take $400. WQXT, Palm Beach, Fla.

Three (3) Blaw-Knox 200 ft. self-supporting towers galv. in excellent condition. P. O. B. 575, Vidalia, Georgia.

1 KW Gates FM 1B Transmitter, Used 8 months, reasonable. Tel. 513-866-5929, P. O. 222, Miamisburg, Ohio.

BUSINESS OPPORTUNITY

Will trade 15 years of successful large market ownership-management experience for managerial position with stock option. All communications will be answered in confidence. Box P-90, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

Miscellaneous—(Cont'd)

Two daily 4:30 feature reports, with the actual voices of the newsmakers, on top national and international stories. Perfect partner to complement your sparkling local coverage—daily tape via air mail special delivery. Peak listener reaction—low cost. Let us join your team. Write Box N-61, BROADCASTING.

Jockey Joker is a new series of one line gags for deejays. This publication will be habit forming. First issue $2.50. Show-Biz Comedy Service (Dept. BJ) 65 Parkway Court, Brooklyn 35, New York.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

San Francisco's Chris Borden School continues top placement record. Proven 1st phone and "modern" sound. Illustrated brochure. 259 Geary St. Next class January 13.

Save time! Save money! Come to beautiful, warm and sunny Florida and get your FCC first class license in just five (5) weeks! Full resident tuition only $295.00. License or complete refund. Free placement. Radio Engineering Institute of Florida, Inc., 135 N. Pineapple Ave., Sarasota, Florida.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 8, March 11, May 13. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin January 13, March 16, and May 18. Lab training and advanced electronics available after first phone course to, those who wish to continue. For free brochure, write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif. 90027

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance, Announcer Training Studios, 25 W 43rd, N. Y. OX 5-9245.

INSTRUCTIONS—(Cont'd)

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

1st ticket class . . . 6 week course resident, or correspondence Live and study in Denver, Colorado. The greatest! Write for bulletin. Next resident class starts January 13. Signal Broadcasting, 431 W. Colfax, Denver, Colorado, 80204. Also announcing, station operations course and TV production.

America's pioneer. 1st in broadcasting since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

Beginning announcers! Get the groundwork for your radio career at home through a complete tape course. Covers announcing, production and programing. Audio examples, lectures, lesson manuals. The best low cost way to learn the ropes. Free brochure. Capco Broadcasting Instruction, Box 5053, Tulsa, Oklahoma.

FCC License in six weeks. Total cost $300.00, radar endorsement included. Resident class only. Your opportunity in Space City. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. Next class January 13th.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Help Wanted—Sales

RADIO SALESMAN

Modern format network station needs young, aggressive time salesman who knows his product. Guaranteed draw and account list. Should be capable of future development. Send complete info, including present salary.

FRED EPSTEIN
KSTT, DAVENPORT, IOWA

Help Wanted—Announcers

Announcers-Sales

Positions open—coast to coast. 125 offices to serve you. Send tape and resumes to Helen Clark

Snelling & Snelling, 917 Washington Street, Wilmington, Delaware

Technical

ENGINEER-ANNOUNCER

A top metropolitan market popular music and news station needs an all nite announcer-engineer. Must know audio and be capable to perform maintenance on Automatic Tape Control, Collins and MacHenzie as well as, Continental Electronics remote control equipment. Start $575 to $600 per month. Send tape of air work and resume to include engineering background.

Box P-226, BROADCASTING

Situations Wanted—Announcers

TOP RADIO/TV PERSONALITY

Once every few years one of "us" become available. Professional by every standard. 20-yrs. Top ratings. Miami-New York-Hollywood 9 with major chains . . . Bartell, McLendon then Crowell-Collier. Valid reasons for leaving KDWB after 5-yrs. Savvy . . . know-how . . . ace-gagman reputation. TV emceeing . . . nite-club . . . movies . . . playwriting . . . newspapers . . . not immune to P.D.ing. Versatile . . . adaptable to any format. Tapes . . . brochure . . . top refs.

HAL MURRAY . . . 2490 BEACON ST. . . . ST. PAUL, MINN. . . . 55113 . . . PH 633-3930

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ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U. S. MARKETS
MIDWEST SATURATION
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Minneapolis, Minn. 55417

The leading company for the recruitment and placement of:
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New York City 10022
SHERLEE BARISH, Director

WANTED TO BUY—Stations

WILL BUY ALL OR PART

Radio Exec. seeks all or part ownership of radio or TV station in Iowa, Illinois, Wisc. or Indiana. Have B. S. Degree. Strong background in Operations, Programing, News, Sales. Replies confidential to:
Box N-173, BROADCASTING

WANT STATION

Prefer Mass.-Conn.-R. I.-N. Y. Veteran manager will buy 51%-100% AM Station; will owner-operate. Must be realistic price with terms.
CONFIDENTIAL.
BOX P-225, BROADCASTING

WANTED TO BUY

Stations (Cont'd)

WANT TO BUY
FULLTIMER

1 KW to 5 KW Money maker in Texas. Principles only. Box 5096, Lubbock, Texas.

FOR SALE—Stations

WESTERN METRO DAYTIMER

Has averaged almost $70,000 gross over past eight year period but suffering under absentee ownership. Metro population 90,000, trade area 250,000. Priced at $50,000 for quick sale. Very little cash down for reliable, qualified, operators. Phone 208-344-3794 after 7 PM MST.

OHIO STATION

5 KW-N 1 KW-D Profitable absentee owned station for sale on terms to financially qualified buyer. Cash flow will justify asking price. Send financial qualifications with your inquiry.
Box P-210, BROADCASTING

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS ESTABLISHED 1946

Negotiations Management
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HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washngton 7, D. C.

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
2000 Florida Avenue, N.W.
Washington 9, D. C.
DEcatur 2-2311

FOR SALE—Equipment

TAPECASTER SELLS DIRECT

Quality Tape Cartridge Equipment
Top Performance—Reasonably Priced

Model TV-1500 All Transistorized Combination Record-Playback Unit $545.00

Model 600-P Transistorized Playback Unit $250.00

TAPECASTER ELECTRONICS, Box 622, Rockville, Maryland

Continued from page 107

Big Chief Broadcasting Inc. (KLPR), Oklahoma City. Action Dec. 6.

By Hearing Examiner Sol Schildhause

■ Granted petition by Ottawa Broadcasting Corp. (WJBL), Holland, Mich., to continue certain procedural dates and hearing from Jan. 7 to Feb. 25, 1964, in proceeding on AM application. Action Dec. 9.

By Hearing Examiner Herbert Sharfman

■ Granted petition by Prince William Broadcasting Corp. (WPRW), Manassas, Va., to reopen record in proceeding on AM application, et al. (Docs. 14873 et al.; received in evidence exhibit 16 and again closed record). Action Dec. 4.

By Hearing Examiner Elizabeth C. Smith

■ Accepted late filed proposed findings by Broadcast Bureau in proceeding on AM application of WAEB Broadcasters Inc. (WAEB), Allentown, Pa. Action Dec. 10.

■ Granted motion by Midwest Radio-Television Inc. (WCCO), Minneapolis, to continue Dec. 9 further hearing conference to Dec. 10 in proceeding on application of Municipal Broadcasting System for SSA to operate WNYC New York additional hours from 6 a.m. EST to sunrise New York and from sunset Minneapolis to 10 p.m. EST and Midwest's petition to cancel SSA, etc. Action Dec. 5.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Dec. 10

WHAY New Britain, Conn.—Granted renewal of license.

WFAG Farmville, N. C.—Rescinded Nov. 27 action which granted renewal of license.

KOGT Orange, Tex.—Granted mod. of license to change studio location; remote control permitted; conditions.

KABE Westwago, La.—Granted mod. of CP to change ant.-trans. and studio locations and remote control point, change type trans. and make changes in ant. system.

■ Following stations were granted extensions of completion dates as shown: WENG Englewood, Fla., to April 15, 1964; KBVU Bellevue, Wash., to Feb. 1, 1964; KCVR Lodi, Calif., to Jan. 1, 1964; WIKI Chester, Va., to April 11, 1964; WBLF (aux. trans.) Bellefonte, Pa., to Jan. 31, 1964; KNOP North Platte, Nebr., to Jan. 1, 1964; WMRO-FM Aurora, Ill., to April 15, 1964.

FOR SALE

Stations (Cont'd)

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

STATIONS FOR SALE

FAR WEST. Fulltime. Priced at $75,000. Terms.
NEW ENGLAND. Exclusive. Priced at $85,000. Terms.
SOUTHWEST. Exclusive. Priced at $150,000. Terms.

JACK L. STOLL & ASSOCS.
6381 Hollywood Blvd.
Los Angeles 28, California

Fla.	coast	daytime	$ 50M	terms
Ga.	small	power	90M	SOLD
Me.	single	daytime	100M	29%
M. W.	medium	daytime	85M	terms
West	Top 50	fulltime	1,000M	29%

buying and selling, check with

√ CHAPMAN COMPANY INC

2045 PEACHTREE RD., ATLANTA, GA. 30309

Actions of Dec. 9

Cimarron TV Club, Cimarron and Dawson, both New Mexico—Granted CP for new VHF TV translator on channel 9 to translate programs of KGGM-TV (ch. 13) Albuquerque, N. M.

WQTY Arlington, Fla.—Granted CP to change ant.-trans. location to Jacksonville, Fla., and make changes in ground system.

■ Granted licenses for following noncommercial educational TV stations: WMVT Milwaukee; KTXT-TV Lubbock, Tex.; WGSF Newark, Ohio; KYVE-TV Yakima, Wash.; WEDH Hartford, Conn., redescribe trans. location as Avon, Conn., and specify studio location as Trinity College, Hartford; KLRN San Antonio, Tex., and change main studio location to Radio/TV Building, Campus of University of Texas, Austin, Tex.; WOUB-TV Athens, Ohio, and redescribe studio location; KVCR San Bernardino, Calif., and specify ERP as 5.75 kw vis. and 3.09 kw aur.; KWSC-TV Pullman, Wash., and specify ERP as 3.3 kw vis. and 1.7 kw aur.

■ Granted licenses covering changes for following noncommercial educational TV stations: WCET Cincinnati; KUED Salt Lake City; KETC St. Louis and redescribe trans. location; condition.

■ Following stations were granted extensions of completion dates as shown: KCHV Coachella, Calif., to Jan. 2, 1964; WTIP Charleston, W. Va., to Jan. 15, 1964; WSLM Salem, Ind., to Jan. 1, 1964; WKRC Cincinnati to Feb. 5, 1964; WDGY Minneapolis to May 1, 1964; WHBL Sheboygan, Wis., to May 1, 1964; WLAN Lancaster, Pa., to Feb. 1, 1964; WHHY (main trans.) Montgomery, Ala., to Jan. 15, 1964; WMTL Leitchfield, Ky., to Jan. 31, 1964; KGBA Santa Clara, Calif., to Jan. 1, 1964; WPRC Lincoln, Ill., to May 6, 1964; WIVI Christiansted, V. I., to Feb. 25, 1964; WTOR Torrington, Conn., to Jan. 1, 1964; WHHY-FM Montgomery, Ala., to Jan. 15, 1964; KCRA-FM Sacramento, Calif., to Feb. 15, 1964; KHSJ-FM Hemet, Calif., to Jan. 15, 1964; WVIP-FM Mount Kisco, N. Y., to Jan. 15, 1964; WCEN-FM Mt. Pleasant, Mich., to May 11, 1964; KBOX-FM Dallas to April 30, 1964; WSFM(FM) Birmingham, Ala., to April 30, 1964.

Actions of Dec. 6

KVSO Ardmore, Okla.—Granted license covering increase in daytime power and installation of new trans.

KLIQ Portland, Ore.—Granted license covering installation of old main trans. as aux. trans. only.

KSOM(FM) Tucson, Ariz.—Granted license covering change in ERP and installation of new trans.

Topeka Broadcasting Association Inc., Topeka, Kan.—Granted CP for new VHF TV translator on channel 7 to translate programs of WIBW-TV (ch. 13) Topeka, Kan.

***KPEC-TV Lakewood Center, Wash.**—Granted CP to change type trans.

WEAW-FM Evanston, Ill.—Granted mod. of SCA to make changes in programing; without prejudice to whatever action commission may deem appropriate in connection with WEAW-FM renewal application, and shall not be construed as authorizing use of superaudible or subaudible signals for the purpose of main channel (simplex) receiver control.

KVDO-TV Corpus Christi, Tex.—Granted mod. of CP to change studio location.

WNPS New Orleans—Granted extension of authority to operate from 10 a.m. to 6 p.m., five days weekly, for period ending Dec. 31.

KFNF Shenandoah, Iowa—Granted extension of authority to operate with sign-off at 7:15 p.m., Monday through Saturday, and 7:30 p.m., Sundays, except for special events, for period ending Feb. 15, 1964.

■ Granted CP's to replace expired permits for following new VHF TV translator stations: K02BH, Ute Mountain, Ute Tribe of Indians, Aneth, Utah and Towaoc, Colo.; K07BA, Mizpah TV Club, Coalwood, Mont., and modify trans. apparatus; K02CG, K07EA, 3 Cities TV Club Inc., Riddle, Canyonville, Tri City, and Myrtle Creek, all Oregon, change type trans. and make changes in ant. system.

■ Following stations were granted extensions of completion dates as shown: WONE TV Dayton, Ohio, to June 6, 1964; WATO Oak Ridge, Tenn., to Jan. 1, 1964; WKLP Keyser, W. Va., to April 1, 1964; WTIX New Orleans to May 1, 1964; KOAD Lemoore, Calif., to May 11, 1964; WGBS (main trans.) Miami to June 10, 1964; WTHI Terre Haute, Ind., to May 20, 1964; KHFH Sierra Vista, Ariz., to Feb. 28, 1964; KEEN San Jose, Calif., to May 1, 1964; WWWW Richmond, Va., to May 7, 1964; WOLF Syracuse, N. Y., to Jan. 19, 1964; KWJJ Portland, Ore., to May 15, 1964; KRPM(FM) San Jose, Calif., to May 1, 1964; WHPL-FM Winchester, Va., to May 15, 1964; *KFME(TV) Fargo, N. D., to March 1, 1964.

Action of Dec. 5

American Broadcasting-Paramount Theatres Inc., New York—Granted extension of authority to deliver programs to stations (AM or FM) under control of Canadian Broadcasting Corp. or to any licensed stations in Canada where programs have been, are being, or will be broadcast in U. S. by ABC licensees or permittees, for period ending Dec. 5, 1964; conditions.

Actions of Dec. 4

Community TV Association Corporation, Red River, N. M.—Granted CP for new VHF TV translator on channel 12 to translate programs of KGGM-TV (ch. 13) Albuquerque, N. M.

WAST(TV) Albany—Granted extension of completion date to June 4, 1964 (main trans. and ant.).

Action of Dec. 3

WOWO New York—Granted authority through current license term to deliver play-by-play descriptions of hockey games via leased telephone landlines to CFCO Chatham, Ontario, Canada.

Actions of Dec. 2

■ Granted CP's for following new VHF TV translator stations: Chinook T. V. Association Inc. on channel 6, Chinook, Zurich, Fairview, and Clear Creek, all Montana, to translate programs of KRTV(TV) (ch. 3) Great Falls, Mont.; Jackson Hole Translator Inc. on channels 11 and 13, Jackson, Wyo., KID-TV (ch. 3) and KIFI-TV (ch. 8), both Idaho Falls, Idaho.

Actions of Nov. 29

WETT Ocean City, Md.—Granted renewal of license.

W. C. Whitchurch, Glenwood Springs, Colo.—Granted CP for new VHF TV translator on channel 7 to translate programs of KREX-TV (ch. 5) Grand Junction, Colo.; condition.

Rulemakings

AMENDED

■ By order, commission amended procedural rules to provide that beginning Jan. 1, 1964, hand-carried applications that are accompanied by fee payments for filing with commission will be delivered to mail and files division, office of executive director, Room 7226 in New Post Office Building, Washington. Action Dec. 5.

PETITIONS FOR RULEMAKING FILED

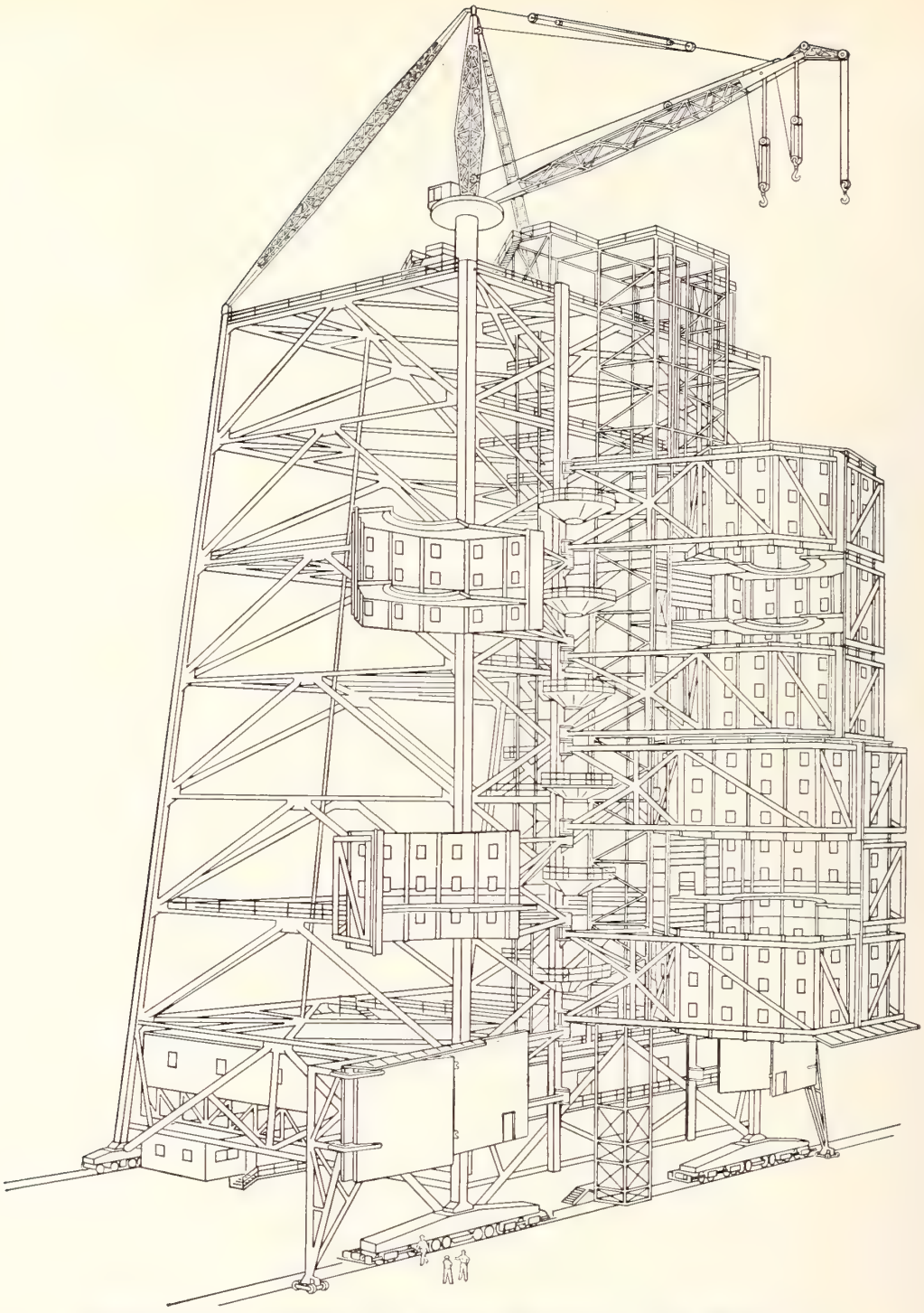
■ WPMP Pascagoula, Miss.—Requests institution of rulemaking proceeding to allocate frequency of 98.9 mc for use as class C FM at Pascagoula. Received Nov. 26.

■ WFRB Frostburg, Md.—Requests institution of rulemaking proceeding looking toward allocation of channel 287B to Frostburg as follows: Frostburg: delete channel 244A, add 287B; Oakland, Md.: delete channel 285A, add 244A. Received Nov. 27.

■ WLOD Pompano Beach, Fla.—Requests institution of rulemaking proceeding to assign new channels as follows: Pompano Beach: add channel 274; Delray Beach, Fla.: delete channel 274, add 300; West Palm Beach, Fla.: delete channel 300, add 221. Received Nov. 29.

■ South Dakota Educational Television Association Inc.—Requests institution of rulemaking proceeding looking toward reservation of VHF channel 2 at Poscoe, S. D., for noncommercial educational use. Received Nov. 29.

■ WRFD-FM Columbus-Worthington, Ohio—Requests institution of rulemaking proceeding looking toward revision of FM table of assignments as follows: Jackson, Ohio: delete channel 249A, add 261A; Kenton, Ohio: delete channel 252A, add 237A; Lima, Ohio: delete 249A, add 285A. Received Dec. 4.



BIGGEST THING IN THE WORLD ON WHEELS

It's the steel service tower of Complex 37 Vertical Launch Facility, the ground hardware that is going to send the Saturn rocket into earth orbit. It's so high that on a clear day you can see it when you're more than ten miles away from Cape Kennedy.

The tower rolls on wheels so it can be readily moved to and from the launch pad to erect the Saturn rocket and provide thousands of separate servicing operations before firing. This design was made possible by United States Steel research. The tower designers worked closely with U. S. Steel technical people selecting the proper steel (ranging from reliable carbon steel to others which are as much as 300% stronger and possessing unusual properties) for each member, and together they produced this nimble giant unlike anything ever before created.

The same USS steels have already made possible improved designs in earthmoving equipment, transportation equipment, and construction. America grows with steel—and U. S. Steel is first in steel.

This mark tells you a product is made of modern, dependable Steel.

United States Steel USS TRADEMARK

OUR RESPECTS to Richard Charles Block

The right odds make a gamble worthwhile

A lot of eyebrows went up when, in mid-1962, Kaiser Industries applied for UHF stations in five major markets. UHF at that time was considered to be the wrong part of the spectrum, a sort of TV slum area where one would not expect to meet a blue chip organization like Kaiser, with money enough to go first class and buy a VHF station if it really wanted to get into major market television.

But those eyebrow raisers were not acquainted with the man responsible for those UHF applications, Richard C. Block, general manager of the Kaiser Broadcasting Division of Kaiser Industries Corp.

Mr. Block likes to think things out in advance. He's willing to take a chance, to back a longshot if the odds are right and the opportunity for success is there, but he wants to know the pros and cons in advance, so he can do whatever needs to be done to bring home a winner.

When Mr. Block recommended UHF to Kaiser he did not present a picture of fast profits. Instead, he made it quite plain that a new UHF station in a major market already served by several VHF stations could probably lose money not only at first but for several years. But, with the increase in the UHF set count expected to start after next April, when only all-channel TV sets go on the market, a few years should put a UHF station in a competitive situation that will give it a chance for profitable operation.

Boy Announcer ▪ Richard Charles Block has carried on a love affair with broadcasting for as long as he can remember. As a boy in San Francisco (where he was born Dec. 17, 1926) his idol was Mort Werner, a neighborhood lad about 10 years older who was an announcer. In 1939, Mort went to Los Angeles to work at KMTR (now KLAC) as "The Singing Announcer" and that summer young Richard performed what was perhaps the greatest selling job of his career.

He persuaded his parents to take him to Los Angeles and he persuaded Mort to let him work at the station. "I wrote commercials for Star Furniture," he said, "and when Mort let me read my words on the air I was the proudest 13-year-old in the land."

Not long after, Mr. Block became an FM fan, one of the first in San Francisco. In the fall of 1944, while waiting for his 18th birthday and his admission into the Merchant Marine Cadet Corps, he worked as an announcer and copy writer at KALW(FM), pioneer FM station on the West Coast, owned by the San Francisco Unified School District.

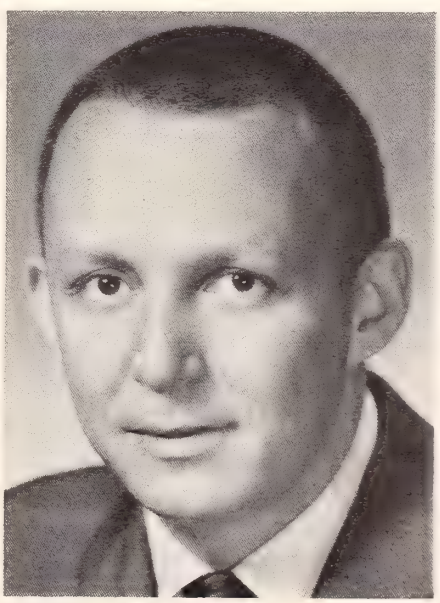
After the war he went to Stanford University, where he was graduated with an AB degree in 1949. A year later he went back to FM as program director of KDFC(FM) San Francisco.

FM To UHF ▪ Once more his career in FM was interrupted by a bugle call. This time it was the Korean War and a two-year hitch in the Coast Guard, chiefly as port security officer at San Francisco's Fort Mason. Discharged in 1953, he married Cecelia Uhfelder, "a neighborhood girl I'd known since she was four," and started looking for a job—in broadcasting, of course. He found one at a pioneer UHF station, KTVU, channel 36 in Stockton, Calif. "I was hired to do a survey," he recalled, "but they let me do other things as well for my $225 a month and they even put my bride on the payroll as night telephone operator."

A VHF station, KOVR, came into Stockton; KTVU went into limbo and Mr. Block joined KOVR, where he announced, wrote continuity and "had my first experience with a regular commercial TV station."

In September 1955, he moved to KCRA(TV) Sacramento as traffic manager and sales promotion man. Here the owner-manager, the late Ewing Kelly, "gave me an insight into the broadcasting business. He was a great broadcaster and working for him was a real education."

At KCRA, Richard Block was indoctrinated into national sales. On a trip to New York in January 1957, he saw his old friend, Mort Werner, for the first time since 1939. Mr. Werner, now a program executive at NBC-TV, told Mr. Block what he needed was some major market experience. "Mort used an unforgettable phrase: 'it is very important to add to your personal inventory.' So I quit my job at KCRA and went to San Francisco, the only major market I knew anything about. Luck was with me. The first afternoon I went to KRON-TV and asked to see the sales manager, Norm Louvau. His secretary told me I'd have to telephone for an appointment. Then, when I was properly squelched, she said: 'He's free now, go on in.' I did and was hired as sales promotion director and merchandising manager."



Mr. Block

A year went by at KRON-TV. Then Mort Werner cropped up in San Francisco as vice president of Kaiser Industries and offered Mr. Block the job of managing the Kaiser stations, KHVH-AM-TV Honolulu.

Mr. Block, with a lot of ideas he wanted to try out, readily accepted. "And there I was," he said, "managing a network-affiliated TV station as well as a radio station. Then Hawaii got statehood and how could we miss?"

Back To FM And UHF ▪ In 1961, Mr. Block was brought back to San Francisco to map a campaign for expanding the list of Kaiser broadcast properties. His first move was to buy a San Francisco FM station, KBAY, which he promptly rechristened KFOG ("It's a natural for San Francisco and our foghorn sound is an unforgettable station identification").

Next came his UHF proposal, which has resulted in construction permits for stations in San Francisco, Corona (covering Los Angeles) and Detroit. Meanwhile, Richard Block spends about one week a month in Hawaii, keeping a supervisory eye on KHVH-AM-TV as well as pushing his new assignment in real estate. A year ago he was made vice president and general manager of the Kaiser Hawaii-Kai Development Corp., a 6,000-acre satellite city development about 10 miles from downtown Honolulu.

The Hawaii-Kai position terminates for Mr. Block at the end of this month so he can devote full attention to broadcasting. "Since we were passing from land development to sales I borrowed the TV sales manager for the job," he commented, "and we were the first real estate development with an availability sheet."

The Blocks and their children, Julie, 7, and Nicholas, 3, live in the Seacliff section of San Francisco, a 15-minute drive from his office in Kaiser Center, towering over downtown Oakland.

No bull, Mr. Duram

IT is always refreshing—although it ought to be commonplace—to see advertisers and agencies get their backs up in defense of radio and television. Thus Art Duram's speech in Pittsburgh the other day (BROADCASTING, Dec. 9) deserves special notice.

What Mr. Duram said was not essentially new or particularly newsy—if it had been said by a broadcaster. Its importance came from the combination of what was said and who said it. Mr. Duram is senior vice president for television and radio at Fuller & Smith & Ross, and his voice therefore was a heartening sign that the people who rely so heavily on broadcasting in their own businesses will resist threats to its vitality as a business medium—or as an information and entertainment medium, which is the same thing.

What Mr. Duram said was that in a number of high-sounding policies the government and in particular the FCC have degraded the public interest in whose name those policies were invoked. He looked aghast at the prospect of a government-managed broadcasting, whose results he said would be, at best, "a clumsy, crippled form of commercial TV" and, at worst, a disappearance of competitive broadcasting and the development of "some form of pay television."

Mr. Duram is not, of course, the only client who has stood up in broadcasting's defense. But it is mystifying that there have been so few. Broadcasters and the buyers will always have their differences, but basically they are allies, not enemies. Whatever weakens one impoverishes the other. Not only broadcasting, but all users of broadcast advertising, need more men representing the other partnership in this alliance to speak out as knowledgeably and as forcefully as Art Duram did in Pittsburgh.

Time for a showdown

FOR some time very little has been said on this page about LeRoy Collins, president of the National Association of Broadcasters. The view here has been that although criticism of Mr. Collins's administration was often justified, a certain deference was owed him while he made what many broadcasters predicted would be an adjustment from his lifelong career as a politician to the unfamiliar work of representing private enterprise.

The adjustment that has been awaited has failed to materialize.

This publication does not pretend to know what is on Mr. Collins's mind. His actions of recent weeks suggest, however, that his thoughts may be concentrated at least as much on a resumption of a political career as on a permanent commitment to his present affiliation. Consider the evidence:

- At a chamber of commerce meeting in Columbia, S. C., to which he had been invited to speak on broadcasting matters he delivered a condemnation of Southern resistance to integration and an appeal for the advancement of civil rights.
- Within a few days he followed the Columbia address with another in Los Angeles that amplified his earlier theme. In Los Angeles he also urged the institution of federal-state conferences to resolve differences over federal and state jurisdictions.
- In the same week he refused to deny a published report in the *Miami News* that he was considering running for the United States Senate. The report was written by the editor of the *News*, Bill Baggs, a good friend of Mr. Collins.

The undenied *Miami News* report and the two speeches on subjects wholly unrelated to broadcasting but of paramount interest on the current political scene can hardly be expected to resolve broadcasters' doubts about the future of their association president. Last week, as reported elsewhere in this issue, some broadcasters asked him about his intentions. They got evasive replies.

The development of indications that Mr. Collins may be reverting to character as a practicing politician comes at a time when he is giving broadcasters other reasons for concern. In a speech Nov. 30 to an assembly of the National Council of Churches he devoted much of his text to a criticism of cigarette advertising, a subject unrelated to the meeting but skillfully timed to call attention to the imminent report of the U. S. surgeon general on the relation of smoking and health.

As matters now stand, Mr. Collins has maneuvered the NAB boards, which meet late next month, into a position where they will find it difficult to avoid taking some kind of action on cigarette advertising. Assuming that the surgeon general's report finds some statistical connection between smoking and various diseases, Mr. Collins will be able to assert the rectitude of his criticism of cigarette advertising and to apply pressure for NAB board action on the implied threat that inaction will precipitate more public speeches on the subject by the leader the boards will have disavowed. For a hired employe who is theoretically answerable to the boards he has put on the spot, Mr. Collins is exhibiting astonishing independence.

The board meeting next January will not be the first at which Mr. Collins's personal aspirations and maneuvers have been the dominant theme. At every meeting since he became president, the board members have assembled with the firm intention of somehow getting their fractious employe under control. And during every meeting they have been beguiled into thinking, as the phrase has gone, that "Roy is coming around."

The events of recent weeks ought to crystallize board opinion.

Mr. Collins unquestionably has the intelligence and the experience to become a good president of the NAB. At the moment there must be considerable doubt that he has the necessary interest to become one.

He owes it to the association, which pays him $75,000 a year plus generous expenses, to assume the fulltime job as the paid advocate of broadcasters' interests. The board owes it to the NAB membership to state the requirements of the office of the presidency and to develop administrative procedures to assure that the requirements will be met.



Drawn for BROADCASTING by Sid Hix

"Will the real Santa Claus please stand up?"


RCA
The Mark of
the Finest in
TV Tape Recorders
The TR-22, with its excellence of design and brilliance of performance, attracts attention wherever it's in operation. Fully transistorized, it does away with problems of power, heat and space, reduces maintenance. It provides highest standards of quality and reliability. Any studio can benefit from this symbol of the finest in TV Tape.
RCA
The Most Trusted Name
in Television
STOP
RCA
TR-22

TIME LIFE BROADCAST

WASHINGTON



Washington D.C. is our local beat.

Network news programs from Washington, fine as they are, can't cover all the stories that affect particular states. Our Washington Bureau can. Bill Roberts, Carl Coleman and Norris Brock file radio and TV reports daily to our stations on matters of area importance. They're backed by more than 20 of Washington's top specialized reporters, the bureau men of TIME, LIFE and FORTUNE. Thus we join the world's most important news city to our audiences. We have done so, on a full-time basis, since 1958.

We believe that group operators—a third force in broadcasting—can offer unique services to the communities their stations serve. As a division of Time Incorporated, Time-Life Broadcast is especially gratified to be able to deliver those services in the area of news and public affairs.

CALIFORNIA—KOGO-TV-AM-FM San Diego **COLORADO**—KLZ-TV-AM-FM Denver **INDIANA**—WFBM-TV-AM-FM Indianapolis **MICHIGAN**—WOOD-TV-AM-FM Grand Rapids **MINNESOTA**—WTCN-TV-AM Minneapolis/St. Paul

50 Cents

33rd YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

DECEMBER 23, 1963

Radio stations expect that business in 1963 will set revenue records for many 21

'Advertising must benefit consumers' may be new FTC antitrust standard 30

Sex and violence on TV to be weighed again by Senate subcommittee 54

Clutter question bandied about by buyers, broadcasters, but to little avail 24

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HOOSIER FAVORITE

Wife

(Formerly WISH Radio)

The "Better Half" of Indianapolis Radio

THE STAR STATIONS

DON W. BURDEN, PRESIDENT

WIFE • AM-FM • INDIANAPOLIS
KOIL • AM-FM • OMAHA
KISN • PORTLAND

SOLD NATIONALLY BY H-Radio

competition is good for everybody

In 1939, *before* **BMI,** *three companies produced all of the hit records of all of the top popular songs.*

TODAY, *Billboard listings for the past year indicate that 75 record companies have contributed their talents to the production of 237 hit records which are available to broadcasters, and of which 179 (or 75.5%) are licensed through BMI.*



BROADCAST MUSIC INC., 589 FIFTH AVENUE, NEW YORK 17, N. Y.



DIMENSIONS : TIME

Time is best measured, not by the chronometer nor the sun that seems to move—nor by the station's daily logs accumulating the increments of seconds into recorded years of service. Rather for the public and for the station, time is best measured by the substance with which it is endowed—each minute being as important as the other in the continuing dialogue between a broadcaster and his community. In Houston, **DIMENSION: TIME** is **KTRK TV.**



STILL THE WINNER.....

The October, 1963, ARB Television Market Report* shows that KRLD-TV's share of audience, sign-on to sign-off, Monday through Sunday, is 50% greater than that of Station "B," 62.5% greater than that of Station "C," and 200% greater than that of Station "D," continuing Channel 4's longtime dominant position in the Dallas-Fort Worth television market.

Take advantage of this market leadership. See your ADVERTISING TIME SALES representative.

*Market Report contains statistical variation chart, measuring method, and sampling.

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, *President*

MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

CLOSED CIRCUIT

Talk without action

Despite trial balloons sent up on possible candidacy of National Association of Broadcasters President LeRoy Collins for U. S. Senate seat held by incumbent Senator Spessard Holland, odds-on betting in responsible circles last week was that he would not become candidate but won't show his hand until NAB joint board meeting in Florida late next month. Most indications from Florida are that Mr. Collins, former governor of state, wouldn't have much chance against veteran incumbent, who is expected to declare his candidacy next month.

Should this eventuate, outlook is that Governor Collins, whose contract with NAB has two years to go, will resist efforts at board meeting to inhibit his speaking out on political or other subjects not germane to his job as NAB spokesman. Unless things cool off in interim, outlook is for clash between Collins and certain board elements at Sarasota meeting, Jan. 27-31. News note: As of last week eight AM stations had resigned NAB membership because of Collins speech on civil rights in Columbia, S. C.

On the mark

Federal Trade Commission will be ready to move against cigarette advertising immediately after surgeon general's report on smoking and health is made public. FTC currently has staff of "several" persons, including two doctors, working fulltime in deciding possible courses of action. FTC itself is still undecided on what direction to follow if report is adverse, as expected, to cigarette smoking. In any case, FTC will be prepared to move to forestall any criticism from Congress for inaction.

Channel One, West

BBDO, which has been successful in its operation of "Channel One" on-air testing of TV commercials on East Coast for past three years, has plans for counterpart "Channel One, West." This project, set up along similar lines of Eastern project, would be operated out of BBDO's San Francisco office. Plans currently are to seek suitable station in West for testing. In East, BBDO sponsors half-hour syndicated show in which agency places three minutes of commercial time used for testing copy, impact and media principles as part of research program and for clients.

Search for sex

Now that some of mystery surrounding Senate Juvenile Delinquency Subcommittee activities relating to violence and sex on TV has been dispelled by chairman (story page 54), it can be revealed that staff has just completed week's monitoring of programing in Washington. Ammunition for forthcoming hearing was taken from broadcasts shown Dec. 9-15. One show was said by staffer to be worse than anything previously viewed for 1961 or 1962 hearings. It's still not too late for program chiefs to screen out episodes that might be worrisome—word is that staff will monitor again week of Jan. 20-26.

Tid-bit that may come out in next hearing is detailed information culled by subcommittee about network financial interests in syndicated programs. Some of them: The Untouchables; Target: the Corruptors; The Detectives *and* 87th Precinct.

Longer licenses

Now receiving FCC staff study is proposal quietly made by Commissioner Robert E. Lee for five-year licenses for broadcast stations as against present three-year limit permissible under law. Lee proposal would entail amendment of Communications Act. His plan, roughly, would be to license all older stations for five years but new stations or new owners would receive only one-year licenses at outset and then possibly three-year licenses and, at end of that tenure, regular five-year licenses if everything proved in order.

Mr. Lee's proposal also would grant open-end (permanent) licenses for other than broadcast users whereas law now specifies limit of five years. These, along with broadcast licenses, would be subject to proceedings on basis of complaints by providing for calls for renewals at any stage. His contention: Expense and paperwork would be saved both for applicant and for government. Little enthusiasm was shown either by FCC members or by staff when proposal was made fortnight ago but it nevertheless was referred to staff for study.

Music merger

Agreement was reached last week for acquisition and merging of World Broadcasting System, pioneer transcription firm, and Commercial Recording Corp. of Dallas, also in music production business. Transaction, which involves cash outlay of $1 million, will merge two music firms as subsidiary of Peruvian Oil & Mineral Co., controlled by John Coyle, owner of KVIL Dallas and principal in Commercial Recording. Transaction was agreed to last Thursday by Mr. Coyle and Paul F. Harron, of Philadelphia, principal owner of World, and is subject to approval of American Stock Exchange (for World) and Toronto Stock Exchange (for Peruvian). (CLOSED CIRCUIT, Dec. 16).

Policy on pay

Whither pay TV? Answer may come, as far as broadcasters' philosophy is concerned, from NAB's Future of Television in America Committee which will report to NAB joint board meeting in Sarasota, Jan. 27-31. Committee, chairmanned by Dwight W. Martin (WAFB-TV Baton Rouge; WDSU-TV New Orleans) meets Jan. 6 in New Orleans.

Paramount question is whether "live" broadcasters (as opposed to wire service) should foster pay TV on their facilities on ground that public would be short-changed by wire service which inevitably would become competitive, both in programing and in service, in major population centers. Ability of wire TV to outbid free TV for sporting events and other special features poses primary threat. Other facet, that of community antenna service, isn't expected to pose major problem with attitude developing that broadcasters can and perhaps should live with proposed new FCC rules (BROADCASTING, *Dec. 16*).

Avery in race

Representative William H. Avery (R-Kans.), who was one of GOP stalwarts on House Commerce Committee until his elevation to Rules Committee last session, has announced his candidacy for Republican nomination for governor. Mr. Avery, who acquired considerable expertise in broadcast legislation during his committee assignment, is likely to have backing of most of state's broadcasting fraternity. Thad Sandstrom, vice president-general manager, WIBW-AM-FM-TV Topeka, is understood to be working closely with him in his campaign.

Mum's the word

Reporter panel sitting down to record half-hour interview with FCC Chairman E. William Henry for Radio Press International last week was dismayed when chairman announced he wouldn't discuss commercial controversy—subject in which he once was voluble. Chairman apologized for upsetting program plans, but said matter was before commission and he felt he couldn't discuss it. He said he's been telling this to other reporters and expects to reserve comment on issue until it's resolved by FCC.

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WE'VE GOT A WAY WITH WOMEN

. . . as we've been telling you all year

This affair between WJBK-TV and the big spending Detroit area gals is no off-again, on-again romance! Summer, winter, spring and fall, they love Channel 2's stimulating entertainment, like our full hour of dinnertime news, our great syndicated shows and top-flight movies and the best of CBS. They watch, then they BUY . . . and how! Moral: Your best buy in the booming 5th Market is the station that really reaches women viewers. Call your STS man for avails.

WJBK-TV
DETROIT 2
CBS

MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN	*IMPORTANT STATIONS IN IMPORTANT MARKETS*
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KGBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBG	*STORER BROADCASTING COMPANY*

STORER TELEVISION SALES, INC. Representatives for all Storer television stations.

WEEK IN BRIEF

Radio has had successful year, with many stations reporting increases, others maintaining last year's totals. Rate of growth spotty, but at least on par with 1962, BROADCASTING survey shows. See . . .

RADIO CURVES KEEP RISING . . . 21

Broadcasters, agencies, advertisers meet on TV clutter, exchange ideas, recess "encouraged." Piggybacking of commercials is one element which is discussed generally. More meetings to follow. See . . .

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Federal Trade Commission hits brand name advertising in P&G-Clorox merger decision. Rules merger is anti-monopoly violation, contends that P&G's advertising power overwhelms other bleaches. See . . .

BLEACHES SAME IN WASH . . . 30

New program form for FCC applications released at last. Issued as rulemaking document, form would require in-depth study on local needs, detailed analysis of programing and commercial practices. See . . .

REPORTING FORM OR STUDY? . . . 42

John Meagher resignation officially confirmed as speculation arises whether an NAB radio vice president will continue in table of organization. Resignation effective Feb. 1, 1964. See . . .

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RELEASES PERMANENT EBS . . . 49

NBC outbids others for NCAA games for 1964-65 season. Bid of over $13 million tops ABC, CBS and Sports Network. College gridiron games return to network where they began in '51. See . . .

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House Commerce Committee majority absolutely certain FCC doesn't have power to regulate commercials, but substantial minority fears that bind on commission will create vacuum. See . . .

HILL DEAF TO FCC CLAIM . . . 30

Burton to lead BMI effective Jan. 1, 1964. Retirement of Carl Haverlin reminds oldsters of era when "Jeannie with the Light Brown Hair" was top of Hit Parade and BMI was born. See . . .

SEGUE FROM HAVERLIN TO BURTON . . . 58

Dodd committee plans further hearings on sex and violence and their effect on children. Witnesses will be recalled to tell what they've done since they first appeared in 1961 and 1962. See . . .

MORE S-X AND V-L-CE HEARINGS . . . 54

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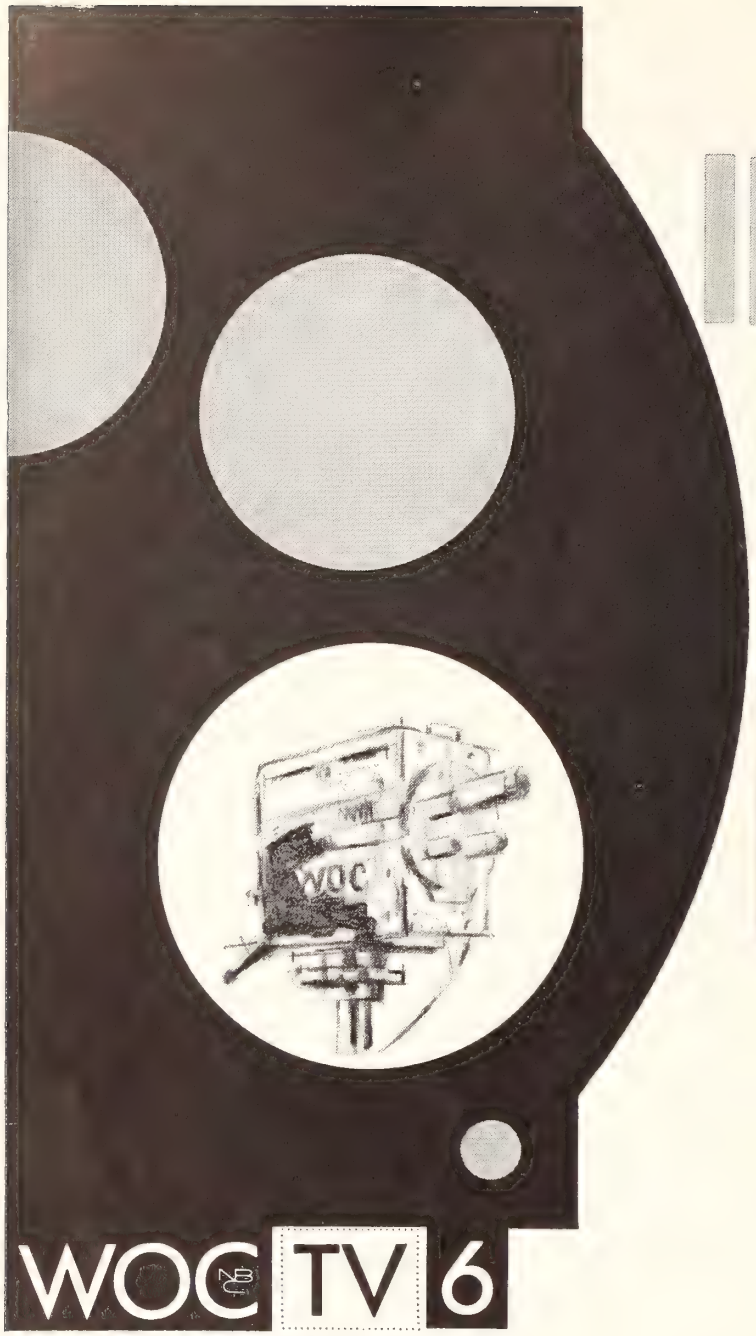
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WOC TV 6

Exclusive National Representatives—Peters, Griffin, Woodward, Inc.

DAVENPORT, IOWA

THE QUINT CITIES —
DAVENPORT • BETTENDORF • ROCK ISLAND • MOLINE • EAST MOLINE

IMPETUS
IMPACT
IMAGE

IMAGE IS A LOOKING GLASS WORD

Webster says " . . . a mental representation . . . a symbol."

It's our representation of ourselves to loyal and responsive viewers as an informative and entertaining neighbor. It is WOC-TV's constant aim to be a respected member of a fine community by always providing responsible programming.

WOC-TV coverage area is the largest between Chicago and Omaha . . . St. Louis and Minneapolis. Effective Buying Income exceeds 2 billion dollars. There are almost 350,000 TV homes. Need more convincing? See your PGW Colonel today.

NAB OFFERS ITS RATING STANDARDS

Rating firms need audit to get NAB seal of approval

Proposed general criteria and standards of National Association of Broadcasters' Ratings Council were in hands of rating services Friday (Dec. 20). In covering letter, Donald McGannon of Westinghouse Broadcasting Co. (Group W) and council chairman, said they were product of several revisions and redrafts.

Specific standards tailored to individual services will be provided in future, he said. Rating firms will be required to subscribe to standards as condition for NAB seal of approval based on independent audits of each service.

There are 14 points under NAB's general "ethical and operational" standards and 14 so-called "disclosure" standards. Under ethical and operational standards, rating services would:

Seek to control all forms of bias in all phases of research; open entire operation to audit service; provide names of respondents to clients except those on permanent sample; "rigorous control" of sample; maintain for 12 months records on all those who refused to keep diary and complete records on where placed; "strict quality control procedures shall be exercised on all external and internal operations before, during and after survey;" verify field work, including spot checks of respondents; require interviews to certify that field work actually has been performed, and encourage field men to report unusual cases of extreme data, such as TV set turned on for 24 straight hours or more, and keep records on disposition of such reports.

Disclosure standards would require concise description in report of precise methodology used, including definition of sample, technique, areas surveyed, periods when data obtained, known shortcomings and weighting and adjustment factors; disclose to users omissions, errors or biases which are unavoidable; clearly point out in each report deviations from standard operating procedure.

Also, publish total number of attempted and usable interviews; clearly define geographical areas of each report; include in report explanation of use of sample error with examples from report itself; clearly state all weighting or adjustment procedures in permanent records and make available to all users along with reasons for adjustments; indicate minimum number of sample returns required for valid report and normal sample return for each survey, and when report sample is below normal but not below minimum.

Each service would be charged with determining if stations being surveyed engaged in "hypoing" or unusual promotional activities during rating period. This would include asking station for notarized statement as "to whether it is or is not employing abnormal promotion devices" and disclosure of replies. Each service would be required to publish "distorting influences" on normal programs during survey period.

Interpublic may add FRC&H to its empire

Interpublic officials confirmed Friday (Dec. 20) that agency was "close to a merger agreement" with Fletcher Richards, Calkins & Holden, New York, which would bring latter into Interpublic advertising complex.

FRC&H has lost estimated $17 million in billings through year consisting in main of $10 million Eastern Air Lines account to Benton & Bowles and $7 million with relinquishment of West Coast operation to Campbell-Ewald.

Interpublic became largest advertising organization in world in October when it acquired Erwin Wasey, Ruthrauff & Ryan (BROADCASTING, Oct. 14), bringing Interpublic's radio-TV billings to nearly $130 million (BROADCASTING, Nov. 18).

Comsat may have its own Syncom for TV by 1965

Possibility that Communications Satellite Corp. will be operating experimental-operational Syncom satellite in 1965, capable of carrying television, was expressed Friday (Dec. 20) by satellite corporation.

Comsat referred to possibility it may put own Syncom up which would be able to handle one TV channel or facsimile or data or teletype or 240, two-way voice circuits.

ETV comments now due Feb. 3

FCC has extended from Jan. 3 to Feb. 3 deadline for comments in rulemaking to authorize six UHF channels for airborne ETV in six midwestern states. Deadline for replies was extended from Feb. 3 to April 3.

New dates coincide with revised filing dates in rulemaking to adopt new UHF allocations table. Commission said correlation is desirable since adoption of airborne plan might have effect on whatever UHF table is ultimately approved.

Philco challenges Cunningham decision

Philco Broadcasting Co. told FCC it should not grant renewal of NBC's license for WRCV-TV (ch. 3) Philadelphia simply because of network's "experience."

To do so, Philco said, would take from renewal process "any sanction against misconduct."

Philco made comment in statement filed Friday (Dec. 20) asking commission to reverse initial decision of Chief Hearing Examiner James D. Cunningham in Philco's fight with NBC for channel 3. Examiner recommended renewal of NBC's license and rejection of Philco's competing application for new station, largely because of NBC's experience as broadcaster (BROADCASTING, Nov. 25).

Examiner also recommended approval of applications for approval of WRCV-AM and transfer of NBC's Philadelphia stations for RKO General Inc. stations in Boston, WNAC-AM-TV and WRKO-FM.

NBC filed statement supporting decision but taking exception to some points.

What's in a name?

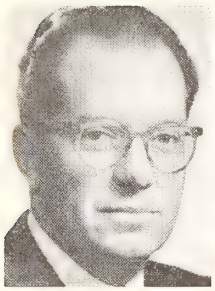
LBJ Co., licensee of KTBC-AM-FM-TV Austin, Tex., has asked FCC for permission to change its name to Texas Broadcasting Corp. Mrs. Lyndon B. Johnson, wife of President, and their two daughters own more than 80% of LBJ Co. Their holdings have been placed in trust (BROADCASTING, Dec. 2).

No vote yet on ad limits

FCC has not voted to abandon its proposed rulemaking on commercial limits, Chairman E. William Henry said Friday (Dec. 20).

Report of House Commerce Committee issued earlier in week (story page 30) said vote had been taken, but chairman said while issue has been discussed since oral argument two weeks ago, matter is not closed and no vote has been taken. Where commission will go from here he would not speculate.

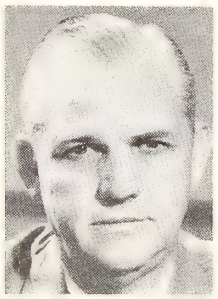
WEEK'S HEADLINERS


Mr. McCoy


Mr. Blair


Mr. Harrison

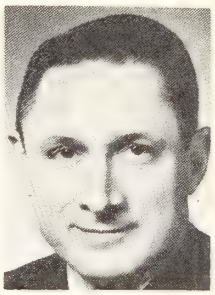
John P. Blair, president of John Blair & Co., New York - based national radio - TV sales representative firm, elected chairman and chief executive officer, effective Jan. 13. **Arthur H. McCoy,** executive VP of Blair & Co. and president of Blair Radio, elected president of parent company. **Tom Harrison,** VP in charge of Blair Radio's Chicago office, succeeds Mr. McCoy as president of radio division. Messrs. Blair and McCoy will work closely on matters affecting corporate image of Blair & Co. In addition, Mr. McCoy will be engaged in direction of radio division and will work with David Lundy, president of Blair Television, on high-level matters involving station administration in TV area.


Mr. Rembert

Clyde W. Rembert, president of KRLD - AM - FM - TV Dallas - Fort Worth, Tex., elected senior vice president and chairman of executive committee of Times-Herald Printing Co., licensee of KRLD stations and publisher of *Dallas Times-Herald*. **Felix R. McKnight,** vice president and executive editor of *Times-Herald*, elected executive VP and will continue to supervise all news operations.

William Dozier, senior VP in charge of production and member of board of directors of Screen Gems, New York, has resigned over "policy differences" but will remain with TV production organization until mid-January when pilots for 1964-65 season are expected to be completed. He plans to reactivate his independent company, Greenway Productions, and has entered into non-exclusive agreement with Screen Gems for joint development of TV productions for SG distribution. Mr. Dozier, former VP in charge of network programs for CBS-TV in Hollywood, joined Screen Gems four years ago.

Judge Robert Jay Burton, executive VP of Broadcast Music Inc., New York, elected president, succeeding **Carl Haverlin,** BMI president since 1947, who upon reaching retirement age informed board of directors that he no longer wished to continue in office but would serve company in consulting capacity (see story, page 58).


Mr. Osburn

Robert S. Osburn, VP and supervisor on Bristol-Myers account at Young & Rubicam, New York, elected president and chief executive officer of Grove Laboratories Inc. (manufacturer of cold tablets, Fitch shampoo, NoDoz etc.), St. Louis, subsidiary of Bristol-Myers Co., New York. Action of appointing advertising man in manufacturing executive position has been described as unique for B-M. **James H. Grove,** outgoing president, was appointed board chairman. Mr. Osburn, 10-year veteran of Y&R, previously served on advertising staffs of The Toni Co. and Lever Brothers.


Mr. Orr


Mr. Webb

William T. Orr, VP and producer of theatrical motion pictures at Warner Brothers, Burbank, Calif., where he formerly directed company's TV production activities, appointed executive assistant to Jack L. Warner, president and chief executive officer. Mr. Orr's initial assignment will be complete re-evaluation of studio's entire TV operation. **Jack Webb,** who had been placed in charge of Warner Brothers' TV activities last February (BROADCASTING, Feb. 25), succeeding Mr. Orr, was notified that his services were no longer required, effective immediately. Mr. Webb, who could not be reached, has contract with more than two years to run with studio. Mr. Webb's attorney, Jacob Shearer, stated that no legal action was contemplated at this time, but he concluded by saying: "I can tell you better what we're going to do after next payday."


Mr. Gerhold


Mr. Gromer

Paul E. J. Gerhold, VP of Foote, Cone & Belding, New York, and vice chairman of agency's plans board, resigns to join J. Walter Thompson Co., that city, as director of research, effective Jan. 1. At FC&B he is succeeded by **Frank J. Gromer Jr.,** VP and director of media, who now becomes director of marketing in charge of all media and research. At JWT, Mr. Gerhold fills vacancy created by move of Dr. Donald Longman to Schering Corp., Bloomfield, N. J., pharmaceutical company, as VP. Dr. Longman had directed research at Thompson. Mr. Gerhold had been manager of market research at Dancer-Fitzgerald-Sample before joining FC&B in 1952 as director of research. He was elected VP and head of media and research in 1954, and appointed national director of media and research in 1959. Mr. Gromer has been with FC&B for 17 years, nine in research. He was elected VP and director of media in 1959.

Arthur Mortensen, general manager of KERO-TV Bakersfield, Calif., has resigned that post to become head of newly created television division of Golden West Broadcasters, San Francisco. GWB operates radio stations KMPC Los Angeles, KSFO San Francisco, KEX Portland, Ore., KVI Seattle and is awaiting FCC approval on purchase of KTLA(TV) Los Angeles. Mr. Mortensen has been in broadcasting for 19 years, starting as staff announcer at KLO Ogden, Utah. When Wrather Corp. interests acquired KERO-TV in 1953, Mr. Mortensen was made general manager.

For other personnel changes of the week see FATES & FORTUNES

Presenting
WARNER BROS. ONE

The latest and greatest selection of feature motion pictures for first-run television

CASH McCALL, STARRING JAMES GARNER AND NATALIE WOOD ☐ THE CROWDED SKY, DANA ANDREWS AND RHONDA FLEMING ☐ THE DARK AT THE TOP OF THE STAIRS, ROBERT PRESTON AND DOROTHY McGUIRE ☐ THE DESERT SONG, KATHRYN GRAYSON AND GORDON MacRAE ☐ THE FBI STORY, JAMES STEWART AND VERA MILES ☐ THE HANGING TREE, GARY COOPER AND MARIA SCHELL ☐ ICE PALACE, RICHARD BURTON AND ROBERT RYAN ☐ LOOK BACK IN ANGER, RICHARD BURTON AND CLAIRE BLOOM ☐ MANHUNT IN THE JUNGLE, ROBIN HUGHES AND LUIS ALVAREZ ☐ THE MIRACLE, CARROLL BAKER AND ROGER MOORE ☐ THE NUN'S STORY, AUDREY HEPBURN AND PETER FINCH ☐ BLACK PATCH, GEORGE MONTGOMERY AND DIANE BREWSTER ☐ PETE KELLY'S BLUES, JACK WEBB AND JANET LEIGH ☐ RIO BRAVO, JOHN WAYNE AND DEAN MARTIN ☐ THE RISE AND FALL OF "LEGS" DIAMOND, RAY DANTON AND KAREN STEELE ☐ THE RISING OF THE MOON, NOEL PURCELL AND DENIS O'DEA ☐ SERGEANT RUTLEDGE, JEFFREY HUNTER AND CONSTANCE TOWERS ☐ SO BIG, JANE WYMAN AND STERLING HAYDEN ☐ THE SUNDOWNERS, DEBORAH KERR AND ROBERT MITCHUM ☐ TALL STORY, ANTHONY PERKINS AND JANE FONDA ☐ —30—, JACK WEBB AND WILLIAM CONRAD ☐ UP PERISCOPE, JAMES GARNER AND EDMOND O'BRIEN ☐ WESTBOUND, RANDOLPH SCOTT AND VIRGINIA MAYO ☐ YELLOWSTONE KELLY, CLINT WALKER AND EDWARD BYRNES ☐ THE YOUNG PHILADELPHIANS, PAUL NEWMAN AND BARBARA RUSH.



RCA announces three (3)

High-performance quadruplex equipments



Compact Recorder

A complete fully transistorized, budget-priced quadruplex equipment that's compatible with all standard quadruplex recorders. Uses standard modules (like those used in RCA's de luxe TR-22 Recorder). Has space for color modules. Complete in 33″ x 22″ x 66″ unit.

Important These new machines provide the same kind of tapes (quadruplex) and the same proven superior quality recordings as RCA's de luxe TR-22 Recorder. They use many of the same modules and components. There is no compromise on either quality or compatibility.

RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J

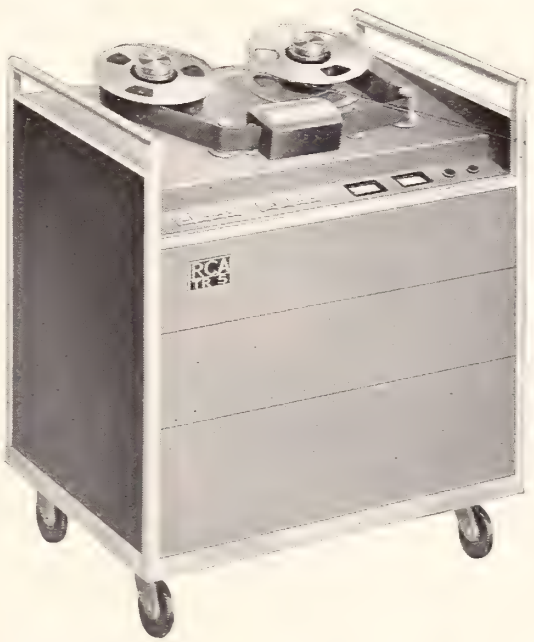
brand-new TV tape recorders!

. compact, fully transistorized, standard modules



Playback Special

A simple low-cost high-quality quadruplex machine for playback of all standard tapes. Ideal for on-air playback, for editing, for checking tapes for client-agency previews, etc. Allows present recorders to be used full time for recording. Space for color modules. All in one 22″ x 22″ x 66″ unit.



Mobile Recorder

Transistorized high-quality quadruplex recorder with limited playback feature for checking purposes. Small size (28″ x 22″ x 32″ with casters). Can be transported in a station wagon. Makes tapes in the field that you can play back on your standard recorders. Records color and black and white.

The Most Trusted Name in Television

A

COOL YULE

FROM
THE PERSONNEL
AND
MANAGEMENT
OF

WJPC

Voice of the Negro

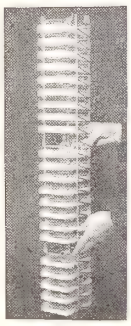
1450 Kc. 1,000 watts Non Directional

CHICAGO'S LEADING
NEGRO RADIO STATION

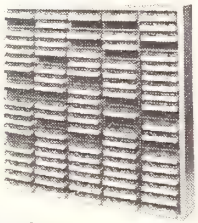
Lloyd Webb, General Mgr.

BERNARD HOWARD & CO., INC.
National Representatives

SPOTMASTER



Tape
Cartridge
Racks



. . . from industry's most comprehensive line of cartridge tape equipment.

Enjoy finger-tip convenience with RM-100 wall-mount racks. Store 100 cartridges in minimum space (modular construction permits table-top mounting as well); $40.00 per rack. Extra rack sections available at $12.90. Spotmaster Lazy Susan revolving cartridge rack holds 200 cartridges. Price: $145.50. Write or wire for complete details.

Spotmaster

BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

DATEBOOK

A calendar of important meetings and events in the field of communications.

■ Indicates first or revised listing.

DECEMBER

■ Dec. 27-28—Annual winter conference of the **American Marketing Association,** Somerset hotel, Boston.

JANUARY 1964

Jan. 1—New **FCC engineering rules** requiring that third-class radio-telephone operator be present for routine transmitter operation if first-class operator is employed parttime.

■ Jan. 1—Effective date for the **FCC's** licensing fee schedule.

Jan. 3—Comments due on proposal to authorize on regular basis operation of **Midwest Program for Airborne Television Instruction Inc.** (MPATI) and to allocate six UHF channels for the purpose.

Jan. 3—Comments due on proposed expansion of **UHF table of assignments.**

■ Jan. 4-5—**Democratic National Committee** meets at Sheraton-Park hotel, Washington. Plans for national convention Aug. 24-28 in Atlantic City, N. J., to be discussed.

Jan. 6—**North Carolina AP Broadcasters Association,** High Point, N. C.

Jan. 6—**Hollywood Ad Club** luncheon meeting, 12 noon, at Hollywood Roosevelt. James Nelson, creative vice president of Hoefer, Dieterich & Brown, San Francisco, will speak on "My Son, the Creative Director."

■ Jan. 8—Board of directors meeting of the **Kentucky Broadcasters Association,** 11 a.m., Louisville Sheraton hotel.

Jan. 8—Newsmaker luncheon, **International Radio & Television Society,** Grand Ballroom of Waldorf Astoria, New York. News analysis and forecast by a panel of Chet Huntley, Walter Cronkite and Ron Cochran.

■ Jan. 8-11—**Republican National Committee** meets at Mayflower hotel, Washington. Plans for national convention July 13-17 in San Francisco to be discussed.

Jan. 10-11—**Arizona Community Television Association** meeting, Ramada Inn, Scottsdale, Ariz. Anyone interested in CATV and allied fields is welcome to attend. For additional information contact Arlo Woolery, KSUN Bisbee, Ariz., ACTA president.

■ Jan. 11-12—Twelfth annual **Retail Advertising Conference,** The Palmer House, Chicago. Among the subjects to be discussed are "How To Live With The Federal Trade Commission" and "How To Produce Effective TV Commercials At a Satisfactory Cost."

Jan. 13—Annual winter meeting of the **Rhode Island Association of Broadcasters.** Place to be announced.

Jan. 14—Meeting of **Hollywood chapter of National Academy of Television Arts and Sciences** to discuss subject of pay TV. Place to be announced.

■ Jan. 17—Annual membership meeting of **Federal Communications Bar Association,** Sheraton Park hotel, Washington.

Jan. 17—Franklin Day banquet of **Poor Richard Club,** Bellevue Stratford hotel, Philadelphia. Leonard Goldenson, president of American Broadcasting-Paramount Theatres Inc., will receive club's Medal of Achievement citation.

Jan. 17—Board of directors meeting of the **Association of Maximum Service Telecasters (AMST).** Diplomat, Hollywood, Fla. (postponed from Dec. 5).

Jan. 17—**New York chapter of National Academy of Television Arts and Sciences** honors Jackie Gleason at its annual "closeup" dinner and show, Americana hotel, New York. Alan King is master of ceremonies.

Jan. 17-18—Midwinter meeting of **Oklahoma Broadcasters Association,** Enid. Paul Comstock, National Association of Broadcasters vice president for government affairs, will be featured speaker.

Jan. 20—**Hollywood Ad Club** luncheon meeting, 12 noon, at Hollywood Roosevelt. Richard Dinsmore, vice president and general manager of Desilu Sales, will speak on the foreign market for American TV programs.

Jan. 21-23—**National Religious Broadcasters** convention, Mayflower hotel, Washington.

■ Jan. 21-23—Nineteenth annual **Radio-TV Institute,** co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens. Program includes day-long debate with FCC Commissioners Kenneth Cox and Lee Loevinger, and hour and two-hour workshops on sales, sales promotions, rates and rate cards; FM and stereo; news and editorials; and a special copywriting clinic. Speakers include William McAndrew, executive vice president in charge of NBC News, and Dr. Frank Stanton, president of CBS Inc.

Jan. 24-26—Midwinter convention of the **Advertising Association of the West,** Bakersfield, Calif.

Jan. 24-26—**American Women in Radio and Television** board of directors meeting, Hilton hotel, New York.

Jan. 27-31—Annual winter meetings of **National Association of Broadcasters'** radio, television and combined boards, **Far Horizons hotel, Sarasota, Fla.**

Jan. 31-Feb. 1—Seventeenth annual convention of the **South Carolina Broadcasters Association,** Jack Tar Poinsett hotel, Greenville, S. C.

FEBRUARY

Feb. 3—**Hollywood Ad Club** luncheon meeting, 12 noon, at the Gaslight Club. Burton Brown, Gaslight Club president, will speak on the role of advertising in promoting his chain of clubs.

Feb. 3-5—Second annual **Electronic Marketing Conference of the Electronic Sales-Marketing Association (ESMA),** Barbizon Plaza hotel, New York.

Feb. 4-5—Annual **Advertising Federation of America government conference** in Washington. Highlight will be breakfast session during which top industry official will present advertising's side to congressmen. U. S. Chamber of Commerce will be host Feb. 5-6 at public affairs conference.

Feb. 5—Newsmaker luncheon, **International Radio & Television Society,** Grand Ballroom of Waldorf Astoria, New York. National Association of Broadcasters President LeRoy Collins is speaker.

Feb. 5-6—Third annual **Association Public Affairs Conference** of U. S. Chamber of Commerce, Sheraton-Park hotel, New York. Governor Nelson Rockefeller will speak at the Feb. 6 luncheon. Other conference speakers include Senators Everett Dirkson (R-Ill.), Philip Hart (D-Mich.), and Roman Hruska (R-Neb.); William Miller, chairman of the Republican National Committee, and Paul Rand Dixon, chairman of the Federal Trade Commission.

Feb. 5-6—Legislative dinner and mid-winter convention of the **Michigan Association of Broadcasters,** Jack Tar hotel, Lansing.

Feb. 5-7—**National Winter Convention on Military Electronics,** Ambassador hotel, Los Angeles. C. D. Perrine, executive vice president of General Dynamics/Pomona, is convention chairman.

OPEN MIKE®

A story well told

EDITOR: Thank you for permission to reproduce your editorial "In days of anguish a lesson learned" (BROADCASTING, Dec. 2) for distribution to 1,000 leading civic officials, businessmen and educators in the Nashville area.

I thought this a fitting way for television to gain additional recognition, in particular since [you] told the story so well.—*Roy A. Smith, operations manager,* WLAC-TV *Nashville.*

EDITOR: Well said. It makes me proud to be one of your subscribers.—*Bob McKenna, Ampex Data Products Company, Redwood City, Calif.*
(Reprints of the editorial are available.)

Attention agency people

EDITOR: Milton J. Beckman's MONDAY MEMO (BROADCASTING, Nov. 25) is, without question, one of the finest articles I have had the pleasure of reading in a long time.

I would only hope that all agency people will read his opening sentence, "Today more than ever, local radio is playing a major role in the advertising budget."

In my opinion, the low cost and high return in local radio advertising should be more consistently emphasized.—*Charles L. Riley, general manager,* WBRN *Big Rapids, Mich.*

Thanks noted

EDITOR: May I express my personal appreciation and that of the National Tuberculosis Association for your more than gracious response to our request for space. . . .

The page offered on behalf of our Christmas Seal campaign will, we know, reflect an added interest and response to our traditional appeal to the broadcasters and to members of the communications fraternity.—*Milton Robertson, director, radio-TV-film, National Tuberculosis Association, 1790 Broadway, New York 19.*

From the 'Wilderness'

EDITOR: Would you care to hear "A Voice in the Wilderness?"

It's amusin to us country folks, watchin all the hullabaloo about them ratin's. All we have to go by is our steady increase in business and our contrac renewals year after year, some as far back as 1957. More things like mail response and phone calls by far than ever before, many accounts usin us exclusively for the kind of results we've taught them to expect.

Wanta know how we do it? We keep up with what's going on. We know about

WIBC The Friendly Voice of Indiana

Indianapolis—
Now 27th Market!



LEADS IN GROWTH

The Bureau of the Budget confirms what we have long known—Indianapolis is a booming market! The Indianapolis Metropolitan Area is . . . officially . . . a seven-county complex with a population of almost 1,000,000. This puts Indianapolis in 27th place among the nation's metropolitan markets. Spendable income of $2.2 billion annually earns a 26th place rating. We're 20th in drug sales; 23rd in general merchandise; 24th in automotive sales, etc.

LEADS IN SERVICE

WIBC is the only 50,000 watt station serving the important Indianapolis market and the only station capable of serving the entire 46-county Indianapolis retail trade area. Year in . . . year out, this area continues to grow and prosper at a rate far above the national average. Ask your Blair Man about WIBC's dominance in both Indianapolis and Indiana.

2835 N. Illinois Street
Indianapolis 8, Indiana

50,000 WATTS **WIBC** 1070 KC
The Friendly Voice of Indiana

JOHN BLAIR & COMPANY
National Representative

WIBC IS A MEMBER OF THE BLAIR GROUP PLAN

TRUST

The Fourth Dimension of WBRZ Channel 2

WBRZ-TV is a tower of trust . . . has built trust through the years by emphasizing truth in every phase of operation . . . has gained the confidence of viewers beyond sight, sound and action.

WBRZ Channel 2 BATON ROUGE

ATLANTA



55 11

To reach all Canada talk to your All-Canada Radio & Television office in these eleven cities:—

NEW YORK—No. 518, 10 Rockefeller Plaza
DETROIT—Sheraton-Cadillac Hotel
CHICAGO—No. 1528, 333 N. Mich. Ave.
SAN FRANCISCO—58 Sutter Street
HOLLYWOOD—6331 Hollywood Blvd.
DALLAS—511 North Akard Bldg.
ATLANTA—No. 422, 1371 Peachtree

Canadian branches in Montreal, Winnipeg, Calgary, Vancouver or go direct to Head Office

All-Canada Radio & Television Limited

1000 Yonge St., Toronto 5, CANADA

every dern thing that happens. Every time a crowd assembles they's some of us there. We stay in touch with the schools, churches, PTA, NAACP, DAR, American Nazi Party, Republicans, Democrats, fire hall, city hall, courthouse, cattle auction and farmer's market and we tell our listeners right then and there.

It all boils down to this: If you small market boys will get off your tails and go to work (and some expense) we are still the best means of selling merchandise and service in the dadblamed country. Now I've said it and I'm dang glad of it.—*John B. Gravitt, program and commercial manager,* WZOB *Fort Payne, Ala.*

Enough is enough

EDITOR: Congratulations on your editorial, "Thank you, Mr. Henry" (BROADCASTING, Nov. 25). Enough is enough. Let's hope the broadcasters will really get in there and pitch.—*Carroll R. Layman, vice president, George Ray Hudson Advertising Co., Chicago.*

Leave programing to us

EDITOR: I have read the item "How Henry would broaden educational television" (BROADCASTING, Nov. 25) with incredulity. You may recall that . . . myself and the Georgia Association of Broadcasters made news copy when we questioned the advisability of educational television stations running purely entertainment type programing.

. . . It has always been completely beyond my understanding that anyone could even suggest government intervention in programing, and I have watched with alarm the recent attitudes of the FCC to institute actions which would have this result. . . . Mr. Henry is now switching his attention to educational television, perhaps feeling that this presents a greater opportunity than does the commercial field for him to exercise what can only be considered as uneducated opinions.

. . . If educational stations are encouraged and required to compete with commercial stations, the results would be disastrous to many broadcasters. . . . It would be in fact . . . government competition with private industry.

. . . It is indeed possible that, if this trend continues, we will have not only a fourth network as suggested by you, but indeed one that derives its ideology from the government.

May I express the wish that it will not be in the far too distant future that sound broadcasters and businessmen be relieved of the constant irritation of the uneducated opinions of Mr. E. William Henry.—*Raymond E. Carow, president, Georgia Association of Broadcasters, Atlanta.*

BROADCASTING PUBLICATIONS INC.

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office
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holiday greetings from all of us to all of you

BROADCASTING

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Rose Adragna
Claudette Artini
Jerry Beigel
Dave Berlyn
Frances Bonovitch
Sid Booth
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Sonya Brockstein
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Gail Learman
Richard LePere
Win Levi
Edith Liu
Maury Long
Natalie Lucenko
Eleanor Manning
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Bill Merritt
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Broadcasting Publications Inc.

MONDAY MEMO

from GENE DUCKWALL, Foote, Cone & Belding, Los Angeles

Orange county — separate from or part of Los Angeles?

On Oct. 17, 1963, Orange county, Calif., was officially designated by the federal government as a separate metropolitan area. It is now divorced from the Los Angeles-Long Beach metro area and titled the Anaheim-Santa Ana-Garden Grove metro area. Its estimated population rank is 29th in the U. S.

This announcement came on the heels of the fact that on Oct. 1, 1963, Orange county passed the 1 million population mark, having climbed steadily upward from the comparative handful of 216,225 in 1950. The new population figure made the county the third largest in the state and 18th in the nation. It presents the county as a favorable labor market for incoming industry.

Really Divorced? ▪ This prompts a question. Can Orange county be considered totally separate and "divorced" from the Los Angeles-Long Beach area? (The tongue-breaker designation as the Anaheim - Santa Ana - Garden Grove Standard Metropolitan Statistical Area is initially discouraging. It has been facetiously suggested that it be termed the Disneyland Metro Area, because the recreation area is well-known and very near the population center of Orange county. For purposes of simplification, we will refer to this area as the Orange County Metro Area.)

The county had its origin when 782 square miles of Los Angeles county was set apart in 1889 and named for the vast citrus groves which were the dominant characteristic of this agricultural area. It took until 1948 to reach a population of 200,000. Then, during the decade of 1950 to 1960, the overflow of the already swollen population of Los Angeles spread into Orange county. In addition, 18 out of every 100 people coming to Southern California settled in Orange county. Within 10 years 13 cities became 23 (the 24th city was incorporated last year); 216,225 people became 703,925; and Orange county became the fastest growing county in the state. Today, it is larger by another 296,000.

False Fear ▪ This new metropolitan area designation points the spotlight on Orange county as a market which is too large to be overlooked by advertisers who are considering the Southern California region. And it is this fear of being overlooked which has prompted the people concerned to advocate the designation of a separate market.

But was Orange county being overlooked by advertisers? Let us examine the major media which reach the people of the county: radio, television, magazines and newspapers. Orange county has two AM radio stations; Los Angeles has 26, which, with few exceptions, include Orange county within their primary coverage areas. Television coverage for the county (with the exception of southern coastal areas which have additional reception from San Diego stations) comes entirely from the seven Los Angeles stations; Orange county has no TV stations.

National magazines which have regional editions include the majority of the Southern California counties in a single edition, if not the entire state. There are five ABC daily newspapers in Orange county with a combined gross household coverage of 60%, the *Santa Ana Register* being dominant with 30%. There are three Los Angeles county dailies which provide Orange county with a combined gross household coverage of slightly less than 50%, the *Los Angeles Times* being dominant with 28% (only 2% less than the *Santa Ana Register*). This leads to the conclusion that, while Orange county media cannot be discounted, from a media point of view, the area is not divorced from the Los Angeles metro area.

Looking at this "divorce" from a geographic viewpoint provides additional clarification. Twenty-one of the 24 incorporated cities (representing roughly 85% of the total population) occupy an area which is only one-third of the total county area. This area is all within 15 miles of the Los Angeles county line and within 36 miles of the city hall in the center of Los Angeles. Drawing a circle with a radius of only 35 miles around the Los Angeles city hall, about 98% of the population of Los Angeles county is included, and 85% of the population of Orange county is also included! In fact, the center of population in Orange county is no farther from Los Angeles City Hall than the northern end of San Fernando Valley in the northwestern corner of Los Angeles county.

Reason Why ▪ There are two factors which keep the present population concentrated in the northern third of the Orange county area, which is immediately adjacent to Los Angeles county: the first is in the mountains which dominate the eastern portion of the county; the second is the fact that 56% of the county land area belongs to major landholders of property in excess of 1,000 acres. In spite of long range plans to sub-divide these large landholdings, it is expected that a larger part of these properties will remain virtually undeveloped in the foreseeable future.

In addition to these factors, the populous areas of the two counties are presently joined by two major freeways, with four more either under construction or proposed. Realization of present construction plans will bring the two counties even closer together in terms of automobile driving time.

What It Means ▪ The new designation means a variety of things to Orange county. Specifically, it means that all population, employment, income and other statistical information which was previously included with the Los Angeles-Long Beach figures will now be available for Orange county separately.

In summary, the recent designation of Orange county as a separate metro market is good in the sense that it focuses attention on the county and throws a spotlight on its significance in the Southern California region. But as far as Orange county itself is concerned, and the advertising media which reach it, it must still be considered as an integral and significant part of the greater Los Angeles area.



Gene Duckwall, vice president and media director for the Los Angeles office of Foote, Cone & Belding, was born in Ohio. He was graduated from the University of Southern California, school of merchandising, in 1933. After spending a year in a department store's executive training program, he joined Lord & Thomas, predecessor of FC&B. He was chairman of the American Association of Advertising Agencies' Southern California council and board member of its Pacific council.



New Wrinkle

More than diapers have been changed on NBC's "Joey Bishop Show" this season. Granting that Joey, Jr., is the biggest little difference, fast and frequent changes of pace have followed his arrival.

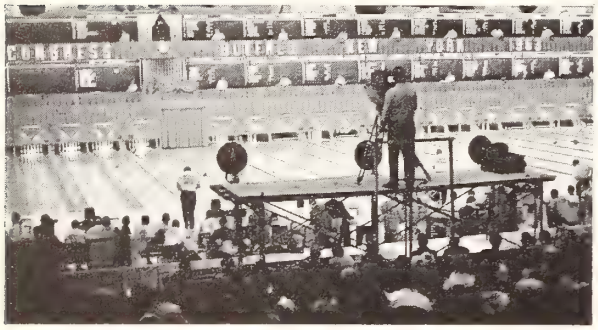
For instance, like most new fathers, Joey, Sr., has been terribly busy. He gets out in the clubs a lot, and talks funny. (Joey Bishop's stand-up comedy routines have long been a source of legend among the night-people, and now *everyone's* enjoying them.)

Then there's the matter of guest stars. Seems as if they all want to meet the new baby—Milton Berle, Danny Thomas, Jack Carter, and the like keep dropping in. They tickle Joey, Jr., and the audience too. And Abby Dalton (the baby's mother in real life as well as on the screen) is, if possible, more beautiful than ever. Especially in color.

All in all, NBC's Saturday night schedule has a new sparkle. Ever-growing audiences are discovering happily that "The Joey Bishop Show" is the most inventive two-and-a-half-year-old in television.

Look to NBC for the best combination of news, information and entertainment.













WBEN-TV

serves a great community with a great public service effort

Three-million-plus people in WBEN-TV's coverage area offer a challenging composite of diverse interests and backgrounds.

WBEN-TV meets this challenge by a continuing creative effort in developing public service programs that satisfy all interests — that entertain as well as inform.

During the past months WBEN-TV cameras focused on the installation of the Buffalo Diocese's new bishop, recorded five documentaries on cancer at famed Roswell Park Memorial Institute, caught the action of the All-American Bowling Team battling Buffalo's top bowling five during the ABC Tournament, brought new insight to area viewers on their rights and obligations under the law in "The Law and You" series that again won the top State Bar award, and captured the gaiety and color of the Chopin Society's beautiful choral music and exciting Polish dances.

Religion, medicine, sports, the lively arts — all are in range of WBEN-TV's production facilities, mobile remote unit and enterprising staff.

That's why, in this great market — extending from northwestern Pennsylvania to the Canadian Niagara Peninsula — pioneer WBEN-TV retains its unsurpassed audience loyalty.

Nationally represented by: Harrington, Righter & Parsons

WBEN-TV

The Buffalo Evening News Station

CH. 4

CBS In Buffalo

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
December 23, 1963, Vol. 65, No. 26

CURVES KEEP RISING FOR RADIO

■ Local sales increase even higher than year ago, survey shows
■ Spot business spotty with some stations off, others strong
■ But total money in the till will exceed last year, 76% report

Radio stations are winding up a year frequently marked by business ups and downs, but for most of them it's a year of gains in total billings.

Coming on top of one of the best years in radio history, this means that many stations have set new revenue records in 1963. For many others it is a close "second best" year.

The gains appear to be almost as widespread as those recorded in banner 1962. But the average rate of gain seemed to taper off slightly. This was attributed in part to a somewhat spotty performance in national spot billings, which on the whole seemed to follow 1961 patterns more closely than 1962's.

Local sales continued to move ahead on an even wider front than in 1962, with the average rate of increase holding close to the 1962 level, to take up slack left by the easing of national spot traffic in some markets.

The market-by-market variations which are characteristic of both radio and television business were most evident in national spot. While many stations said their spot revenues were down, many others reported dramatic increases.

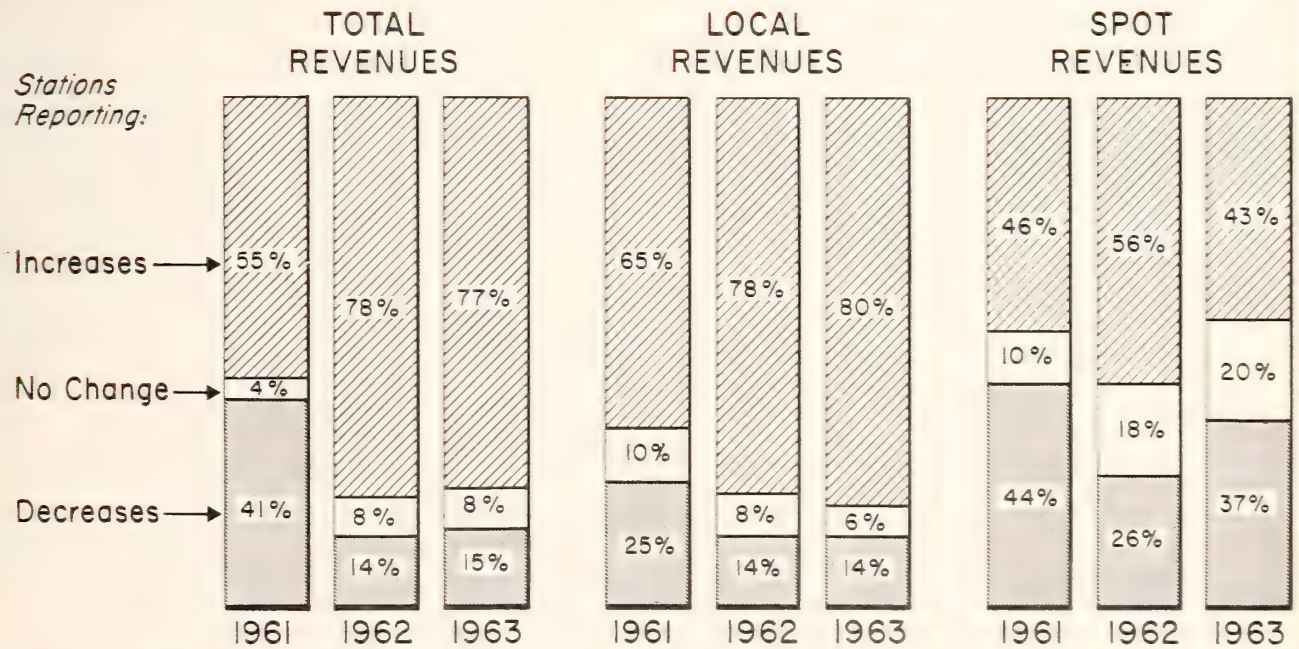
Differences Noted ▪ They also differed as to periods of greatest spot activity, with most indicating that the first half of the year was somewhat heavier than the second, but with many reporting sharp and apparently continuing increases in the closing months.

These findings and conclusions come from BROADCASTING's third annual year-end survey of radio station business. Here are the key results as compiled from station estimates (also see chart for three-year comparisons):

▪ More than three out of four respondents (76.7%) said their 1963 total billings would exceed 1962's. This compares with 78% who reported 1962 billings ahead of 1961's, and with 55% who reported 1961 totals ahead of 1960's.

▪ The average rate of gain this year was put at about 12%, as against 16% last year.

▪ The number of stations reporting total billings below 1962 levels was about the same this year as last—15% versus 14% in 1962—but was well below the 41% who experienced drop-offs in 1961. The number whose business held even with the preceding year's was



Radio revenues continued upward at 77% of all stations in 1963, BROADCASTING's third annual survey of business indicates. In 1962, 78% of radio stations were up for the year while in 1961 only 55% showed a gain. Biggest increases were in local business where 80% of all radio stations showed increases in 1963 compared to 78% in 1962 and 65% in 1961. Spot gains were small with only 43% of stations showing larger radio billings than in 1962. Some 20% of radio stations showed no change in 1963 spot business while 37% showed a decrease in that category. Gains in local sales made up for the weakness in national spot.

8%, the same as in 1962 but up from the 4% recorded in 1961.

▪ The average rate of decline was less this year than last—about 6% as against 10% among those reporting declines in 1962.

▪ In terms of local billings, eight out of ten reporting stations (80.3%) indicated gains this year, as compared to 78% with gains in 1962 and 65% in 1961. The average gain per station was 13%, as against 14% last year.

▪ Local business declines were reported by 14.1% — no significant change from the 14% in this category a year ago but substantially under the 25% who reported dropoffs in 1961. The average decline was about 10% both this year and last. Those with no appreciable changes in local sales totals represented 5.6% of this year's respondents, as compared to 8% in 1962 and 10% in 1961.

In national and regional spot, more than six out of ten stations said business was equal to or better than in 1962: 42.9% said it was better (by an average of 15%) while 10% said it had held even. These figures compare with 56% who reported 1962 gains (average gain: 30%) and with 18% who showed 1962 spot business as unchanged. In 1961, 46% reported spot gains while 10% reported no change.

▪ Stations reporting declines in national and regional advertising revenues increased somewhat, from 26% of the respondents in 1962 to 37.1% this year, but did not reach the 44% figure recorded in 1961. The average rate of decline was not quite as sharp this year —about 9% as against 11% in 1962.

The survey did not solicit dollar figures, and the percentages are not directly applicable to the official FCC figures for 1962, which showed total revenues of non-network-owned stations amounted to $562.7 million. Both the FCC report, released last month, and BROADCASTING's year-end survey a year ago showed 1962 as one of the best sales years in radio history.

In looking back on their 1963 results, broadcasters offered a variety of reasons for gains or losses.

Local business conditions, particularly in areas with high unemployment, were among the most commonly cited factors in sales declines. In other areas an upswing in local prosperity, good crops and high production rates were credited with a big share of revenue gains.

Several—including some with gains and some with declines—noted that billings would have made a better showing if the political business from the 1962 elections had been available again in 1963. Some who reported sales slightly behind 1962's said the political business had accounted for most of the difference.

A few said their local sales were off because of a scarcity of aggressive local salesmen.

A number attributed local business gains to a growing recognition—by both audiences and advertisers—of station efforts to maintain and expand local service. One typical comment noted that as this occurs, "more and more local firms are putting bigger and bigger shares of their budgets into radio." Some said their business was benefitting from the costs of local television.

Stations reporting dropoffs in national and regional spot business found a number of factors contributing to the slowdown.

Local economic downturns in some markets were believed to have led national advertisers to spend less than usual. Some stations speculated that network radio's current business resurgence was being made at least partly at the expense of national spot. A few Southern stations felt that the radical situation in their markets had been exaggerated in the newspapers and that this had cut into their national spot billings.

The "ratings mess," the volume of paperwork involved in buying national spot, fragmentation of audiences as a result of the "overpopulation" of radio stations, and problems relating to the National Association of Broadcasters commercial code were also cited as deterrent influences on national spot business.

Salesmanship Need ▪ Need for more aggressive salesmanship at all levels was underscored in several reports. "I think perhaps we in radio have been guilty of not hustling as we did in 1959-60 when this [dropoff] occurred before," one broadcaster observed.

Many of the declines, in both local and national spot, seemed unaccountable to those who reported them. One station said its national business was up significantly—"for no concrete reason." Another broadcaster said his was down "and we wish we knew why—the drop is slight, but we feel it should be up."

Even so, he added, local sales gains have made his business "the best in five years."

Broadcasters in some of the smaller markets said they are not accustomed to much national business—and not too much concerned with the lack. "If we had to depend on national business," one said, "we'd starve to death."

The chief sources of local business, the survey showed, haven't changed much. They're automotive accounts, food products, apparel and footwear products, and household furnishings—in that order (see story this page).

An examination of the individual returns indicated that many stations reporting record or near-record revenues in 1962 had fallen into "down" category in 1963 by only one or two percent. One-fourth of all the stations reporting overall declines fell short of their last year's totals by less than 5%.

Auto products local radio's No.1 advertiser

The leading sources of local radio advertising revenues did not change materially in 1963, but automotive products tightened their hold on the No. 1 position.

In BROADCASTING's annual year-end radio station business survey (see page 21), 61% of the respondents named automotive products as one of their three leading local revenue sources. Last year automotive was voted into first place by 53% of the respondents.

Food products, named by 41% this year and 48% last, ranked second place last year with a 36% vote, moved up to third this year with 37%. Household furnishings, third last year with 38%, slipped to fourth this year with 36%.

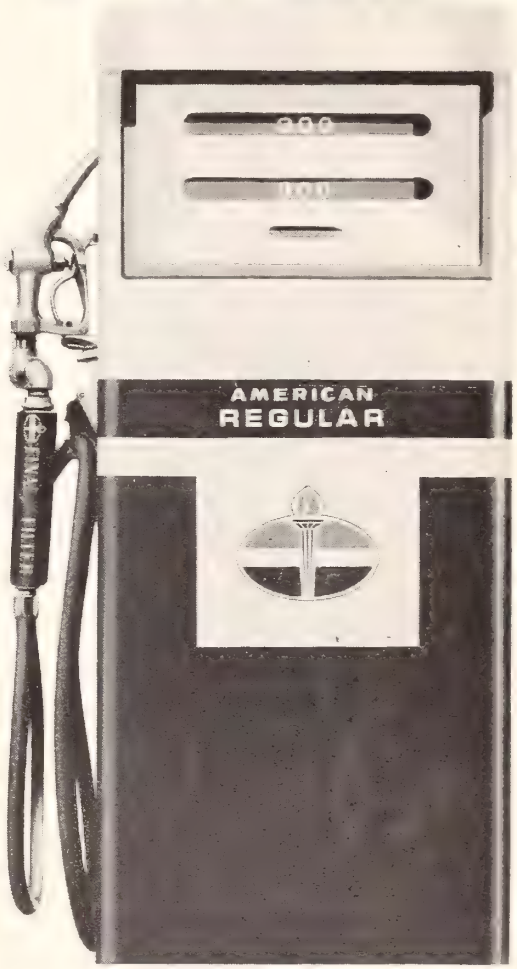
Other leading local-sales categories this year were banking and financial institutions (named by 20%), beers and wines (17%), agricultural products and household equipment (12% each), consumer services (11%) and gasoline and lubricants (9%).

RAB's 'college plan' will teach educators

Citing a definite lack of understanding in the workings of radio advertising by those teaching the subject, Edmund Bunker, president of the Radio Advertising Bureau, has announced the institution of a "college plan" by which weekly RAB sales material and a complete backlog of its information would be mailed to colleges and universities.

Under the plan the RAB information will be made available at handling costs to colleges having advertising curricula that includes the study of radio.

AMERICAN GETS MORE ON WSB



*NSI Mar-Apr '63; NCS 1961. **SRDS 1/62—1/63

MORE: American Oil expects more mileage and gets it from WSB's domination (35.3% tune-in share*) of Metro Atlanta, where $115,879,000** is spent at service stations.

MORE: And American Oil gets additional mileage in the 132 counties* WSB reaches, where motorists pump $620,480,000** into service station tills.

Buy the one that gives you two . . .

WSB RADIO



Georgia's 50,000 watt clear channel station

Represented by Edward Petry & Co., Inc.

NBC affiliate. Associated with WSOC-AM-FM-TV, Charlotte; WHIO-AM-FM-TV, Dayton; WIOD-AM-FM, Miami.

A face-to-face meeting on TV clutter

BROADCASTERS AND BUYERS TALK ABOUT COMMERCIAL COMPLAINTS

Clutter and commercial practices on television, what might be done to improve them and who has the responsibility for doing it—these questions appeared to dominate last week's long-awaited meeting of broadcasting, agency and advertiser representatives.

If any firm answers were agreed upon, there was no sign of it.

Further sessions are expected, although none is scheduled.

The meeting, set up by LeRoy Collins, president of the National Association of Broadcasters, was closed, and the nearest thing to official word out of it was that all participants agreed that no word should be given out.

But the best consensus available, although unofficial and not for attribution, was that nothing that was startling and little that was positive had developed, but that the exchange of views on common problems had seemed to go well and that some participants, if not all, came away "encouraged."

There was room for encouragement on all sides. The broadcasters, for example, were said to have expressed concern about the seemingly increasing use of "piggyback" commercials by advertisers and agencies, while advertisers and agencies renewed their long-standing protest against the clutter—promos, credits, billboards, etc.—that many of them feel is a severe deterrent to the effectiveness of television advertising.

Doubling Up ▪ In preparing for the meeting NAB officials are known to have armed themselves with a study made by the Station Representatives Association showing that in one week in October some 85 network television advertisers used shared commercials—piggyback or integrated—for approximately 295 different products or services.

The NAB code stipulates that a commercial for two or more products must be counted as two or more commercials unless it is integrated and executed in such a way that the entire presentation is actually a single announcement. Even so, the advertised products must be related in character or purpose or must be offered by the same company in order to qualify as a single rather than multiple commercial.

SRA sent no one to the meeting.

The agenda included research and ratings, audience considerations and opportunities for advertisers and agencies to report on any projects of their own, in addition to code problems.

It was expected that the meeting would be reviewed at the NAB TV code board meeting scheduled for Miami Jan. 22-23 and that in addition Governor Collins would probably give a report to Senator John O. Pastore (D-R. I.). Senator Pastore has been pushing for a solution to what he calls "mounting criticism" of TV commercial practices, and had invited the participants to meet with him after their own session.

Second Try ▪ Governor Collins first tried to set up a meeting with the networks last summer, but they declined on the ground that antitrust problems might ensue and that the NAB code authority provided a better framework anyway. Their representative at last week's meeting were respective representatives on the television code board.

The meeting was held Wednesday at the Waldorf-Astoria in New York, starting in the morning and continuing through luncheon and into the afternoon.

In declining to discuss developments

Collins takes off again on cigarette ad restraints

Broadcasters should amend their voluntary codes to prohibit tobacco commercials designed to appeal to minors, LeRoy Collins, president of the National Association of Broadcasters, said in an interview filmed by the National Educational Television Network.

He also repeated his criticism of Lucky Strike cigarette commercials that feature the theme: "Luckies separate the men from the boys" (BROADCASTING, Dec. 2). Portions of the interview were telecast last week by NET stations on the program *At Issue*. The original interview lasted about 20 minutes, but less than five minutes were actually telecast. However, other portions of his remarks were quoted in publicity statements by NET.

The NET information service, in a release on the program, quoted Governor Collins as saying that the broadcaster can, through his own code, "simply provide that commercial advertising of tobacco which is designed and has a special appeal to minors should be forbidden. When an advertisement gives [a boy] the impression that in order to get the beautiful girl . . . or to be a successful sports figure, or any aspect of success, that smoking will advance his chances, then I think that's an unfair and a wrong appeal to young people and that should be eliminated."

What He Would Do ▪ The same release quoted the NAB president: "The most important thing is the fact that there is a relationship, when people smoke their health is impaired, and that a higher percentage of them do die. I dare say if I had a radio station or if I had a television station, I would not hesitate to take a very firm, positive position about this. And I would feel that in doing so I was serving well the public interest."

In that part of the interview that was telecast, Governor Collins said that one particular advertisement for Lucky Strike is "most offensive. . . . I think this is a brazen, cynical flouting of the concern that millions of parents and others have for the youth of America and I think I should say so and everyone else should say so because here the theme of the commercial is to equate smoking with manliness."

The NAB president also said the whole nation has to face up to the smoking question "as a very serious responsibility and set in motion procedures to remedy it." However, he said on the NET program, "I don't think that the people should expect the broadcaster to carry the whole load of this or the newspapers or the advertising media because this responsibility starts, really, long before you get to the advertising media."

Other Views ▪ George V. Allen, chairman of the Tobacco Institute, also appeared on the NET program that dealt with various aspects of cigarette smoking. The show was telecast on nearly 80 affiliated stations last week.

Mr. Allen stressed that the tobacco industry agrees that the advertis-

at the meeting, a top NAB official said that since NAB was the host, any word should come from the guests. Agency and advertiser representatives said that since they were guests, word would have to come from the host. All sides agreed that the desire for secrecy had been impressed on all participants.

Although the embargo extended officially to the number as well as the names of the participants, it was reported authoritatively that they included the following:

From the NAB—Governor Collins, executive vice president Vincent Wasilewski, code director Howard Bell and public relations director John Couric, all from Washington headquarters, and Stockton Helffrich, head of the NAB code office in New York, and Mel Goldberg, NAB research vice president, also from New York.

From the American Association of Advertising Agencies—president John Crichton with Ed Marshall and Larry Reedy of the AAAA staff.

From the Association of National Advertisers — president Peter Allport with Bill Kistler of the ANA staff.

Advertisers (chosen wholly or partly through the ANA)—John Burgard of Brown & Williamson, head of the ANA broadcast committee; E. W. Ebel of General Foods, Edouard Genock of Eastman-Kodak, and Harry Schroeter of National Biscuit.

Agencies (chosen partly or entirely

ing appeal should be directed to adults, and pointed out that last July most of the tobacco companies decided to discontinue advertising in college publications. Mr. Allen mentioned several research projects undertaken by the tobacco industry on the subject of cigarette smoking and lung cancer, and said its researchers had not been able to induce "human-type lung cancer in the lungs of laboratory animals." He claimed these "negative results" were not "headline-making" news in the newspapers.

Senator Maurine Neuberger (D-Ore.) suggested legislation be enacted requiring "accurate labeling of cigarette packages as to their content of tars, nicotines and phenols," and recommended the government also undertake an antismoking educational program.

She added that regulation of advertising is needed, but did not develop this point further.

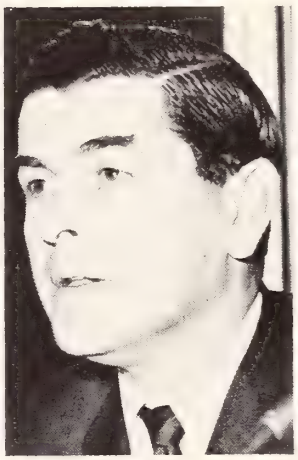
Others on the program included Senator Thruston Morton (R-Ky.), who emphasized the vital role tobacco plays in the economy of his home state and the country, and representatives of the medical profession.


Mr. Collins


Mr. Burgard

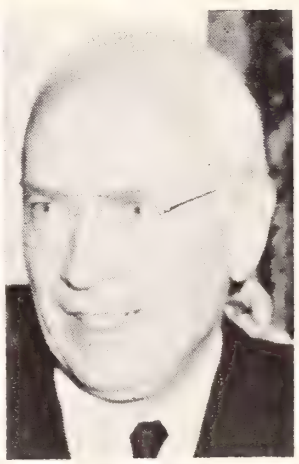

Mr. Tatham


Mr. Allport


Mr. Bell


Mr. McCollough


Mr. Ferguson


Mr. Quarton


Mr. McGannon

Leading agencymen, advertisers and broadcasters were in attendance at the long-awaited tri-partite meeting called by LeRoy Collins, president of the National Association of Broadcasters, to discuss TV commercial practices. Among NAB representatives at the meeting was Howard Bell, recently named director of the association's code authority. The delegation from the ranks of advertisers included Brown & Williamson's John Burgard, head of the Association of National Advertisers' broadcast committee, and Peter Allport, ANA president. Mr. Burgard has been campaigning for the past year against TV clutter. Arthur Tatham, chairman of the Association of American Advertising Agencies and board chairman of Tatham-Laird, Chicago, was among the agency men in attendance. Four prominent broadcasters participated: Clair McCollough, ex-chairman of the combined NAB boards; William Quarton, incumbent NAB joint board chairman; Donald McGannon, chairman of the NAB research committee and rating council, and Robert W. Ferguson, a member of the NAB TV code board.



NBC News—
In its award-winning color production, **The River Nile,** past and present merged in the tracing of the river's 4,000-mile journey.

IT'S ALL NEWS TO US

At NBC, news isn't simply a category.
It's the past as well as the present.
It's the planned as well as the unexpected.
It's talk as well as action.
It's the serious as well as the light.
In short, it's the stuff of which living is made.
It takes a global viewpoint to cover news this way.
It takes broadcasting's biggest news staff to do it.
But doing it—and doing it well—has made
NBC News the most influential and the most popular
force in all of broadcast journalism.

THIS IS NBC NEWS



NBC News—
Its **Huntley-Brinkley Report** keeps a watchful eye on the national and international scene.



NBC News—
Its early-morning **Today** is always a dynamic show, whether it's originating from a New York studio or a New Orleans Mardi Gras.



NBC News—
Its **Exploring** series is television's most widely honored young children's program. In color.



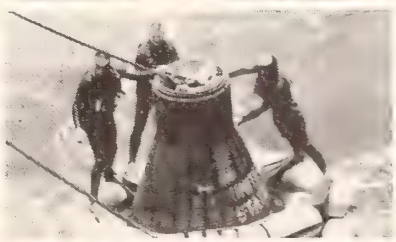
NBC News—
Its **Meet The Press** interviews in color with world-important figures on Sunday evening frequently make Monday morning's front pages.



NBC News—
Its sports department will be bringing viewers the telecast of the **National Football League** title game Sunday, Dec. 29.



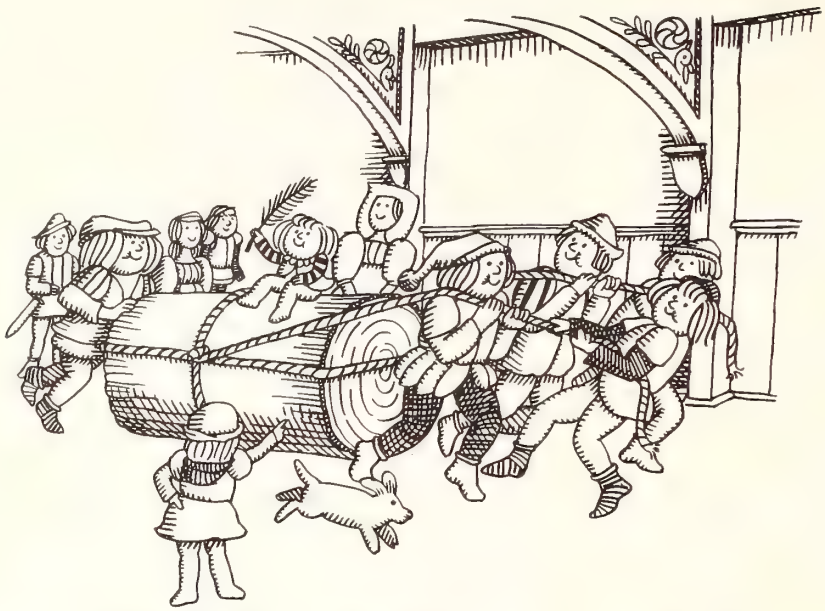
NBC News—
Its real-life specials, such as **Manhattan Battleground,** put the spotlight on contemporary social problems.



NBC News—
Its coverage of major events, unexpected or planned, is consistently the most reliable and complete in television.



NBC News—
Its **Sunday** show offers network television's only weekly review of general news, science, art, books, sports, motion pictures and the theatre.



Bank uses ancient instruments in TV spots

Christmas history in various nations and the music of ancient instruments have been combined by the Pittsburgh office of Fuller & Smith & Ross to help the Mellon National Bank in that city gain new members for its Christmas Club.

Using both radio and TV, the spots utilize the music of the Antiqua Players, a University of Pittsburgh faculty group which features a psaltery, viola da gamba, virginal and recorder. The radio spots open with a carol, then a description of the origin of an old Christmas custom. The story is followed by the pitch: "Today, there's another Christmas custom you should know about —the Mellon Bank Christmas Club."

The TV spots open with the ancient music and a story illustrated by woodcut-type pictures, such as the one shown here depicting the medieval Yule Log celebration. F&S&R and the Mellon Bank report excellent results from the series.

through the AAAA)—Art Tatham of Tatham-Laird, chairman of the AAAA; Richard A. R. Pinkham of Ted Bates & Co.

Networks—vice presidents Alfred R. Schneider of ABC-TV, Joseph Ream of CBS-TV, and Ernest Lee Jahncke Jr., NBC.

Television Bureau of Advertising—George Huntington, vice president and general manager.

Broadcasters—Clair McCollough of the Steinman stations; Donald H. McGannon of Westinghouse Broadcasting, chairman of the NAB research committee and Rating Council; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; William Quarton, WMT-TV Cedar Rapids, Iowa, chairman of the NAB board.

New Katz TV cost summary

The Katz Agency, New York station representative has issued its "Spot Television Advertising Cost Summary," a guide to calculation of spot budgets in 236 TV markets.

The summary, available to advertisers and agencies, is revised by Katz semi-annually. It gives a market-by-market and cumulative cost estimation for half-hour sponsorships and 20-second announcements in prime time and minutes in three other day parts. Also offered are formulas for calculation of frequency discounts and estimation of costs for announcements of other lengths.

3 California agencies announce merger

Three Southern California advertising agencies will merge Jan. 1 into a new agency: Anderson, Morgan, DeSantis and Ball. Headquarters will be at 1717 Highland Ave., where one of the component agencies, Anderson, Arthur and Morgan, is currently located. The other two parties to the merger are Ball Advertising, Los Angeles and Palm Springs, and DeSantis Advertising Agency, Glendale.

Robert F. Anderson will head the new agency as president. Raymond R. Morgan Jr. will be executive vice president and marketing director. V. James DeSantis will serve as vice president and production head. Everett L. Ball becomes vice president and creative director. Audrey Fraser, copy chief at Anderson, Arthur and Morgan, continues in that capacity with Anderson, Morgan, DeSantis and Ball.

Mr. Anderson will continue as account executive for First Federal Savings and Loan Association of Hollywood; the Whamo Co., toy manufacturer; Brookside Vineyard Co. and Roy Brown Automotive, maker of Impact seat belts. Mr. Morgan will continue as account supervisor for the corporate division of the Schick Safety Razor Co. Mr. Ball's advertising and public relations accounts include Palm Springs Aerial Tramway, Palm Springs Chamber of Commerce, Brookside Dairy and Kirkeby Center, new Los Angeles office building. Miss Fraser will serve as account executive on Bill Parry Sportswear and Robbins Construction Co. accounts.

McCann gets more Westinghouse billing

The Westinghouse TV-radio division in Metuchen, N. J., which plans a new campaign featuring heavy use of network TV, is switching agencies—from Grey Advertising, New York, to McCann-Erickson, that city. Westinghouse says the shift, effective March 12, is designed to consolidate the radio-TV division's advertising in one agency. McCann already handles Westinghouse's corporate-wide TV promotional activity, a $6 million, 52-week package of sponsorships on CBS-TV (BROADCASTING, Oct. 21).

Billings involved in the agency shift are said to total more than $1 million, about 60% of which will go into network TV. McCann reports there will be some spot TV activity but no figures are available now.

Westinghouse's Metuchen division reports that first quarter advertising stress will be placed on the company's new "Instant-on TV," an improvement in its TV sets which enable viewers to receive a picture as soon as the set is turned on.

Grey Advertising will continue to handle Westinghouse's portable appliances division in Mansfield, Ohio and Westinghouse Broadcasting Co., neither of which will be affected by the shift.

Rep appointments . . .

- WAVZ New Haven, Conn.: McGavren-Guild Inc., New York, as national representative, excluding New England.
- WMIN St. Paul-Minneapolis: Mid-West Time Sales, Kansas City, Mo., as regional representative.
- WLKW Providence, R. I.: Gill-Perna Inc., New York, as national representative.

THE LIEUTENANT WORE SKIRTS
TOM EWELL
SHEREE NORTH
RITA MORENO



WOMAN OBSESSED
SUSAN HAYWARD
STEPHEN BOYD
BARBARA NICHOLS



THE LAST WAGON
RICHARD WIDMARK
FELICIA FARR
NICK ADAMS
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Individual feature prices upon request.

Must advertising benefit consumer?

FTC INDICATES THAT MAY BE NEW STANDARD IN ANTITRUST CASES

The advertising business was taking a hard, second look last week at a Federal Trade Commission order directing Procter & Gamble to get rid of its subsidiary, Clorox Chemical Co., largest U. S. producer of liquid bleach.

In the decision, a government agency for the first time expressed the philosphy that brand name advertising in a field such as liquid bleaches is detrimental to the public interest. Advertising should stimulate competition and lower the unit cost to the consumer, the trade commission said, but this process does not work in the liquid bleach field where all products are of equal quality and produced "under conditions of oligopoly" (control by a few of the amount and price of a given product to a large number of buyers).

Procter & Gamble, the nation's largest TV advertiser and producer of household cleaning products, acquired Clorox in 1957 in a $30 million deal. In its decision, announced Dec. 15, the FTC ruled that the acquisition was illegal under antimerger provisions of the Clayton Antitrust Act.

P&G President Howard Morgens immediately announced that the decision would be appealed to the courts. "The decision represents an attempt [by the FTC] to make new law," he said. "It goes beyond any previous interpretation of existing antitrust legislation."

Others in the advertising fraternity made the same charge, with the industry showing great concern over that portion of the decision dealing with brand-name promotion. Individual advertisers spoke out on the subject, and Albert H. Messer, president of Brand Names Foundation Inc., said the implications of the decision "seem to be overwhelming."

P&G refused to comment specifically



Mr. Elman
Symptom and cause

on that part of the divestiture order dealing with advertising, primarily TV spot, for Clorox. Clorox spent $3.85 million in spot television in 1962 and for the first nine months of 1963 the figure has risen to $4.2 million. Honig-Cooper & Harrington, San Francisco, handles the Oakland, Calif., firm's advertising with a total 1963 budget estimated at $6 million.

Upsetting Words ▪ "The kind of 'efficiency' and 'economy' produced by this merger is precisely the kind that . . . hurts, not helps, a competitive economy and burdens, not benefits, the consuming public," the FTC said. "Advertising should stimulate competition and, by increasing the sales of the advertised product, lower the unit cost of that product. But this process is distorted in the case of a homogeneous product, such as household liquid bleach, produced under conditions of oligopoly."

The FTC said that there is no difference in quality among different brands of liquid bleach and therefore there is no real need for the various manufacturers to incur the heavy advertising expenses they do. "Thus we have a situation in which heavy advertising benefits the consumer, who pays for such advertising in the form of a higher price for the product, not at all," the agency said.

Competitive advertising by sellers of products to create a consumer preference can be laudable competition in many fields, the FTC continued. "On the other hand, such sellers may [as in the case of bleaches] be engaged in brand competition to the end only of

HILL IS DEAF TO FCC CLAIM

Contention of power to regulate commercials is disputed by semantically embroiled committee

Broadcasters fighting an FCC proposal to regulate commercials were backed to the hilt last week by a majority of the House Commerce Committee which said in strong terms that the commission hasn't got the power it claims to have.

But about 25% of the members signed a minority report saying that overcommercialization is a problem that requires constructive attention by Congress and that legislation limiting the FCC's power would create "a vacuum in an area important to the public interest."

The majority, however, pointed out that the committee has not considered the question of overcommercialization itself, but only the FCC's claimed legal authority to regulate advertising. On these grounds, the majority said, it is absolutely convinced that the FCC not only hasn't got a legal leg on which to stand, but it must be put in its place for "arrogating to itself the right to legislate."

The commission's threat to impose rules on advertising must be stopped to prevent a future commission from regulating programing, the majority stated.

These views were released by the committee Tuesday (Dec. 17) in the publication of its report on HR 8316, a bill the committee approved the week before that would prohibit the FCC from making rules regulating the length and frequency of commercials (BROADCASTING, Dec. 16).

The House report states that the commission "has voted to abandon the proposed rules," but the commission, although such action seemed likely (story page 24), had made no announcement as of Thursday (Dec. 19).

The FCC conducted oral arguments on its proposal two weeks ago and the committee conducted its own hearing early last month when more than 30 broadcasters testified for the bill to limit the FCC's powers (BROADCASTING, Nov. 11). They were joined by powerful members of the committee. Representative Oren Harris (D-Ark.), chairman of the parent Commerce Committee, and Representative Walter Rogers (D-Tex.), chairman of the communications subcommittee and author of the adopted bill, led the fight.

The minority was headed by Representative John E. Moss (D-Calif.), subcommittee member and author of

maintaining high prices, discouraging new entry [into the market] and, in general, impairing, not promoting, socially useful competition.

"In sum, the undue emphasis on advertising which characterizes the liquid bleach industry is itself a symptom of and a contributing cause to the sickness of competition in the industry. Price competition, beneficial to the consumer, has given way to brand competition in a form beneficial only to the seller. In such an industry, cost advantages [as P & G-Clorox allegedly enjoy] that enable still more intensive advertising only impair price competiton further; they do not benefit the consumer."

TV Benefits ▪ The FTC decision, written by Commissioner Philip Elman, declared the merger illegal because it gave P & G-Clorox an unfair advantage in competing with other liquid bleaches because of the size of P & G's total advertising budget. The acquisition gave Clorox important advantages in TV advertising, not available to competitors selling identical chemical products. P & G receives the maximum volume discounts available in television, Commissioner Elman said, and with Clorox part of the P & G product line, Clorox can now obtain at least 33 1/3% more television time for the same expenditure required before the merger. Procter & Gamble's television billings in 1962 totaled $112 million, with $60 million in spot, for all its products including Clorox.

"When we reflect that Purex Corp. [Clorox's major competitor], with total sales of almost $50 million in 1957 . . . was evidently unable to obtain any but the minimum volume discounts available to large television advertisers, we can only conclude that the large-scale advertising 'economies' involved in this case represent price concession available only to giant firms," the FTC said.

Before P & G took over the company in 1957, Clorox was not eligible for any TV discounts since it placed only about $1 million annually, the FTC said. During this same period, Purex received a 15% discount from one network on $2.4 million annual billing and 6% from a second network on a billing of $1.4 million.

The point has been reached in the liquid bleach industry at which product identification ceases to promote consumer welfare and becomes wasteful, with mass advertising merely entrenching market leaders, the decision concluded.



Mr. Morgens
An appeal to courts

Clorox, through P & G's large TV expenditures, has gained the additional advantage of program identification which its competitors cannot afford, Commissioner Elman said. A commercial during a program break is "substantially more effective in promoting a product than one during the between-program station break," he said. Clorox, before its acquisition by P & G, could not afford this identification with programs. P & G, "however, can and does buy the sponsorship of such programs in behalf of several of its products . . . and Clorox can realize the advantages of network program advertising at a fraction of the cost that would have been required prior to the merger."

Sectional Spots ▪ Another unfair advantage for Clorox is that P & G can run commercials for different products in different sections of the country during a single commercial break, the FTC said. "Clorox thereby gains the advantage of association with network television while actually limiting its advertising expenditures to selected regional markets."

At the time of the merger, Clorox commanded 50% of all liquid bleach sales with Purex claiming 15%, according to the FTC decision.

The decision, which is already being called a landmark case, is the culmination of nearly seven years of litigation. The trade commission first issued its complaint shortly after the 1957 merger. A long series of hearings and two initial decisions preceded last week's final order.

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the minority views. Signers included Representatives Abner W. Sibal (R-Conn.), the only Republican; Harley O. Staggers (D-W. Va.), Torbert H. Macdonald (D-Mass.), John D. Dingell (D-Mich.), Robert W. Hemphill (D-S.C.) and Lionel Van Deerlin (D-Calif.).

Power Is There ▪ These members argued that the FCC had the power it needed to proceed with a rulemaking on commercials and that such action "could clarify its policy in this important area." FCC Chairman E. William Henry had testified to the committee that the commission did not know what its commercial policy was.

"Without any question," the majority said, the commission's power to properly review station commercial performance would not be diminished by enactment of the legislation. The proper occasion for review was on a periodic basis at renewal time, it said.

"It must be admitted candidly that this regulatory pattern is difficult to administer," the majority continued.

With a plug for self-regulation (the minority favors it, too), the majority harmonized with broadcasters on these themes:

▪ No one criterion adopted by rulemaking can generally apply to all stations or classes of stations.

▪ "Commission determinations of whether or not certain categories of stations or individual stations should be granted special treatment or individual exemptions would then involve the commission in the consideration of station revenues in a manner alien to the regulatory scheme adopted by the Congress."

▪ The commission may neither substitute its own judgment on a day-to-day responsibility for that of the individual licensee nor of the community in which he serves.

The majority concluded by underlining its earlier statement that its consideration of the bill was not on the question of overcommercialization. However, it hinted, if the FCC really wants to get into that area, it should gather information and bring its case to the Congress with a request for remedial legislation.

The minority's views were somewhat akin to the FCC's position, especially in agreeing that the commission has the authority to go ahead with its rulemaking. (All commissioners agreed on this point.) It also agreed with the FCC that it would be nice to know just what it—and the Congress's—policy is on commercials.

The minority looks gloomily into the future: "In the absence of positive congressional action regarding overcommercialization, a vacuum is left, and in view of high prices paid for broadcast properties the trend is definitely in the direction of more and more commercialization. . . . Listeners and viewers are left without protection against


UNITED



IN CHICAGO

Chicago's O'Hare International Airport serves 84,000 passengers every day —the world's busiest air terminal.
Chicago's WGN Radio serves 910,000 homes every day—reaching the largest audience of any broadcast property west of the Hudson.*
Chicago's O'Hare and WGN are both dedicated to Service.

WGN IS CHICAGO

the most respected call letters in broadcasting

*
NCS-1961

this threat."

The minority cited figures for the dollar volume in sales of broadcasting properties between 1954 and 1960 ($285,504,060 for radio alone, $723,592,401 for radio-TV), and said "surely these figures raise a danger signal which is pertinent to our inquiry. What is the effect of such skyrocketing sales prices on the purchaser's commercial policies?"

Agency appointments...

▪ Kal Kan Foods appoints Anderson-McConnell Advertising Agency, Los Angeles, to handle advertising for its 32 pet foods and Lang's clinical formula, sold to the veterinary profession. Appropriation for fiscal 1963-64 is $500,000, with Sunday supplements, newspapers and radio the major media. Kal Kan's former agency, MacManus, John & Adams, Los Angeles, was forced to resign the account because of a product conflict.

▪ Heublein Inc., Hartford, Conn., has appointed Benton & Bowles, New York, to handle advertising for Byrrh cocktail wine and Irish Mist liquer.

▪ Redfern Sausage Co., Atlanta, has named Liller Neal Battle & Lindsey Inc. of that city as advertising agency.

▪ Westgate-California Products, San Diego, has appointed Geyer, Morey, Ballard, Los Angeles, as agency for a group of its new products.

▪ Vescio's Inc., Michigan supermarket chain, names Parker Advertising Inc., Saginaw, Mich.

FCC to give up on commercials

The FCC has put off until early next month a final decision on how to bury its proposed commercial rulemaking.

The commission, faced with a split within its own ranks, with solid industry opposition and with hostility in Congress, is ready to terminate the rulemaking that proposed adoption of the National Association of Broadcasters' Codes as an agency rule.

But the commission lacked sufficient time at its meeting last week to decide on how the order ending the rulemaking should be drafted. As a result, final action was put off until after the holiday period.

Basically, the commission is expected to reassert, in its order, that it does have authority to regulate commercials. It is also expected to state, as indicated earlier (BROADCASTING, Dec. 16), that the commission will exercise this authority on a case-by-case basis and that it will be able to do this more strictly than it has in the past with the additional information to be provided by the new program reporting forms now being prepared for both television and radio.

Whether the commission will go beyond this position—which some members regard as relatively mild—was uncertain last week. Commissioners said it would be "hazardous" to attempt to predict the position ultimately adopted.

Chairman E. William Henry is said to have favored including in the order

First nine months top $1.2 billion

NETWORK BILLINGS UP 5.5%; 3D QUARTER UP 4.4%

The combined gross time billings of spot TV (national and regional spot) and network TV for the first nine months of 1963 totaled more than $1.2 billion.

A report released last week by Television Bureau of Advertising said network gross time billings for the nine months came to $612 million, an increase of 5.5% over a like period the year before. A nine-month spot TV gross time billings total was estimated at $628.1 million (BROADCASTING, Dec. 16).

TvB also reported that the gross time billings of network TV for the third quarter only totaled almost $201 million, a 4.4% increase over last year. Adding spot TV's $185.3 million figure for that period, the combined total in the third quarter is $386.2 million.

Far and away the advertising leader in both network and spot during the third quarter was Proctor & Gamble with a combined total of $33.8 million. P&G's third quarter gross time billing figure breaks down into $16.8 million for network TV and $17 million for spot TV (BROADCASTING, Dec. 16). Second ranking advertiser in network for the third quarter was American Home Products Corp. with billings of $8.4 million. Third place went to Bristol-Myers with network billings of $7.7 million.

According to TvB, Anacin Tablets (American Home Products) was the leading advertiser brand in network for the third quarter with $2.9 million. In second place was Alka Seltzer (Miles Laboratories) with billings of $2.6 million, and third ranking brand was Salem cigarettes (R. J. Reynolds Tobacco Co.) with billings of $2.3 million.

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATIONS
Source: TvB/LNA-BAR

	January-September 1963	January-September 1962	Percent Change
Agriculture & farming	$ 24,400	$ 102,900	— 76.3
Apparel, footwear & accessories	6,870,700	5,839,700	+ 17.7
Automotive, automotive accessories & equipment	41,984,200	34,514,000	+ 21.6
Beer, wine	6,214,000	7,048,300	— 11.8
Building materials, equipment & fixtures	6,669,300	3,666,200	+ 81.9
Confectionery & soft drinks	13,804,700	18,735,800	— 26.3
Consumer services	2,703,900	4,338,800	— 37.7
Drugs & remedies	86,298,600	73,402,900	+ 17.6
Entertainment & amusement	1,050,300	679,400	+ 54.6
Food & food products	102,522,800	100,547,100	+ 2.0
Freight, industrial & agricultural development	68,700	76,600	— 10.3
Gasoline, lubricants & other fuels	6,931,900	13,663,000	— 49.3
Horticulture	569,200	304,300	+ 87.1
Household equipment & supplies	23,876,800	23,833,700	+ 0.2
Household furnishings	2,249,000	2,584,800	— 13.0
Industrial materials	12,258,600	14,625,400	— 16.2
Insurance	12,081,500	11,025,500	+ 9.6
Jewelry, optical goods & cameras	6,635,500	8,095,300	— 18.0
Office equipment, stationery & writing supplies	3,007,100	2,645,800	+ 13.7
Pets & pet supplies	9,142,000	6,494,100	+ 40.8
Political	——	6,900	—100.0
Publishing & media	655,700	881,700	— 25.6
Radio, TV sets, phonographs-musical instruments, accessories	3,071,500	3,604,300	— 14.8
Retail & direct by mail	33,400	137,600	— 75.7
Smoking materials	70,895,100	65,151,200	+ 8.8
Soaps, cleansers & polishes	65,828,000	64,889,900	+ 1.4
Sporting goods & toys	4,934,600	4,405,700	+ 12.0
Toiletries & toilet goods	119,666,800	107,985,400	+ 10.8
Travel hotels & resorts	1,826,200	691,500	+164.1
Miscellaneous	180,100	159,900	+ 12.6
TOTAL	$612,054,600	$580,137,700	+ 5.5

LEADING COMPANIES IN NETWORK TELEVISION ADVERTISING
THIRD QUARTER 1963
(Source: TvB/LNA-BAR)

1.	Procter & Gamble	$16,780,900
2.	American Home Products	8,396,100
3.	Bristol-Myers	7,671,000
4.	General Motors	6,737,500
5.	Lever Bros.	6,533,900
6.	Colgate-Palmolive	6,240,200
7.	R. J. Reynolds	6,183,300
8.	General Foods	5,229,900
9.	Gillette	5,032,400
10.	Alberto-Culver	4,259,100
11.	Miles Labs	4,216,900
12.	American Tobacco	3,736,700
13.	Philip Morris	3,688,500
14.	General Mills	3,552,800
15.	Brown & Williamson	3,444,800
16.	P. Lorillard	3,299,100
17.	Sterling Drug	3,267,900
18.	Kellogg	3,081,000
19.	Liggett & Myers	2,833,300
20.	Distillers Corp., Seagrams	2,555,200
21.	Du Pont	2,548,900
22.	J. B. Williams	2,533,800
23.	National Biscuit	2,531,700
24.	Block Drug	2,454,100
25.	Coca-Cola	2,377,600
	Total	$119,186,600

LEADING BRANDS IN NETWORK TELEVISION ADVERTISING
THIRD QUARTER 1963
(Source: TvB/LNA-BAR)

(Est. Gross Time Billing)

1.	Anacin	$2,937,200
2.	Alka-Seltzer	2,607,700
3.	Salem cigarettes	2,287,900
4.	Crest Toothpaste	2,181,100
5.	Winston cigarettes	2,105,000
6.	Bufferin	2,031,000
7.	Chevrolet cars	1,798,500
8.	Excedrin	1,761,600
9.	Bayer Aspirin	1,602,500
10.	Camel cigarettes	1,578,600
11.	Allerest Tablets	1,575,100
12.	Nabisco cookies	1,493,800
13.	Tide	1,454,000
14.	Pall Mall cigarettes	1,399,200
15.	Paxton cigarettes	1,398,300
16.	Kent cigarettes	1,381,000
17.	L&M cigarettes	1,358,600
18.	Falstaff beer	1,292,800
19.	Nestea instant tea	1,190,500
20.	Colgate dental cream	1,177,800
21.	Marlboro cigarettes	1,144,400
22.	Mattel toys	1,133,200
23.	One-A-Day vitamins	1,123,400
24.	Prell shampoo	1,079,600
25.	Campbell's soups	1,076,200

ESTIMATED EXPENDITURES OF NETWORK TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATIONS
Source: TvB/LNA-BAR

	Third Quarter 1963	Third Quarter 1962	Percent Change
Agriculture & farming	$ ——	$ 21,100	—100.0
Apparel, footwear & accessories	2,140,200	1,173,800	+ 82.3
Automotive, automotive accessories & equipment	13,212,100	9,608,900	+ 37.5
Beer, wine	2,558,400	2,989,900	— 14.4
Building materials, equipment & fixtures	1,811,300	641,100	+182.5
Confectionery & soft drinks	3,251,600	4,736,100	— 31.3
Consumer services	625,300	693,500	— 9.8
Drugs & remedies	27,517,900	24,615,800	+ 11.8
Entertainment & amusement	454,200	193,300	+135.0
Freight, industrial & agricultural development	——	——	—
Gasoline, lubricants & other fuels	1,725,300	4,419,100	— 61.0
Horticulture	22,300	——	—
Household equipment & supplies	7,709,500	8,895,000	— 13.3
Household furnishings	737,200	852,100	— 13.5
Industrial materials	2,930,900	4,709,500	— 37.8
Insurance	3,224,800	3,669,100	— 12.1
Jewelry, optical goods & cameras	2,010,500	1,996,900	+ 0.7
Office equipment, stationery & writing supplies	908,600	1,217,600	— 25.4
Pets & pet supplies	2,950,900	2,196,500	+ 34.3
Political	——	3,000	—100.0
Publishing & media	195,800	254,100	— 22.9
Radio, TV sets, phonographs-musical instruments, accessories	1,306,500	1,212,200	+ 7.8
Retail & direct by mail	10,600	137,600	— 92.3
Smoking materials	24,620,400	21,568,100	+ 14.2
Soaps, cleansers & polishes	22,529,300	24,395,100	— 7.6
Sporting goods & toys	1,880,400	1,389,900	+ 35.3
Toiletries & toilet goods	40,271,500	37,978,100	+ 6.0
Travel hotels & resorts	575,900	87,600	+557.4
Miscellaneous	11,300	4,900	+130.6
TOTAL	$200,906,300	$192,365,100	+ 4.4

criteria to guide broadcasters on how many commercials would be considered sufficient to warrant a closer look by the commission. He reportedly has not suggested, however, what the criteria might be.

The commission's task is complicated by a number of factors. On the one hand, there is the feeling of most members that the commission shouldn't simply wash its hands of the commercial question. A majority of the commissioners, including those who voted against the rulemaking, regard this as a problem the commission must face. The question, they feel, is how, not whether, to proceed.

Some commissioners also feel that if they walk away from the issue after having raised it, they might actually encourage broadcasters to overcommercialize. They are afraid some broadcasters would be tempted to throw off all self-restraint.

On the other hand, the commissioners are aiming for a unanimous or near-unanimous vote on the final order. With the spectrum of opinion ranging from Chairman Henry, who favors a "strong" statement, to some commissioners who would like to wash out the entire proceeding, that won't be easy.

There is also the feeling that Chairman Walter Rogers (D-Tex.) of the House Communications Subcommittee is looking over the commission's shoulder. The commission would not want to take a position that would induce the congressman to push his bill to prohibit the commission from adopting rules limiting commercials.

Considering all of these problems, one commissioner noted, the commission faces a difficult "writing job."

Mutual's time sales up 16% over 1962

An increase in time sales for 1963 of 16% over last year was reported last week by Robert F. Hurleigh, MBS president, in a year-end statement of network activity.

Although no dollar figures were revealed, Mr. Hurleigh disclosed last year the network's volume in 1962 would approach $6 million (BROADCASTING, Nov. 19, 1962). On this basis, a 16% increase would raise 1963 sales to $6,960,000.

This will be the second consecutive year in which Mutual showed a profit, a spokesman said, pointing out that 1962 was the first profitable year since TV became a major medium.

Mr. Hurleigh attributed the rise in business to large acceptance of Mutual programs by its affiliates, with more than 480 stations taking up to 95% of the MBS newscasts; the adding of affiliates in nine major markets, giving the network representation in 95 of the top 100 markets; improved operating efficiency, and the finding of recent studies which show that network radio's total audience was being underestimated.

During the year 57 advertisers used Mutual, Mr. Hurleigh said, and the top spenders included Mennen, Philip Morris, Kraft Foods, Texaco, Reynolds Tobacco and Bristol-Myers.

Mutual bolstered its sales force in 1963, adding two account executives in New York and one in Chicago, he reported.

FTC rules toy makers' claims deceptive

MISREPRESENTATION CITED IN PRICES, PERFORMANCE

Three toy manufacturers and their officers were accused by the Federal Trade Commission last week of making deceptive claims in television commercials. Formal complaints were issued against all three companies—American Doll & Toy Corp., Brooklyn; Rainbow Crafts Inc., Cincinnati, and Emenee Industries Inc., Flushing, N. Y.

The complaints are based on 1962 commercials, none of which are on the air during the present Christmas season.

Emenee also was charged by the Trade Commission with misrepresenting the "suggested retail" price of its "electronic rifle range" toy. Emenee's rifle, the FTC alleged, does not have an adjustable, telescope-like sight as claimed, but the sight actually consists of a piece of plastic with a hole that moves within a slot. Also, the agency charged, the rifle's battery-powered "ammunition" will be depleted and have to be replaced and that the toy is not complete and ready for operation as claimed.

Herbert L. Merin, president of Emenee, said all the matters complained about were settled with the FTC a year ago and that the questioned claims have not been repeated.

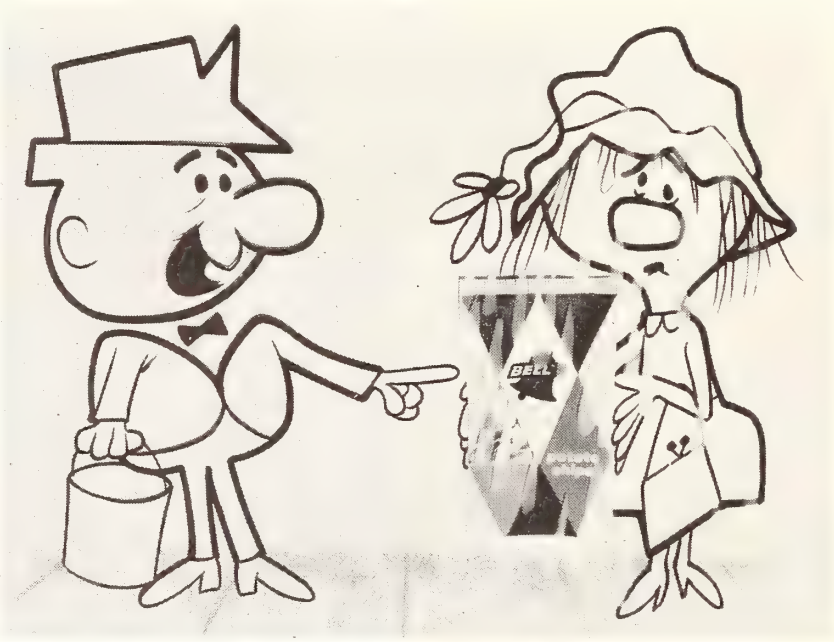
The FTC questioned claims for American's "Dick Tracy 2-Way Wrist Radio" that it will receive amateur signals; emergency distress calls; ship-to-shore communications, and that it is sold ready for operation without additional accessories (since it needs a battery which is not included). The toy radio, the FTC pointed out, operates on the citizens band and none of the cited services use this frequency.

Herbert Brock, American president, said the complaint shows a "lack of understanding" by the FTC of the toy radio. "We have recorded all types of communications picked up by these sets," he said.

The Rainbow toy under attack is a "Forge Press" set which, the FTC charged, does not always include six molds for making human figures and four cans of "Play Doh" as indicated in the commercials, and a "Magnajector" unit to flash educational cards on a screen.

Joseph McVicker, Rainbow president, said the company no longer produces the toys under question.

The toy companies have 30 days to answer the FTC charges.



COMMERCIAL PREVIEW: Bell Brand potato chips

The new moisture-proof, reseal-able container for Bell Brand potato chips is the theme of the spot radio and spot TV holiday campaigns launched this month through McCann-Erickson, Los Angeles. Four 30-second and 60-second radio spots, voiced by Mel Blanc and Frank Nelson, create by words and sound effects a demonstration involving the Bell Brand container, a hose and two participants, one ending up completely drenched, with a humorous note that nonetheless punches home the sponsor's story of a package impervious to water that keeps the product fresh until it has been entirely consumed. The same theme of a consumer test to verify the advertising claim is used in the TV ads as well.

The radio spots are being broadcast on 39 stations in California and Nevada. The TV cartoon is on three stations in Los Angeles; one each in Bakersfield, San Luis Obispo, Salinas, Santa Barbara and San Diego, all California, and Las Vegas.

Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager. Approximate cost is listed, when given by producer.

Klein/Barzman, 706 North La Cienega Boulevard, Los Angeles 69.

Metromedia Inc. (KLAC Los Angeles); unlimited number of all-length spots; for TV, live on tape; for radio, humorous. Placed direct. Approximate cost: $250,000 (BROADCASTING, Dec. 9).

Mirisch Co.-United Artists ("The Pink Panther"); eight 60's, 30's, 10's for TV, live on film. Placed direct.

PAMS, 4141 Office Parkway, Dallas 4.

Dr. Pepper; one 60, one 30, one 20, one 10 for radio-TV (Christmas instrumental version of jingle). Bob Farrar, production manager. Agency: Grant Advertising, Dallas. Joe Hughes, account executive and agency producer.

Farah Slacks; three 60's for TV (music scores). Bob Farrar, production manager. Agency: White & Shuford, El Paso, Tex. John Amodeo, account executive and agency producer.

Raymond Scott Enterprises Inc., 140 West 57th Street, New York 19.

Ideal Toys; two 60's for TV (music scores). Charles Barclay, production manager. Agency: Grey Advertising, New York. Bruce Allen, agency producer.

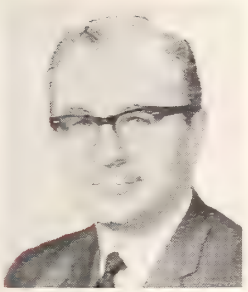
Petry doubles number in stock participation

Edward Petry & Co., which started a stock participating plan last August allowing 26 company employes to take part in ownership of the company, last week expanded the plan, bringing 26 additional employes into it.

Under the arrangement, thought to be unprecedented for a station representative, the company had bought the combined 100% interest of Edward Petry, board chairman, and Edward Voynow, president, for a "substantial down payment" and an agreement to pay the balance "over a number of years" (BROADCASTING, Sept. 2). Total purchase price had been estimated to fall between $2 million and $4 million.

The intent of the plan was said to be to allow top officials of the com-

Seasons Greetings From Collins


Ken Blake
Los Angeles, California


Blair Dobbins
Boulder, Colorado


Ray Evans
Jackson, Mississippi


Jerrell Henry
Roanoke, Indiana


Lin Leggett
New York, New York


Jim Littlejohn
Hopkins, Minnesota


Gene Randolph
Cedar Rapids, Iowa

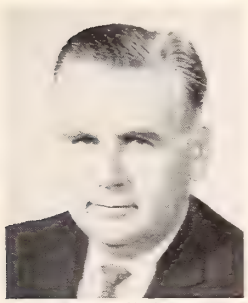

Carl Rollert
Dallas, Texas

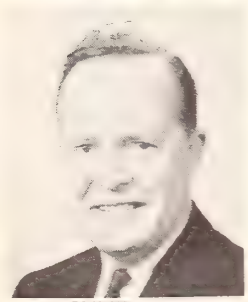

Theil Sharpe
Dallas, Texas


Jim Speck
Dallas, Texas


John Stanbery
Gatlinburg, Tennessee


Prose Walker
Dallas, Texas


Charlie Walters
Jacksonville, Florida


Phil Wharton
Toronto, Ontario, Canada

COLLINS RADIO COMPANY

COLLINS

73% accept make-goods on major independent

An independent TV station in one of the top 15 markets reported last week that 73% of its national spot advertisers have accepted make-goods on advertising pre-empted during the Nov. 22-25 coverage of the events surrounding the assassination of President Kennedy. Advertisers insisting upon credits totaled 22% and 5% are pending.

An earlier survey (BROADCASTING, Dec. 16) had shown that about 70% of the pre-empted commercials would be recouped through the make-good route.

Advertisers accepting make goods according to the station:

Arrow shirts, International salt, Handy Andy, Welch's, Dow sandwich bags, Remington, Betty Crocker casserole, Spectrocin, Carter, Dow oven cleaner, Montclair cigarettes, Continental Baking, Ronson products, Dixie Cup, Lipton, Wisk (Lever Bros.), international Latex, Yuban, Hudson Paper, Ideal toys, Spring cigarettes, Esquire, Buxton, Bayer Aspirin, Beech-Nut gum, Crackerjack, Decon, Energine, Heinz baby food, Cities Service, Contac, Morton frozen food, Bell & Howell, Pabst beer, Regular Maxwell House, Ivory liquid, Nescafe, Crisco oil, Gleem (P&G), Romilar CF, Shell, Crisco solid, Pepperidge Farms, Van Heusen shirts, Ex-Lax, Post Toasties, Gaines Gravy Train, Wildroot, Deluxe Reading, Instant Maxwell House, Clinicin, Post cereals (various), Clorox (P&G), Ovaltine, West Bend, Gallo wine, Alberto-Culver, Pillsbury, Joy (P&G), Acme Stores, Bissell carpet sweeper, Hartz Mt. Products, Parker Pen, Head & Shoulders (P&G), Fling hosiery, Soaky, M&M candy, Action bleach, Uncle Ben's rice, Kool cigarettes, Dromedary, Viceroy cigarettes and Financial Arrangers.

Advertisers demanding credit for pre-empted advertising: Oxydol, Cheer, Tide, Thrill and Dash (all P&G), Excedrin, Bufferin, Marx toys, Transogram, Bromo Seltzer, Easy-Off, Listerine, Beech-Nut Baby Food, Primatene, American Toy & Doll, Anacin, American Chicle, Vick Chemical, Score, Faberlash, Eastern Air Lines, Chocks and Bromo Quinine.

Advertisers whose decisions were pending last week. Phillip Morris, General Mills (Rocky & Friends), L & M cigarettes, Chesterfield cigarettes and Lark cigarettes.

pany first opportunity at the stock issue, then to give further employes the same chance as the remaining stock permitted.

The Petry firm says that still others will probably be invited to join in ownership of the firm. The 52 employes now participating constitute about one-quarter of Petry's personnel.

The 26 new Petry stockholders: John Carter, director of TV presentations; Robert Schneider, TV research manager; Miriam Barrow, manager accounting department; George Backus, William Coldwell, Morton Barrett and Richard Trapp, TV salesmen; Edward Rohn, Richard Schiess, Joseph Raffetto and Frank Webber, radio salesmen; William Nugent, radio presentation writer; June Perry, manager of reception and switchboard operation, Marilyn Fagan, assistant reception manager; Kay Johnson, manager TV estimating; Josephine Maggio, TV traffic manager; Pauline Ortega, administrative assistant to executive vice president; Barbara Murnane, assistant to TV sales manager; Patricia Prie, secretary to assistant TV sales manager, all in New York.

Forest Blair, radio sales manager; James Svehla Jr., radio salesman, Dolores Capalety, secretary, in Chicago.

Bruce C. Mayer, TV sales manager, Detroit; Carroll McKenna, TV salesman and Garrett Hollihan, radio sales manager, Los Angeles, and George Ledell, TV sales manager, San Francisco.

Business briefly . . .

General Mills, through Knox Reeves Advertising, has signed as sponsor on NBC-TV background programs preceding the National Football League championship and Rose Bowl football games. Lindsey Nelson will be host for the 15-minute *NFL Championship Scouting Report,* Sunday, Dec. 29 (12:30 p.m.) and the five-minute *Rose Bowl Preview,* Wednesday, Jan. 1 (4:40 p.m.).

Toro Manufacturing Corp., Minneapolis, maker of lawnmowers and other power tools, plans a heavy TV spot campaign in more than 100 markets beginning in March. Agency: Campbell-Mithun, Minneapolis.

Also in advertising . . .

Busch in Chicago ▪ Anheuser-Busch Inc., St. Louis, began testing its new all-aluminum Budweiser beer can in metropolitan Chicago, with heavy radio-TV schedules representing new money in addition to normal broadcast budgets. If Chicago proves out, Budweiser is expected to move in additional markets on the same basis. Agency: D'Arcy Advertising, St. Louis.

Move planned ▪ Advertising Time Sales plans to move from its offices at 247 Park Ave., to 777 Third Avenue, New York, on Feb. 1.

West Coast merger ▪ The Hollywood office of Clinton E. Frank Inc. has merged with Tom Lowey & Associates, to form Clinton E. Frank/West Coast, with Mr. Lowey as senior vice president and general manager. The agency has taken offices at 5455 Wilshire Boulevard, Los Angeles 36. Telephone: 937-2862.

Sixth office for Group ▪ Group Productions, commercial production company, has announced the opening of a new office in Rome at 30 Via Donna Olimpia. Head of the Italian office will be Duilio Giovagnario, with credits in feature film direction. Other offices are in New York, Detroit, Hollywood, Toronto and Windsor, Ont.

Bonus audience ▪ Television advertisers in Jacksonville, Fla., reach many more potential buyers than they may realize, according to a survey conducted last summer by WJXT(TV) in that city. Motels and hotels within the station's coverage area add more than 20,000 sets to the TV home count, WJXT said, and represent a potent selling force considering the 13 million plus tourists who visit Florida yearly, many of whom pass through Jacksonville.

Pulse signs D-F-S ▪ The Pulse Inc. has announced that Dancer-Fitzgerald-Sample, New York, has signed for the research firm's complete radio service. The Pulse reported that the addition of D-F-S brought its list of agency subscribers to 170, and marked the sixth major agency subscription to its services in recent months.

'Huntley-Brinkley' sold through September

NBC-TV's *Huntley-Brinkley Report* has reached a sold out status up to September 1964. An order for alternate week quarter hour placed by Bauer & Black, Toronto, through Tatham-Laird, Chicago, has moved the weeknight news show to an SRO position.

Also reported at NBC-TV: Humble Oil, through McCann-Erickson, has extended its lineup for 13 news specials it will sponsor starting Jan. 7 in prime time.

Humble has added nine stations on the West Coast, reportedly anticipating formal acquisition of Tidewater Oil Co. in the territory it hadn't covered before.

A prodigal returns

Turnabout seems to be fair play for W. F. Young's Absorbine Jr. account. J. Walter Thompson relinquished the account billing $1 million yearly (about $900,000 in broadcast) March 1 to Ted Gotthelf Associates, New York. Eight months later, Gotthelf announced it would resign as agency on Dec. 31 (BROADCASTING, Oct. 21).

Last week a successor to Gotthelf was expected to be announced: Absorbine Jr. moves back to JWT Jan. 1.



Need a direct line to your audience?

The nearest thing to a direct line to your television audience is an ARB Overnight Survey . . . audience estimates the very next day on any U. S. television market. This economical survey method gives the quick and useful research information you need on short notice — registering the effects of new competitive programming, revealing differences after facility improvements and providing an up-to-the-minute sales and management aid for new shows.

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For further information — Washington WE 5-2600 • New York JU 6-7733 • Chicago 467-5750 • Los Angeles RA 3-8536

Desilu's gains: gross 23%, net 11%

With gross income for the first half of its fiscal year up 23% over a year ago and the net up 11%, Desilu Productions should have a profitable year, Lucille Ball, president, said Wednesday (Dec. 18). Completion of five half-hour pilots for the 1964-65 season, plus a special TV show and the provision of facilities for a theatrical motion picture add to the optimistic outlook, Miss Ball stated. She noted that the losses of the previous fiscal year which resulted in a net loss of 54 cents a share ended the company's "extraordinary cost adjustments [and] we believe that Desilu's currently profitable operations will continue and will be reflected favorably at the close of the current fiscal year" at the end of April 1964.

Miss Ball reported that NBC-TV has purchased a live show, *You Don't Say*, for once-a-week broadcast in prime evening time, starting Jan. 7, in addition to the present five-a-week daytime broadcasts.

Six months ended Oct. 26:

	1963	1962
Earned per share	$ 0.33	$ 0.31
Gross income	11,195,935	9,089,236
Net income	400,005	361,661

TV grosses boost Chris Craft revenue

Television properties of Chris Craft Industries Inc. brought in 10% of the total revenues of over $50 million for the nine months of 1963. Revenues from its two TV stations (KPTV Portland, Ore., and KCOP Los Angeles) amounted to $5,295,684 at the three-quarter mark, on total revenues of $52,684,402. TV revenues for the same period in 1962 were $5,285,101.

This information is contained in a registration with the Securities & Exchange Commission by the company of 96,988 shares of capital stock to be sold by stockholders at a maximum of $13⅝ per share. Chris Craft closed Thursday at 13.

The registration reported that KPTV had earnings before federal income tax in 1962 of $430,290, compared to $369,701 in 1961. Chris Craft, the former Nafi Corp., bought KPTV in 1959 for over $1 million. It is scheduled to become a nonnetwork station in March 1, 1964, after having been affiliated with ABC since it was established in 1957.

KCOP, bought in 1960, has been in the red, the report states, but is now profitable.

Columbia announces dividend

Columbia Pictures Corp. last week announced a first-quarter dividend of 44 cents a share on net earnings of $791,000. The company also declared a stock dividend of 2½% outstanding shares of stock to be paid Feb. 17 to holders of record Dec. 30.

Ownership limit: will mutual funds create a problem?

The FCC was warned last week that strict enforcement of its multiple ownership rules where they involve mutual investment funds which hold interests in more than one broadcast group may cause an upheaval in broadcasting.

The caution was voiced by Metromedia in its response to the commission's action last month approving Metromedia's purchase of WCBM-AM-FM Baltimore for $2 million, but conditioning the grant on compliance with the multiple ownership rules. The condition related to several mutual funds which have 1% or more common stock ownership in Metromedia and other broadcast groups.

If the cross-ownership is counted, Metromedia would have more than the legal limit of TV and radio stations. The FCC's rules prohibit any one company from owning more than seven AM, FM or TV stations (in TV the limitation is that not more than five of the seven may be in the VHF band).

The Metromedia letter, sent Dec. 17 by Robert A. Dreyer, vice president and general counsel of the company, points out that Keystone Funds Inc. owns at least 1% of 91 broadcast stations (CLOSED CIRCUIT, Dec. 16).

Keystone holds 4.86% of Metromedia with 17 stations; 5.655% of Capital Cities Corp., with 11 stations; 2.5% in Taft Broadcasting with 10 stations; 2.25% in Crosley Broadcasting with 5 stations; 1.3% in Storer Broadcasting, with 17 stations; 1.93% of ABC, with 16 stations, and 1.67% of Time-Life, with 15 stations.

Fidelity Trend Fund, Mr. Dreyer says, owns 2.23% of the voting stock of Metromedia and 1.4% of the voting stock of Taft Broadcasting. This is a total of 27 stations.

United Funds owns 4.5% of ABC, 3.6% of CBS and 2.5% of RKO General, it is pointed out as another example of the cross ownership of broadcast companies whose securities are listed on the exchanges. This involves 51 stations, it is pointed out.

Chaos To Come ▪ If the FCC actually strictly enforces the multiple ownership rules down to the letter, Metromedia says, it would mean the broadcasters in which Keystone Funds has interests (Metromedia, Crosley, Capital Cities, Taft, Storer, ABC and Time-Life) would have to divest themselves of 70 stations.

"We do not comment on the concurrent disruption of the commission's processes if the United States broadcasting structure had to be immediately realigned to accomplish that result," Mr. Dreyer comments.

Not only has the commission overlooked these cross ownerships before, Metromedia claims, but as for itself neither of the two funds involved (Keystone and Fidelity) have any "control." Metromedia, it says, has 7,000 stockholders. Only two stockholders own more than Keystone and Fidelity—the Axe-Houghton funds, 19.17%; John W. Kluge, directly or through wholly-owned corporations, 8.3%.

If the commission maintains its position, Metromedia says, it is opening publicly held broadcast companies to the threat of extortion.

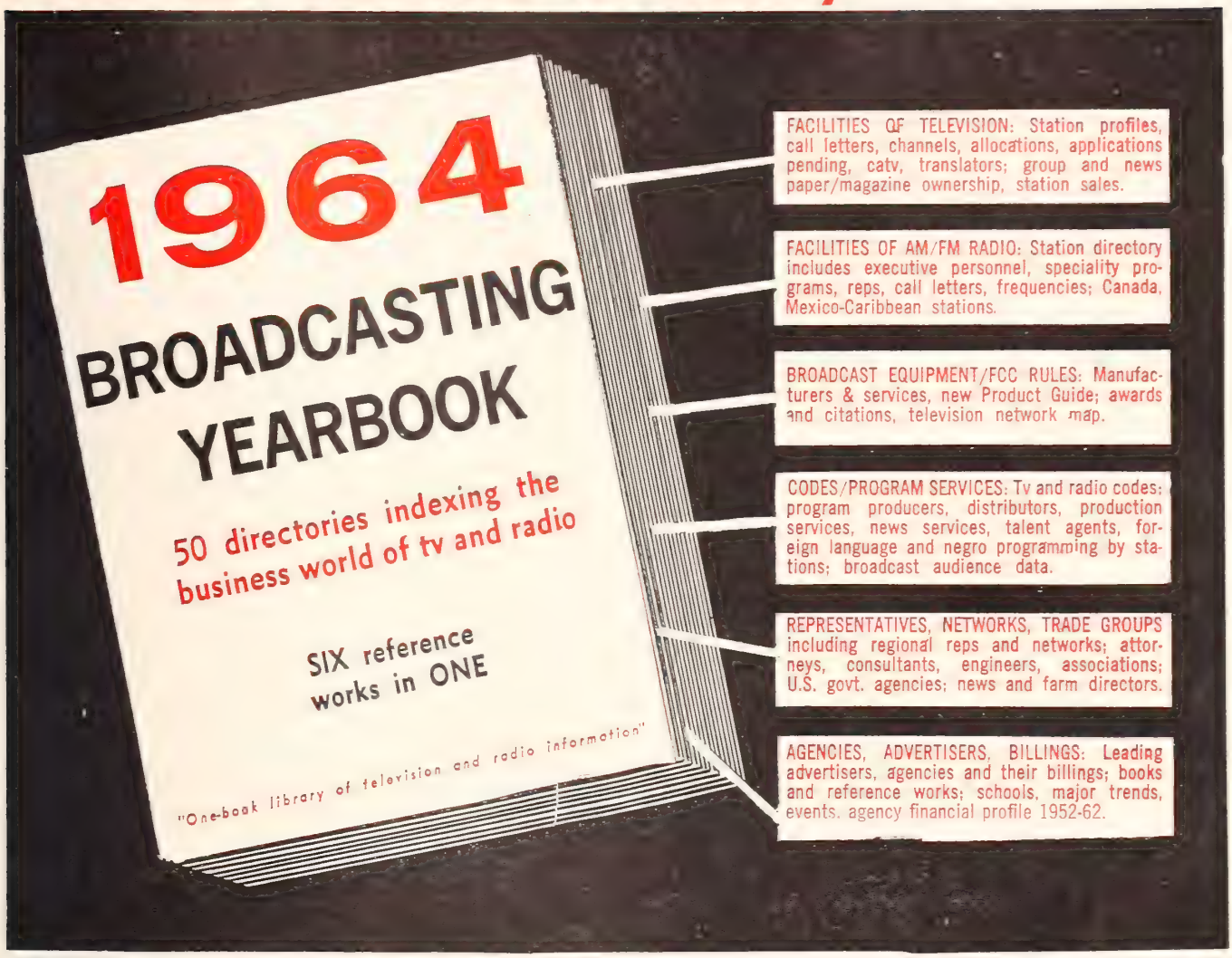
Anyone can buy 1% of two broadcast companies and then hold one or the other up in bargaining for disposal of the stock in order to take the company out of the clutch of conflict with the multiple ownership rules.

In any event, Metromedia concludes, the commission can and should waive the alleged conflict so that there is no condition on Metromedia's purchase of WCBM stations.

The question of cross ownership between two broadcast entities by mutual funds was brought up also in the grant to Polaris Inc. to buy KOME Tulsa. Polaris, which is a public company, has one mutual stockholder which also has an interest in another broadcast company (BROADCASTING, Dec. 9).

(Also see story page 43.)

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- ☐ 1963 BROADCASTING Yearbook *only*—$5.00

☐ Payment Enclosed ☐ Please Bill

name *title/position**

address ☐ *Business* ☐ *Home*

city *zone* *state*

company name

*Occupation Required

Now the FCC wants to know everything

PROPOSED TV PROGRAM FORM LEAVES NOTHING TO IMAGINATION

Applicants for television facilities would have to do an exhaustive reporting job to meet the requirements of the TV station reporting form proposed for rulemaking by the FCC last week.

The form would require applicants to make extensive studies of the programing needs and interests of their communities and to report their plans for meeting those needs.

The form also would require applicants to provide a detailed analysis of their broadcasting, including a comprehensive review and forecast of their commercialization practices.

Furthermore applicants would be required to file the form—Section IV of the Broadcast Application Form—annually, instead of every three years, as at present. The filing date would be Nov. 15.

In another departure from present practices, the form would omit the composite and typical weeks as a means for reporting actual and proposed programing. Instead of the percentages of various types of programing this device requires, the applicant would be asked to list programs actually carried or proposed to meet needs. However, the composite and typical weeks would be retained for reporting commercial practices.

Third Try ▪ The proposed form represents the commission's third effort to revise the program form so that it would implement the FCC's 1960 program policy statement. The previous versions were put out for comments in February and July 1961.

As indicated earlier, the commission will hear oral comments on the new proposal rather than follow the customary rulemaking route and request written comments (BROADCASTING, Dec. 16). The oral proceeding will be held Feb. 13. It will be open to station managers as well as communications attorneys.

The seven commissioners are said to have disagreed widely on a number of aspects of the form. However, they were unanimous in their vote to issue it in view of their determination to "put something out" on which the industry could comment. Various commissioners have been promising action "soon" on a reporting form for almost two years.

A separate form for AM and FM licensees is under preparation. The commission is scheduled to consider a revised form for radio at a special meeting Jan. 6.

The TV form would be completed by applicants for new stations, license renewals, assignment or transfer of control, and major changes in facilities.

Among the features of the form are requirements that the applicant:

- Canvass civic leaders and the public to determine programing needs and interests.
- Evaluate programing needs.
- List program proposals for the coming year in chart form.
- Show time breakdown, and source, of programs.
- List distribution of commercials.
- Show number of program interruptions by length of programs.
- Describe station policies.

Supplemental Statement ▪ The licensee would also be required to file a supplemental statement if he made any significant changes in his operations.

The section concerned with community program service—dealing with the survey, evaluation and program proposals—would give licensees the most research to do.

It would require a narrative statement in "reasonable detail" describing the work done by the applicant to determine the community's programing needs and interests and relating the number of complaints about programing received. It also asks that the licensee report on "channels of communication" with the public, "such as announcements inviting the public to comment on programs and a description of any programs developed in this manner." (This latter suggestion appears to be a watered-down version of a proposal by Chairman E. William Henry that broadcasters be required to make such announcements.)

Besides the narrative, the applicant would be required to give the names and positions of persons in each of 11 categories with whom a representative of the station conferred on programing services and "from whom significant suggestions were received." The applicant is also asked to list the general types of services which were suggested to meet programing needs.

Categories ▪ The 11 categories include: listening public, public officials, educators, religious groups, entertainment media, agricultural organizations, business organizations, labor organizations, charitable groups, professional associations and others."

In his evaluation of programing needs, the applicant would be required to list the "elements of program service" he considers necessary to serve the needs of the public. He would also be asked for an evaluation of the relative importance to be accorded each element in making programing decisions.

The program proposals, based on the evaluation, would be broken down according to the 14 categories listed in the 1960 programing policy statement as being "usually necessary to meet the public interest, needs and desires." These include agriculture, editorialization, education, entertainment, news, politics, public affairs, religion, sports, weather and market reports, children's shows, opportunities for local self-expression,

KVOC, WOL-FM fines affirmed

A total of $2,500 in fines was levied by the FCC last week against WOL-FM Washington and KVOC Casper, Wyo., for violations of commission operating rules. The FCC refused to reduce either fine—$1,500 for KVOC and $1,000 for WOL-FM — though both stations pleaded mitigating circumstances.

KVOC was charged almost a year ago (BROADCASTING, Feb. 25) with beginning equipment and program tests without asking or receiving FCC permission and with unauthorized operation with a 1 kw power.

William F. Shutts and Duane W. Simons, co-owners of Kvoc Broadcasting Co., admitted the violations but termed them "inadvertent," the commission said. The FCC also noted that the argument was used that KVOC is a small station in a marginal market. However, the commission voted to make the fine stick, although Commissioners Rosel H. Hyde and Frederick W. Ford dissented. Commissioner Kenneth A. Cox did not participate.

The Washington FM was originally notified of its fine more than a year ago (BROADCASTING, June 11, 1962). Charged with using a new antenna system and making equipment and program tests without commission authorization, WOL-FM claimed that the offenses were neither repeated nor willful and caused no harm to competing stations or the public.

As in the KVOC case, however, the FCC decided that the violations were serious enough to warrant the fine. Again Commissioner Hyde dissented, though Commissioner Ford concurred, and again Commissioner Cox did not participate in the decision.

use of local talent, service to minority groups.

The programs, in addition, would be listed by title, source, time-slot, and frequency, the evaluated need it is intended to meet and the public groups who expressed a need for that type of programing.

Special Programs ▪ The applicant is also asked to submit a statement on any special or irregularly scheduled programs he intends to carry to meet expressed needs. And if the licensee's performance has varied from the proposals he made previously, he is asked to explain the differences.

The applicant is also asked to report, in chart form similar to the one used in relating proposed programing, the regularly scheduled programs that were carried in the preceding 12-month period. This would give the FCC a means of checking promise versus performance. He would also be asked to list special programs that were broadcast and to describe his policy on discussion programs. In connection with the latter requirement, he would be asked to list programs carried on five issues of importance to his community.

The section on commercial operation is designed to provide information not only on the amount of commercials carried but on their relation to the licensee's noncommercial programing.

Some commissioners feel this data would enable the play of the market place to govern commercialization and thus eliminate the need for government regulation. Commissioner Frederick W. Ford, who takes this position, feels competition will require broadcasters to keep the amount and frequency of their commercials within reasonable limits.

The applicant would fill out composite and typical weeks for program and nonprogram matter (which includes commercial time and public service announcements, listed separately). The commercials would be given both in minutes and in percentage of total broadcast time.

Program Distribution ▪ The form also would require the applicant to report, in composite and typical weeks, on how local, network and exchange programs are distributed through his daily program schedule.

In addition, he would be asked to report, in composite and typical weeks, the number of 60-minute segments containing commercial matter ranging in length up to "more than 16.1 minutes."

Information is also required on the number of "interruptions" broadcast, within programs ranging from 15 to 90 minutes in length. Interruptions are defined as including commercial continuity, commercial announcements and public service announcements broadcast within programs.

However, the form appears to omit any reference to the largest single source of television interruptions—network promos. The November issue of TELEVISION magazine reports that ABC, CBS and NBC will use an estimated total of $600 million in air time to publicize their programs this year. Yet none of the definitions given for interruptions cover such advertising.

An FCC official who helped prepare the form indicated the omission of reference to promos was an oversight.

Local Responsibility ▪ A section of the form dealing with station policies and practices is designed to elicit information on the control the applicant exerts over the material broadcast by his station. It asks whether the station has programing and advertising standards (whether developed by itself or contained in a broadcasting code).

It also asks for a statement of the practices established by the applicant to bring his responsibility for serving his community "to bear upon networks and others who provide programs exhibited by the station."

Multiple-station owners are singled out for questions about the amount of local autonomy given station managers to plan programing to meet local needs.

Applicants are also asked what procedures they follow in dealing with complaints and in providing regular supervision of the station's operations.

In addition, information is requested on the facilities, staff and equipment available for developing programs.

And, as is true of the present form, applicants are given an opportunity to submit any additional information which, in his judgment "is necessary adequately to describe" his operations in the public interest.

Loevinger worries about diversification

Group broadcasters have heard that FCC Commissioner Lee Loevinger has some definite ideas about diversification of ownership, but they ought to read his latest on the subject.

In a pointed dissent to the FCC's action last month authorizing the purchase of WCBM-AM-FM Baltimore by Metromedia Inc. (BROADCASTING, Dec. 2) and made available last week, the former antitrust chief of the Department of Justice rakes his FCC colleagues for permitting the transaction "with casual, cavalier and perfunctory formalities."

Commissioner Loevinger did not comment on the cross-ownership question, which was the basis for the condition the commission attached to the sale (see story page 40).

Rather, his concern was with concentration of ownership. He noted that with the acquisition of the Baltimore stations, Metromedia will have 19 stations under its control (seven TV, six AM and six FM). Only CBS holds that many licenses, he pointed out. Another licensee has 18 licenses, one has 17, and two have 16, he said. No other licensee has more than 14, he added.

Another element "of more significance," Mr. Loevinger said, is that Metromedia's stations are in large concentrations of population—almost 30 million altogether. Metromedia has stations in New York, Philadelphia, Cleveland, Los Angeles, Washington, Kansas City, Mo., Decatur and Peoria, both Illinois, and Stockton, Calif.

Sardonically, Mr. Loevinger recalled that the commission recently made an "extended inquiry including a formal hearing into an overlap of two millivolt contours in a small area lying wholly in a sparsely settled part of the midwestern plains of two small AM stations."

Referring to the FCC's multiple ownership rules, Mr. Loevinger noted that the intent was to insure diversity and dispersion of control and that the maximum number was a limitation, not the rule. In its 1953 order adopting rules on television ownership, the commission stated, Mr. Loevinger said, "that it would examine each case on the basis of this criterion [not to grant even one additional station to a broadcaster where this would result in a concentration of control . . .] rather than on the basis of mechanical application of the provision of the rule containing the numerical limitation to be applied as a maximum 'in any event.'"

He continued: "The promise to look at the facts and circumstances of each individual case in terms of the public interest in avoiding any trend toward concentration in this vital field becomes a mockery when the very largest licensees are permitted to extend their scope without even being subjected to public inquiry or a pause for reflection. . . ."

In conclusion, Commissioner Loevinger dissented "from the summary disposition of this matter and the refusal to perform what I regard as the plain duty of the commission to give plenary consideration to this important and controversial transaction."

Rating council asks for nonprofit status

AAAA RECONSIDERS: JOINS AS FULL-FLEDGED MEMBER

Articles of incorporation for the Broadcast Rating Council Inc., as a nonprofit organization, were filed last week in Delaware.

Donald H. McGannon of Westinghouse Broadcasting, chairman of the National Association of Broadcasters research committee which led in the formation of the council—which he has also headed—announced the incorporation move Thursday (Dec. 19).

The list of organizations from which the council's board of directors will be drawn also disclosed that the American Association of Advertising Agencies, which in the past has insisted on a liaison role rather than full participation in council affairs, has reconsidered and become a full-fledged member.

In a letter released by the AAAA on Friday (Dec. 20) President John Crichton said the agency association had concluded that its misgivings about the structure of the council ought to be subordinated by its desire to support the broadcasters, its belief in the purposes of the council and the benefits that will ensue from it.

Mr. Crichton's letter, sent to Mr. McGannon, also made clear that AAAA was joining with the understanding that its membership would be contingent on the council's proceeding promptly "beyond the auditing of existent rating services toward the improvement of methods of audience measurement"; that summary findings of the audit procedure will be made available to AAAA agencies "so that they may be informed of any discrepancies" indicated in rating services' performance; that "satisfactory assurance of legality is received by the rating council from appropriate governmental departments," and that in its pursuit of better research methodology the council will "make full use of existing facilities" including those of the Advertising Research Council.

Mr. Crichton said the AAAA was ready to assist the council and that funds not to exceed $10,000 for two directors seats were "available whenever required." The AAAA will review its position after a year.

The Association of National Advertisers at last report was adhering to its original decision that it should not be a full member of the council, but would cooperate in every way possible in a "liaison" capacity—the stand originally taken by the AAAA.

Organizations from which the newly incorporated council's board of directors will be drawn, in addition to the NAB and the AAAA, are the Radio Advertising Bureau, Television Bureau of Advertising, Station Representatives Association, FM Broadcasters Association, ABC, CBS and NBC.

FCC pace slackens

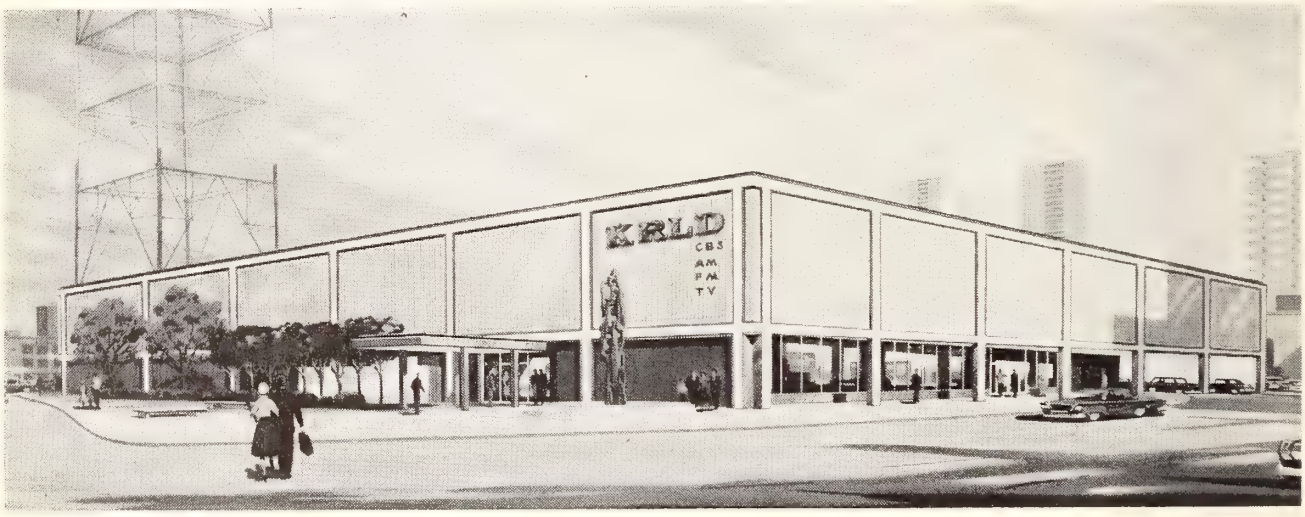
Little activity is expected out of the FCC over the next two holiday weeks. The commission's meeting this week, which would normally fall Wednesday—Christmas day— has been pushed back to Friday, and no controversial items are expected to be on the agenda. There will be no meeting next week.

More time for allocation comments

The FCC is interested in getting the broadcast industry's opinion of the TV allocations plan submitted to the commission by the National Association of Educational Broadcasters as an alternative to an assignment table recently offered up for comment by the agency.

The commission last week extended the deadline for comments on the allocation proposals from Jan. 3 to Feb. 3, 1963, to give interested parties ample time to evaluate the NAEB counter proposal. Reply comments are due April 3.

The NAEB table, calculated by a computer, offers the possibility of 2,600 UHF assignments and approximately 600 more than does the allocation plan of the commission (BROADCASTING, Nov. 11). The association planned that



Construction begins on new KRLD-AM-FM-TV studios

An architect's drawing of a new three-level building for KRLD-AM-FM-TV Dallas was shown last week by Clyde W. Rembert, KRLD stations president, and John W. Runyon, chairman of the board of the *Dallas Times Herald*, licensee of stations.

The building, which will cost more than $1.5 million, is due for completion in early 1965. Total area for the building and parking area is about 100,000 square feet.

Sheathed in white marble, corrugated limestone and anodized aluminum, the building's ground floor will include three TV studios, executive offices and all the radio facilities.

The upper level will contain sales and administrative offices and a sublevel will house the newsroom, photographic lab and art studio.

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ALCOA

NAB AM membership tops 2,000 for first time

AM station membership in the National Association of Broadcasters passed 2,000 for the first time in history last week with memberships in all classes at a record high of 3,266, according to Bill Carlisle, NAB vice president for station services.

Twenty new AM stations' applications for membership were processed last week for a total of 2,005. This figure was after the resignation of five additional radio stations as a result of a speech by Governor LeRoy Collins on civil rights to the Columbia, S. C. Chamber of Commerce (BROADCASTING, Dec. 16, 9).

These resignations brought the total to seven stations, all radio, which have resigned in protest to the governor's speech. Earlier, two South Carolina stations quit the NAB and of the five last week, two were from South Carolina, two from Texas and one from Florida.

The NAB now has 691 FM and 430 TV members, both also record numbers, 133 associate members and seven radio and TV networks. Mr. Carlisle said the 2,005 AM members represents a 7.5% increase during 1963.

900 of these 2,600 UHF assignments would be reserved for noncommercial educational use. The suggested table left untouched all UHF, commercial as well as educational, assignments now licensed or granted, and all VHF assignments.

The commission's plan calls for a total of 1,979 assignments, or 411 more than now exist in the UHF spectrum. Of this 411 increase, 374 would be reserved for educational television.

FCC Comment ▪ The commission, in extending time for broadcasters to study the alternative NAEB table, made a couple of brief observations of its own. The commission said the NAEB table "would provide somewhat less flexibility in the choice of transmitter sites due to the fact that it proposes many assignments close to the minimum separation requirements and would make assignments in many areas of low population density raising a question whether demand will materialize for use of such channels."

The commission added that its proposed assignment table avoided making allocation to small communities, "although such additional assignments are available should demand arise."

The NAEB, claims that the commission proposal failed to take into account the future needs of educational television. The association said that its use of computer techniques made possible its saturated table—techniques which it urged the commission use in making all allocation proposals.

SEASON'S GREETINGS

and best wishes for the New Year

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WHAS-TV a step nearer to getting taller tower

After almost a decade of trying, WHAS-TV Louisville is going to have a new, taller TV antenna. The *Louisville Courier-Journal* station is going to build a new 959-foot tower, more than half again as high as its present structure, at Floyds Knobs, across the Ohio River in Indiana. But it'll be a far cry from the 1,849-foot tower it first proposed.

The proposal has been approved by the Federal Aviation Agency. An application for FCC approval will be filed shortly.

The site is in the vicinity of the WAVE-TV Louisville tower.

In 1954 WHAS-TV officials began looking for a new site for a TV tower. They studied more than 50 sites and were rejected by the FAA and its predecessor CAA five times. The station even went through a four-year hearing before the FCC attempting to persuade the commission to overrule the FAA on a 1,849-foot tower at Brownsboro, about 25 miles northeast of Louisville. The commission in 1961 denied the Brownsboro site on the ground that WHAS-TV's signal would impinge on the UHF stations in Lexington, Ky. In more recent years, WHAS-TV has asked for FAA approval of a 1,649-foot tower and later a 1,329-foot tower at Shawnee, a shopping center within the city limits of Louisville. It even went through an FAA hearing on the latter proposal, but could not convince the aeronautical agency to agree.

The present tower must be moved to make way for a new Federal Office Building to be erected on the site.

Changing hands

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 66).

▪ KIRO-AM-FM-TV Seattle: 50.215% interest sold by Saul Haas to Wasatch Radio & TV Co. for $5,095,500. Wasatch is a subsidiary of the Corporation of the President, Church of Jesus Christ of Latter Day Saints (Mormon). It already owns 42% which it has been acquiring since last April. The Mormon Church owns or controls KSL-AM-FM-TV

Salt Lake City, KID-AM-TV Idaho Falls and KBOI-AM-TV Boise, both Idaho and shortwave WRUL Scituate, Mass. Transaction includes a 10-year employment contract for Mr. Haas, with a provision that for at least four years he will be chairman of the board at $25,000 yearly. KIRO, founded in 1927, operates on 710 kc with 50 kw. KIRO-FM began in 1946 and operates on 100.7 mc with 16.5 kw. KIRO-TV went on the air in 1958 on channel 7. All are CBS affiliated.

▪ WWOM New Orleans: Sold by Franklin Broadcasting Co. to David W. Wagenvoord, 66⅔%, and Fred P. and Myrtle Westenberger, 33⅓% for $450,000 including $75,000 for agreement not to compete and assumption of $45,000 in obligations. Buyers control KVIM New Iberia, La. Franklin Broadcasting is controlled by Alvin Koenig and William F. Johns Jr. WWOM is a 1 kw daytimer on 600 kc. Commissioner Robert T. Bartley dissented.

▪ WDZ Decatur, Ill.: Sold by Frank C. Schroeder Jr. to Stephen P. Bellinger, Morris E. Kemper, Joel W. Townsend and T. Keith Coleman for $325,000. Buyers own WIZZ Streator and WRAM Monmouth, both Illinois. WDZ is 1 kw daytime only on 1050 kc.

▪ KEVE-KADM(FM) Golden Valley, Minn.: 50% sold by James A. McKenna Jr. to John Poole Radio Properties Inc. for $200,000. Poole owns KGLM Avalon, KBIG(FM) Los Angeles and has minor interest in KRAK Sacramento, all California. KEVE is fulltime on 1440 kc with 5 kw day and 500 w night. KADM, a construction permit, is on 92.5 mc with 2.8 kw.

FCC refuses to reconsider drop-ins

Another step has been taken by the FCC in making final its decision to deny short-spaced VHF drop-ins in seven markets now having only two commercial VHF TV stations. Last week's action affirmed the commission's Nov. 15 denial of petitions by ABC and 13 others to reconsider the agency's original denial made last May (BROADCASTING, Nov. 18).

Denial of the reconsideration petitions was made by a 4-3 vote with Commissioners Rosel H. Hyde, Frederick W. Ford and Kenneth A. Cox voting for the drop-ins. Commissioner Cox plans to issue a statement, as does Commissioner Lee Loevinger, who voted for denial, but neither statement has been released.

In a separate decision last week the commission denied requests by ABC, Storer Broadcasting Co., Rivoli Realty Co. and Penn Traffic Co. that the commission reconsider assignment of ETV channel 3 to Clearfield, Pa. The petitioners had claimed that if a drop-in were to be granted to Johnstown, channel 3 would be more functional than would the proposed channel 8. The commission said that the drop-ins decision obviated any reason for consideration of the channel 3 matter.

TAME begins attack against CATV growth

Concrete plans for the "fight against the indiscriminate franchising of community antenna television systems cropping up in all parts of the country" have been formalized by TAME Inc., a recently formed group of TV antenna and accessory manufacturers.

Following a meeting in New York, TAME said a "substantial sum" was approved to finance immediate campaigns against CATV franchises in Georgia, Connecticut, Ohio and Texas. Mort Leslie, JFD Electronics Corp. and acting chairman of TAME, said a Georgia campaign will begin on or about Jan. 20 with a meeting in Atlanta.

The organization, formed for the express purpose of opposing CATV franchises across the country, also is participating in hearings before the Connecticut Public Utilities Commission on community antennas. The commission has been given the authority to grant franchises in Connecticut cities, and TAME said it is "playing an important behind-the-scenes role in seeing that many necessary regulations take place." The organization also is active in Houston and Dayton and Lima, both Ohio, where CATV operations are planned.

Among the companies which belong to the organization are JFD Electronics Corp., Brooklyn; Alliance Corp., Alliance, Ohio; Antennacraft Co. and Antenna Designs Inc., both Burlington, Iowa; Channel Master Corp., Ellenville, N. Y.; Clear Beam Antenna Corp., Canoga Park, Calif.; Cornell Dubilier Electronics Division, Fuquay Springs, N. C.; The Finney Co., Bedford, Ohio; Kay-Townes Antenna Co., Rome, Ga.; S&A Electronics Inc., Toledo, Ohio; Spaulding Products Co., Frankfort, Ind., and Winegard Corp., Burlington, Iowa.

Mutual adds three stations

MBS has announced the addition of three new affiliated stations, effective New Year's Day.

They are WQSR Solvay (Syracuse), N. Y., operating on 1320 kc with 500 w daytime; KSGM Ste. Genevieve, Mo., on 980 kc with 500 w, and KWPC Muscatine, Iowa, on 680 kc with 250 w daytime.



MEAGHER QUITS NAB POST

Will radio vice presidency be retained?

The resignation of John F. Meagher as vice president for radio of the National Association of Broadcasters (CLOSED CIRCUIT, Dec. 16) was officially announced last week with the release of an exchange of letters between Mr. Meagher and NAB President LeRoy Collins.

Mr. Meagher's resignation becomes effective Feb. 1, 1964, to permit him to help prepare for the NAB radio, TV and combined board meetings in Sarasota, Fla., Jan. 27-31. He has been with the NAB since 1945 and has held the title vice president for radio from that time.

In his letter to Governor Collins, dated Dec. 10, Mr. Meagher said that "for some time now, I have harbored a growing desire to return to a more 'private' form of endeavor. Accordingly, I respectfully request that I be relieved of my NAB staff assignments at your pleasure, but by the end of January."



John Meagher
To leave NAB

Governor Collins replied last Tuesday (Dec. 17). "Your resignation from our NAB staff has given all of us here a heavy sense of personal loss," he told Mr. Meagher. "The fact that you have delayed its effective date until Feb. 1 is most considerate and appreciated. This will enable you to help in our preparations for the board meetings in late January and personally attend. . . ."

Future Consultant ▪ Governor Collins suggested that the NAB would like to work out an arrangement for Mr. Meagher to be available for "special assignments or consultative services" after he leaves the association.

There is some speculation as to whether the NAB would retain the position of vice president for radio following Mr. Meagher's resignation. Shortly after he became president in 1961, Governor Collins submitted a reorganization plan to the NAB board which recommended the abolishment of staff vice presidencies for radio and TV. The vice president for TV position was abolished with the resignation of Charles H. Tower in the spring of 1961 but the NAB radio board rebelled and the vice president for radio post was retained.

Ben Strouse, WWDC-AM-FM Washington and chairman of the NAB radio board, said that he wants to get the sentiment of other members of the radio board before making a recommendation on continuation of the job. Perhaps, he said, such a title is not needed now but that "I fear anything that represents a downgrading of radio."

NEW PROPOSAL FROM KRLA

Would assign revoked license to nonprofit group

KRLA Pasadena-Los Angeles, which the FCC had ordered off the air as of Friday, Dec. 27, has proposed a plan whereby the station would continue operating but under a new, nonprofit ownership.

Eleven Ten Broadcasting Corp., the licensee, has offered to transfer its facilities to Broadcast Foundation of California Inc., which has been established for that specific purpose.

The proposed owner would use profits from the station to aid the development of an ETV station on channel 28 in Los Angeles.

The commission last week granted KRLA a 45-day extension of its termination date to study the proposal. It also asked the station to supply additional details and a legal memorandum. This information is due in 30 days.

KRLA's proposal was made after the station had exhausted all legal steps to reverse the FCC's refusal to renew its license. Renewal was denied on grounds that Donald Cooke, sole owner of Eleven Ten, had not lived up to program proposals; that the station had falsified its logs and that it had engaged in fraudulent contests.

The KRLA nonrenewal was affirmed over a month ago when the U. S. Supreme Court refused to review a unanimous District of Columbia Court of Appeals decision supporting the action (BROADCASTING, Nov. 18).

Under the proposal submitted to the FCC, the new corporation would assume a $360,000 debt Eleven Ten owes Jack Cooke, Donald's brother. In addition an arrangement under which a firm controlled by Jack Cooke leases equipment to the station for $90,000 a year. This lease has 5½ years to run. According to the proposal, income received by the Broadcast Foundation would "be devoted exclusively to educational, scientific, literary, or charitable purposes . . . particularly the proposed operation of UHF channel 28, as requested by Community Television of Southern California."

The following men have agreed to serve as trustees of the Broadcast Foundation: Dr. Frank C. Baxter, professor emeritus of the University of Southern California; Dr. Kenneth Harwood, chairman of the department of telecommunication, USC; John P. Pollock, attorney; John Bowles, president of Rexall Drug Co.; Robert S. Sprague, president of Pioneer Savings and Loan Association, Los Angeles, and Stephen W. Royce, attorney.

NAB to intervene in court case on FCC fees

The National Association of Broadcasters plans to intervene in a court test of the FCC's power to require the payment of fees by broadcast applicants as well as others licensed by the commission (BROADCASTING, Dec. 16).

Douglas Anello, NAB general counsel, advised the U. S. Court of Appeals of the Seventh District, Chicago, that radio and TV stations would be "adversely affected" if the fee schedule is placed in operation Jan. 1 as planned. He said the NAB will intervene because the commission needs specific authority from Congress to charge applicants for services it renders.

WISM-AM-FM Madison, Wis., joined several aviation interests in filing the court case. Under the fee schedule, applications for a new station, major change in existing station, renewal or assignment of license would have to pay $50 (radio) and $100 (television).

Two stations join CBS Radio

Two unaffiliated Vermont Stations, WIKE Newport and WTWN St. Johnsbury, will join CBS Radio Dec. 29. Both stations dropped from NBC Radio affiliation April 1, 1963.

WTWN operates on 1340 kc with 1 kw during the day and 250 w at night. It is owned by Twin State Broadcasters. WIKE, owned by Memphremagog Broadcasting Co., operates on 1490 kc with 1 kw day and 250 w night.

FINAL WORD ON EMERGENCY PLAN

New defense-broadcast system is made permanent

The official, permanent Emergency Broadcast System to be used in a war emergency becomes effective Jan. 6, 1964, the FCC announced last week. The EBS is primarily an AM system; FM and TV aural channels will be used mainly for relaying and as a backup for networking—although both services' broadcasts would be receivable by the general public.

The EBS is a successor to the Conelrad system which was inaugurated in 1951 and found unnecessary in 1962. An interim emergency broadcasting system was established last July (BROADCASTING, July 8). The permanent system is generally similar to the system now in effect under temporary orders.

There are about 1,500 AM stations and 80-odd FM stations now holding National Defense Emergency Authorizations (NDEA). Although these authorizations expire Dec. 31, they have been extended to June 30, 1964 by the FCC.

Only stations holding NDEAs will be permitted to remain on the air during a war emergency.

Last week's notice puts all stations on notice that they may become part of the EBS if they meet specified criteria.

No station operating under war emergency conditions will be able to identify itself, except for the area in which it is operating. This is to delete any competitive advantage to those stations not holding NDEAs. NDEA stations must also participate in weekly tests.

The complete EBS is designed to permit the President and the federal government to communicate with the general public before, during and after an enemy attack.

Following this first priority, the system is planned to provide state, regional and local civil defense programs to advise, instruct and inform their publics.

The plan has been approved by the White House Office of Emergency Planning, the Office of Civil Defense in the Department of Defense, and the FCC. The commission authorized the system Dec. 4.

All Stations Advisory ▪ A complete package of documents listing all the needed information is being mailed to all NDEA holders this week, all licensees will receive them next month.

Included in the file is an official list of civil defense "operational areas" for each county in the United States. Stations requesting NDEAs must be able to be connected to these points for local messages which have second priority after Presidential messages.

Priority three is for state programing: priority four, national programing and news (including regional).

In order to be eligible for NDEAs, stations must meet the following criteria:

"a. It must be capable of being interconnected to the presidential, national, state and common local operational area programs. Arrangements for interconnection must be approved by the FCC prior to implementation.

"b. The station must conform to FCC engineering requirements for the EBS.

"c. It must be a member of LIAC [Local Industry Advisory Committee] in its designated operational area, and must cooperate with other LIAC stations in the origination and broadcasting of the common local program.

"d. It must participate in public education in connection with the EBS.

"e. The station's hours of operation will be taken into consideration.

"f. Adequacy of staff and physical facilities will be considered.

"g. The station participates in the OCD [Office of Civil Defense] Radiological Fallout monitoring program, using facilities provided by OCD."

The OCD is proposing to furnish stations with a radiological monitoring kit to measure radiation in the air. It will require only that the station notify OCD when radiation levels reach a certain point.

If a station is turned down for an NDEA, it may appeal to the FCC for review.

The packet going to all broadcasters contains (1) the EBS plan, (2) criteria for eligibility, (3) procedure for activation, termination and authentication, (4) Presidential Executive Order 11092, assigning emergency preparedness functions to the FCC, (5) White House and OCD requirements, (6) FCC rules and regulations relating to EBS, (7) FCC field liaison offices, and (8) a map of the regional boundaries and field installations of the OCD.

Other documents—relating to technical program channels, programing and operating instructions, stand-by script, and the organization and responsibilities of the national, regional, state and local industry advisory committees—will be furnished licensees holding defense authorizations.

Alerting Stands ▪ The system for

Stations DO Have Personality



LES BIEDERMAN, PRESIDENT

ENTHUSIASM -- That's the keynote of OUR Les Biederman, up to his neck in an eager, very vocal push for civic improvements and growth of Northern Michigan.

Les starts campaigning and the public (most of it) joyfully joins in.

The enthusiasm boiling out of this man reflects in his stations. It is an enthusiasm that sells YOUR product.

STATISTIC -- The Northern Michigan Grade B Area of WPBN-TV and WTOM-TV lists annual drug sales of $20,825,000.

The PAUL BUNYAN STATIONS

WPBN-TV WTOM-TV WTCM WMBN WATT WATC WATZ

Soren H. Munkhof, Gen. Mgr. Paul Bunyan Bldg., Traverse City

Nat. Rep.-Venard, Torbet and McConnell -- Network Rep.-Elisabeth Beckjorden

Set sales and production for first 10 months

Television sales and production for the first 10 months of the year were up over the same period last year, but radio sales and production lagged, Electronic Industries Association reported last week.

Also moving upward to almost double was the production of all-channel TV receivers—833,637 for the first 10 months of the year, compared to 485,025 for the same period in 1962. EIA figures are as follows:

Period	TV	SALES (with UHF)	Radio	(with FM)
Jan.-Oct. 1963	5,428,031	———	7,698,114*	———
Jan.-Oct. 1962	5,034,880	———	8,888,904	———
		PRODUCTION		
Jan.-Oct. 1963	5,818,906	(833,637)	14,894,292**	(1,223,143)
Jan.-Oct. 1962	5,434,086	(485,025)	15,684,733	(941,141)

*Excludes auto radios.
**Includes 6,420,501 auto radios, compared to 5,665,954 in same period last year.

alerting stations in a war emergency will remain the same as it was for Conelrad and the interim EBS: the federal government will issue its alert to the Associated Press and United Press International. They in turn will flash the alert, including authentication phrases, to stations subscribing to their teletype service.

Upon receipt of a national alert, all AM, FM and TV stations will discontinue regular program transmissions and make prescribed announcements. Those stations without NDEA's will advise listeners and viewers to tune to EBS stations and go silent. Stations holding defense authorizations will then commence operating under EBS procedures, with all stations in an area carrying the same program.

The EBS will be available as an emergency warning network in cases of hurricanes, tornadoes or other physical catastrophes through the United States Weather Bureau. This remains the same as it is now.

DO IT YOURSELF SHOWS

Home TV recorder to be on market in 4 to 6 months

Recording and playing TV tapes over home equipment, once considered beyond the realm of consumer-price possibility, last week seemed a step closer to reality.

Demonstrations of a prototype of Cinerama Telcan's new home TV tape recorder left observers favorably impressed with technical progress made in development of the instrument though some were skeptical of the production schedule planned for it. Fidelity of the recorder's reproduction was said to be below commercial TV standards but high enough to excite consumer interest.

The "Telcan" recorder, developed by Nottingham Electronic Valve Co. (NEV) in England is ready for distribution in that country at a price close to $180.

Cinerama holds controling interest in Cinerama Telcan, a company formed by Rutherford Engineering Partnership (Bermuda-based affiliate of NEV) and Cinerama Inc. Cinerama Telcan has distribution rights for Telcan in this country and has been adapting it for the American market (BROADCASTING, Sept. 9). A major problem has been in conversion of the equipment for the 525-line system used here from its original design based on the British 625-line system. Michael Turner, director of NEV and one of the inventors of Telcan, said this problem had been essentially overcome though further refinements are still possible.

The prototype model, shown first to stockholders of Cinerama Inc. at a special meeting Dec. 13, is expected to undergo several operating refinements which might put its consumer price tag close to $300.

The equipment is capable of recording off-the-air (regular TV programing) or pictures made with a home TV camera. The recorder works in tandem with a regular television set. Installation of the recorder would require the assistance of a serviceman.

Cinerama expects to have Telcan ready for the U. S. market in four to six months. The company said last week that negotiations were under way with a number of manufacturers but that none had yet been signed to produce the recorder.

Cinerama Telcan also hopes to market a camera which, when connected to the recorder, could be used to make home TV tapes. A prototype of such a camera weighing about 12 lbs. was also demonstrated. It would be priced around $200.

Crux of Telcan and the factor which is said to be keeping it in the consumer price range is the recording head design. Telcan uses a stationery recording head and a tape speed of 120 i.p.s. It has an 11½-inch tape reel which will give a recording time of 22 minutes or 44 minutes using both sides of the tape.

Fairchild Camera & Instrument Corp., another company intending to enter the consumer TV recorder market, reportedly hopes to demonstrate a model of its recorder by mid-January (CLOSED CIRCUIT, Oct. 21). The Fairchild model is expected to be priced close to $300.

New TV apparatus in latest Tiros

A new Tiros meteorological satellite, due to be launched at the end of last week, contains a variation on TV which is expected to permit higher definition of cloud formations with transmission almost instantaneously.

The new camera system, labeled expermental by the National Aeronautics & Space Administration, is called Automatic Picture Transmission (APT).

The APT system contains a camera, vidicon and vidicon electronics, a video electronics module consisting of a video detector and timing and switching circuitry, power converters and an FM transmitter.

The camera uses a 108-degree lens (5.7 mm f/1.8 Tegea Kinoptic) which can photograph an area approximately 820 miles on a side when the satellite is looking directly at the earth. A 3-millisecond exposure produces an 800-scan line picture on the photo-sensitive surface of a special one-inch diameter vidicon (to which has been added a polystyrene layer to provide extended image storage capability).

A timer in the APT system programs the equipment for continuous cycles of prepare, expose, develop and direct readout for approximately 30 minutes of each orbit. In eight seconds, the camera takes the picture and develops it; the readout takes 200 seconds at a scan rate of four lines per second.

On the ground the picture is received on an FM facsimile machine.

As in seven previous successful Tiros launches, the new Tiros will contain a TV camera and circuitry for recording on tape; with transmission to ground stations on command.

Technical topics . . .

Three from Ampex ▪ Ampex Corp., Redwood City, Calif., has announced the production of a new line of professional microphones, two models of which are low and one high impedance. The latter is Model 801, and the former, 802 and 803. Their costs range from $45 to $75.

New Uher mike ▪ Martel Electronic Sales Inc., Hollywood, has announced that a new microphone, the M-512, will be supplied with the Uher 4000-S

portable transistorized tape recorder. Martel is the exclusive U. S. importer of Uher recorders. The new model mike is specially designed to meet professional requirements. Martel said with a frequency range of 70 to 14,000 cycles per second.

Philco car radio ▪ Philco Corp., Philadelphia, will begin producing car radios at its Lansdale, Pa., division in the late spring of 1964. Philco of Canada has been supplying car radios to Ford of Canada since last spring.

New transistors ▪ RCA Electronic Components and Devices, Somerville, N. J., announced production of two new high-performance silicon planar transistors: the RCA-2N3119 fast turn-on, high-voltage switch and the RCA-2N3118 high-voltage VHF amplifier. The transistors may be used as video amplifiers in deflection circuits and as high-voltage core drivers.

Converter ▪ Terado Corp., St. Paul, has announced the production of the Terado Dual Continental, which converts the low voltage of any car or truck to 110 volts, 60 cycles A. C., 600 w. The device will run all types of sound equipment and cameras.

Olympic activity ▪ The Olympic Radio & Television division of Lear Siegler Inc., Long Island City, N. Y., has opened a new branch in Dallas. Olympic Television of Texas, the branch's name, is at 9001 Diplomacy Row. Olympic has also named a new distributor, Merchandising Distributors Inc. of Denver, for Colorado, western Nebraska and southern Wyoming.

Radio-TV manufacture value tops $3 billion

"Value added by manufacture" of radio-television equipment in the U.S. in 1962 was $3.013 billion, a 26% increase over 1961, the U.S. Census Bureau reported last week. The figures were obtained in the department's annual survey of manufacturers, being released this year in 14 separate reports by industries.

The "value added by manufacture" is computed by subtracting the cost of materials, fuels, electricity and contract work from the total value of shipments and other receipts, the bureau said. The Census Bureau said that this method is one of the best measures available for comparing the relative economic importance of manufacturing among industries and different years. The 1962 radio-TV figures show an increase of 132% in value added by manufacture since 1958, according to the bureau.

In 1963, the bureau plans its once-every-five-years census of manufacturers and questionnaires already have been sent out for this survey.

WARMEST HOLIDAY GREETINGS



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NCAA STRIKES IT EVEN RICHER

NBC-TV gets football rights for 1964-1965 for record $13,044,000; next question: how will bidding go for NFL pro rights next month?

NCAA football, which went nationwide on television over NBC in 1951, returns to that network next year for the first time since 1959.

NBC's $13,044,00 bid for rights to the 1964-65 contests overshadowed ABC's $12,405,000; CBS's $12,304,000 and Sports Network's $10,602,000.

The National Collegiate Athletic Association now goes back to the network where it all began 13 years ago. In 1951 Westinghouse Electric Co. purchased the NCAA national rights for the first time on a "controlled" basis for $700,000; bought time on NBC and sponsored 19 games on a 48-station network.

In succeeding years, the collegiate contests went to ABC, back to NBC, then to ABC again and then to CBS, picking up increasing amounts of money as they rolled from network to network (see table).

All Sold ▪ On Thursday (Dec. 19), two days after it signed the contract for the games, NBC announced the 1964 schedule was off the sustaining list. Four sponsors, each picking up a quarter of the 14 dates, are: Texaco (Benton & Bowles), General Cigar (Young & Rubicam), Gillette (Maxon) and Chrysler Corp. (Y&R).

The network did not divulge figures, but the estimated 1964 sales price to the four was about $9.4 million.

General Cigar and Texaco were participating sponsors in this season's NCAA games on CBS-TV (BROADCASTING, Aug. 19).

The announcement of the contract was made jointly by Paul W. Brechler, chairman of the NCAA TV committee, and Carl Lindemann Jr., vice president NBC Sports.

Most of the national games and some of the regional contests will be telecast in color, Mr. Lindemann said.

The 1964 lineup calls for 13 Saturdays and Thanksgiving Day for collegiate games, ending with the Army-Navy contest on Dec. 5. Nine of the 14 dates will have nationally televised games and the other five will have regional coverage of four games on each date, one more than in recent seasons.

NFL Next ▪ NBC's victory for the record figure focuses attention on bids to the National Football League games for which bids are expected next month. The exact date may be made known by

15 years of buying & selling NCAA football

Year	Network	Rights cost	Sponsor
1951	NBC	$ 700,000	Westinghouse*
1952	NBC	700,000	General Motors
1953	NBC	850,000	General Motors
1954	ABC	1,500,000	Participating
1955	NBC	1,300,000	Participating
1956	NBC	1,500,000	Participating
1957	NBC	1,700,000	Participating
1958	NBC	2,000,000	Participating
1959	NBC	2,200,000	Participating
1960	ABC	3,000,000	Participating
1961	ABC	3,000,000	Participating
1962	CBS	5,100,000	Participating
1963	CBS	5,100,000	Participating
1964	NBC	6,522,000	Participating
1965	NBC	6,522,000	Participating

*In 1951 Westinghouse Electric Co. purchased the NCAA rights and bought time on NBC: Since then the networks have purchased the rights.

STV GOES TO COURT

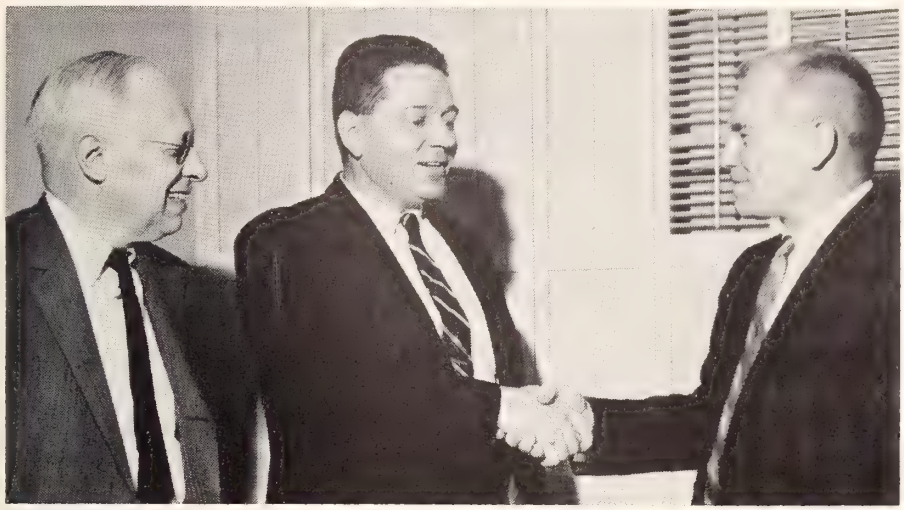
Charges theater owners violated antitrust laws

The Crusade for Free TV and its theater-operator backers were hit last week with a $117 million damage suit filed in the U. S. District Court in Los Angeles by Subscription Television Inc., pay-TV organization whose proposed service the crusade is attempting to block.

The complaint, filed for STV and Tolvision by the Beverly Hills, Calif., law firm of Bautzer, Irwin, Schutzbank and Schwab, accuses the defendants of conspiring to restrict competition in violation of the federal and California antitrust laws. STV asked the court to dissolve the "combination and conspiracy" and to enjoin the defendants from continuing their illegal anti-STV activities. The pay-TV organization also asks for triple damages of estimated actual and potential damages of $33,680,-500 sustained by STV as "a direct and proximate result of defendants' acts" and $5,500,000 estimated damages sustained by Tolvision, assignor of the license for the STV system and of contracts with the Los Angeles Dodgers and the San Francisco Giants baseball teams for exclusive pay TV rights to their games. The damages asked for total $117,541,500, three times the estimated actual damages of $39,180,500.

Named as defendants are: the California Crusade for Free TV, Southern California Theater Owners Association, Northern California Theater Owners Inc., Theater Owners of America, Allied States National Exhibitors Organizations and 12 motion picture theater organizations: Amusement Corp. of America, United California Theaters, United Artists Theater Circuit, Pacific Drive-in Theater Corp., Fox West Coast Theater Corp., American Broadcasting-Paramount Theaters, National General Corp., Sero Amusement Co., RKO Theaters, Stanley Warner Corp., Stanley Warner Management Corp., Warner Theaters. Three individuals are also named: Graham Kisslingbury, public relations advisor to the crusade; Roy C. Cooper, president, Northern California Theater Owners, and Arnold C. Childhouse, crusade president.

SEC Petition ▪ The STV complaint states that it filed a petition with the Security and Exchange Commission on Aug. 22 (BROADCASTING, Aug. 26) and on Oct. 3, having secured SEC approval, the STV underwriters offered and sold to the public 1,300,000 shares of capital stock, plus 390,000 shares to certain stockholders, making $19,024,500 available to STV at that time (BROADCASTING, Nov. 4). But, the complaint charges, between the filing of the application and its approval, during a peri-



Arrangements for NBC-TV's rights to NCAA football for two years are completed by (l to r): Asa S. Bushnell, TV program director for NCAA sports; Carl Lindemann, vice president in charge of NBC Sports, and Paul W. Brechler, chairman of the NCAA TV committee.

the NFL sometime this week.

CBS-TV, which held the NCAA rights for $10.2 million under a 1962-63 contract, held the NFL rights for the same two years for $9.3 million. ABC-TV's five-year, $10 million contract with the American Football League runs through 1964.

With more than $13 million in the NCAA till, just how high the NFL rights will go for is open to anyone's guess. While the NCAA has been content with the money from free television, pro football has not looked with disfavor at the court paid it by pay and theater television.

The NFL championship game between the New York Giants and Chicago Bears, scheduled for Chicago on Dec. 29 will be seen nationally on NBC-TV which paid a record $926,000 for it. But the fans in Chicago will not be blacked out entirely as were New Yorkers in 1962.

Theatre Network Television Inc., will beam the game to three Chicago locations for the first large screen, closed circuit showing of an NFL game. A provision in NBC's contract for the game reserved the privilege of hometown closed-circuit TV for the league.

A total of 25,500 TV seats ranging from $4-$7 will be available for Windy City viewers who can't fit into Wrigley Field's 49,000 capacity, or live within the NBC-TV blackout area.

od when STV was restrained from taking any action that could be construed as promoting the sale of its stock, the defendants took steps to discourage the investing public from devoting any of its money to the purchase of STV shares.

Specifically, STV charges the defendants with publishing ads in the financial pages of the *Los Angeles Times* for Sunday, Oct. 6 and in the eastern, midwest and southwest editions of the *Wall Street Journal* on Oct. 8 and Oct. 11 "intended to deter potential purchasers of capital stock which STV was offering," with the result that the offer was reduced from the planned 1,900,000 shares to 1,310,000.

Mr. Cooper, the complaint states, appeared on KEMB and KGO, both San Francisco, and advised the public against buying stock. In addition to depressing the stock sale, these activities also had a bad effect on STV's ability to obtain transmission and viewing rights to entertainment features and events and for making them available for viewers to enjoy at home for less cost than in theaters, the complaint alleges. Furthermore, it states, as a direct result of the defendants' activities, "STV was deprived of an opportunity to secure $6,460,000 of additional operating capital for the purposes of making STV available to the public in California and other states." The defendants are charged with activities that "have hindered and obstructed the plaintiff in a prompt development of its business and of securing actual and potential profits therefrom." These complained of activities "may make it difficult for the plaintiffs to comply with contractual obligations imposed on them and this failure to comply would result in the imposition of penalties and would result in the loss of anticipated revenue and future profits." They also "made it necessary for plaintiffs to engage in advertising and publicity to correctly present to the public the business and purposes of the plaintiffs."

The California Crusade for Free TV issued the following statement:

"We have examined the action filed by Subscription TV and believe it to be entirely without legal merit or substance. It appears to be simply an effort to discourage the people of the state of California from exercising their rights at the ballot box next November. We are confident that in the free TV initiative being placed on the ballot at the next November election, the people of this state overwhelmingly will support free TV and reject pay TV in their home."

STV still aiming for July 1 start

Subscription Television Inc., Los Angeles, which is under contract to commence feecasting to at least 20,000 subscribers each in Los Angeles and San Francisco by July 1, is still aiming for that target date.

The Los Angeles Dodgers and San Francisco Giants which play 18 games together are original stockholders of STV, and intend to televise their home-and-home games over the pay system (BROADCASTING, Aug. 26).

However 10 of the 18 games are to be played prior to the STV target date, and a spokesman for the Dodgers told BROADCASTING last week that it is "assumed" that the 10 games will be televised as they had in past years, over free TV.

STV last week also announced the ordering of more than $1.2 million worth of studio telecasting equipment from RCA.

Delivery of the equipment, which will be capable of transmitting live, tape or film programing to STV studios in Los Angeles and San Francisco will begin next month.

The contract calls for RCA to deliver four TR-22 transistorized television tape recorders; six TK-26 Vidicon color-film camera chains, 12 35mm and two 16mm projectors and two TS-40, 3-channel video and audio master control switching consoles. All the equipment is capable of transmitting in color.

Charlie Walker gets 5 years on probation

Charlie Walker, former WDKD Kingstree, S. C., disc jockey, was sentenced to five years probation by a federal court Monday (Dec. 16) for using obscene and indecent language on the air April 25, 1960.

U. S. District Judge J. Robert Martin Jr. said, "I did not feel that the mat-

ter necessitated an institutional sentence nor am I inclined to think a fine should be levied."

Judge Martin said the Walker case was a "milestone" because it was a rare test of the federal statute (Section 1464, U. S. Code) that makes it a crime to utter obscene, indecent or profane language from a broadcast station. A conviction is punishable by up to $10,000 fine or two years in jail or both.

U. S. District Attorney Terrell Glenn described the conviction as the first in the nation on this statute.

Lanau Floyd and George Keels, Walker's attorneys, said they are considering an appeal. They had sought a directed verdict of acquittal but were overruled by Judge Martin.

Walker, now a salesman for a meat packing firm, told the court, "Judge, I would like to say that I wasn't aware that I was breaking any law."

He was tried on five counts of violating the obscenity statute on Dec. 4 and 5 and was convicted by an all-male jury Dec. 5. The jury found Walker not guilty on the other four counts (BROADCASTING, Dec. 9).

Walker did not take the stand during his trial. The principal witness was James O. Roper, formerly with WJOT Lake City, S. C., who tape recorded some of Walker's broadcasts.

Defending Walker, Mr. Keels said that one "must put his mind in the gutter to get an obscene meaning from this jabbering."

Judge Martin warned the jury to consider Walker's comments in the context of his entire broadcasts rather than find them "not a matter of individual taste." They must offend a community's contemporary standards, Judge Martin said.

Four new 'Days to Remember'

Twentieth Century-Fox has announced four new episodes to be filmed for its new *Day to Remember* documentary series (BROADCASTING, Dec. 9).

The new projects are: "The Day King Edward Gave Up His Throne," "The Day Whittaker Chambers Called Alger Hiss A Traitor," "The Day Dewey Smashed Murder Inc." and "The Day Jesse Owens Conquered Berlin." Producers of the series are Jesse Sandler and Marvin Wald.

Triangle to offer series on communism

A series of five half-hour radio and TV programs examining communism will be produced this winter by the Triangle Stations for use on these outlets and for syndication to other markets.

Titled *The Myth and The Menace,* the radio and TV series will spotlight authorities on the concepts, development, practices and future of communism. The first episode will feature Herbert Philbrick, the former double agent who wrote *I Led Three Lives.* Other segments will present Hanson W. Baldwin, military editor of *The New York Times;* Seymour Topping, form-

More sex-and-violence hearings in '64

YES, BROADCASTERS, THERE WILL BE A DODD REPORT, EVENTUALLY

The Senate Juvenile Delinquency Subcommittee, which conducted public hearings in 1961 and 1962 on the effects TV violence and sex have on children, is planning another public session in 1964. Key broadcaster witnesses who testified at the earlier hearings will be asked to explain what they've done about their programing since.

Senator Thomas J. Dodd (D-Conn.), subcommittee chairman, said in an interview Wednesday (Dec. 18) that the hearing probably will be held next month. It is likely that the subcommittee staff will monitor television programing sometime between now and the hearing, Senator Dodd added.

The subcommittee has made no report of its earlier proceedings, although a staff report was turned over to Senator Dodd a year ago (CLOSED CIRCUIT, Dec. 24, 1962).

The senator said last week that his subcommittee's report has been held up "to see what the industry has done" to improve children's programing since the hearing. He recalled that the subcommittee conducted an earlier study of violence and sex on TV in 1955 (then under the chairmanship of the late Senator Estes Kefauver and before Senator Dodd was a member), but that a year after it reported its findings, the problem was in his opinion as bad as ever.

No Encore ▪ He wants no repetition this time. "I am very concerned that this not be just another flareup" of public interest in violence on television —"and then nothing," he said. The report has been purposely delayed, he explained. "The more I thought about it, the more I thought we should continue to wait."

Asked whether these were the only reasons for the delay, Senator Dodd said, "This problem hasn't been neglected, nor has there been any struggle in the committee [disagreement among members] that has held this up." Most of the subcommittee's time this year has been spent on narcotics problems and mail-order guns, he pointed out. New congressional interest in his legislation to curb mail-order gun traffic has been generated by the slaying of President Kennedy with such a weapon.

"I think this country has awakened to the fact that our society is badly influenced by excesses of violence. I'm sure that this assassination will have an impact on the gun bill and on the TV report," Senator Dodd commented.

The subcommittee's TV hearings were held June 8-19 and July 27 and 28, 1961, and Jan. 24, May 11 and 14, 1962. It has been estimated that the cost of the hearings, investigation and salaries for this work has been $225,000 to date.

Committee Consensus ▪ Senator Dodd remarked that he felt he had to avoid direct answers to questions about what the subcommittee's report will say because he did not want to create the impression that he spoke for other members. He indicated that he places great importance on reaching a consensus with his subcommittee. It includes these senators: Sam J. Ervin Jr. (D-N.C.), Philip A. Hart (D-Mich.), Birch Bayh (D-Ind.), Quentin N. Burdick (D-N.D.), Hiram L. Fong (R-Hawaii), Roman L. Hruska (R-Neb.) and Kenneth B. Keating (R-N.Y.).

The subcommittee, Senator Dodd said, intends to maintain "a continuing interest" in programing beyond its issuance of a report.

The report has so far been understood to contain a legislative package that includes an omnibus bill to open up competition among program sources for television stations. One device could be to limit the amount of time in a broadcast day that stations could take programs from one source. The bill, however, was a staff proposal, and it is not known whether it could obtain the subcommittee's approval.

The report submitted to him in December 1962 was just a draft, Senator Dodd said. It has had considerable revision since, he added, some by him.

Program Controls ▪ Subcommittee questioning during the hearings already held showed great concern with the extent of ownership TV networks have in programs.

This situation also has interested the

er Moscow correspondent for that newspaper, and Constantin Boldyreff, an anti-Communist underground leader. The fifth expert will be announced shortly.

The series will be on Triangle stations later this winter and will be syndicated by Triangle Program Sales.

New 'Fury' series

Independent Television Corp. plans to begin production soon on a new *Fury* series, it was announced last week by Abe Mandell, executive vice president. This series has been running on NBC-TV since 1955 and currently is scheduled on Saturday, 11-11:30 a.m.

Mr. Mandell said the new series is aiming for an evening network time period and will have a "new look," including the addition of a teen-age daughter and "modern, more mature story treatments."

The original *Fury* series has 124 episodes and is now in its fifth and sixth rerun on NBC-TV.

BREAKTHROUGH ON VIDEO TAPE FRONT

Film-limited union, producers no longer restricted

Hollywood TV program and commercial producers and members of the International Alliance of Theatrical Stage Employes whose activities have heretofore been confined to film, can now utilize TV tape as well, under an agreement negotiated by Richard Walsh, international president of the IATSE; Charles Boren, executive vice president, Association of Motion Picture Producers, and Richard Jencks, president, Alliance of Television Film Producers.

The new pact was hailed by one industry observer as "a genuine act of statesmanship" on the part of Mr. Walsh in overriding objections of some of the IATSE branches to enable his union to get into the tape field heretofore monopolized by the International Brotherhood of Electrical Workers and the National Association of Broadcast Employes & Technicians. For the producers, the agreement permits their invasion of an area of production heretofore maintained exclusively by the TV networks and a handful of video tape studios.

The video tape agreement is limited to the type of programing for which the process is commonly employed, that is, variety, panel and audience participation shows; sports, news shows, documentaries and commercials. The producers and the union will continue to produce dramatic programs on film.

Terms of the contract have not been made public, but it is understood that they differ from the standard IATSE film contract in a number of important respects.

Equals Out ▪ The weekly pay scale is generally lower in the new tape agreement than in the film pact for similar work, but the tape week is a

FCC's Office of Network Study which made several proposals in a report submitted to the commission at about the time Senator Dodd received his report from the subcommittee staff (BROADCASTING, Dec. 3, 1962).

Among the FCC report recommendations: (1) prohibit TV networks from engaging in program syndication in the U. S. and from participating financially in the syndication operations of others; (2) limit network ownership of first-run rights to 50% of entertainment shows in their prime time schedules; (3) direct regulation of the networks; (4) require broadcasters to belong to a self-policing industry association.

When asked whether the FCC now has the legislative authority to make improvements in programing and ownership which he might consider necessary, Senator Dodd said, "I am doubtful it has."

"I've always hoped," he continued, that improvements could be accomplished "without compulsion, by cooperation instead—and I still hope so."

He recalled, however, that broadcasters promised improvements in programing after the 1955 hearing.

"At that time this committee took heed of the fact that TV was young and we were sensitive to the concern of broadcasters about premature governmental action aimed at reducing the broadcaster's control over programing," Senator Dodd said in opening the hearing on June 8, 1961. Despite broadcaster promises to study effects of TV on children, to police themselves and enlarge the staff of the National Association of Broadcasters code authority, the senator said in 1961, "We find that the number of shows containing violence has dramatically increased."

Government Study ▪ Studies and changes also were promised during the 1961 and 1962 hearings, Senator Dodd noted last week. A government-industry study he recommended was undertaken by the NAB and the Department of Health, Education and Welfare last year (BROADCASTING, July 9, 1962). Two weeks ago the Joint Committee for Research on Television and Children announced that it had awarded 25 grants of $250 each to social scientists to prepare presentations seeking funds for studies of the effects television has on children (BROADCASTING, Dec. 16). The 25 were selected from several hundred proposals.

Senator Dodd says that his subcommittee has "no control" over the joint committee, but will comment on it in the forthcoming Senate report.

Asked when his staff would begin to monitor programing, Senator Dodd remarked that the holiday period might not be typical of television programing year round, and so monitoring probably would begin in January.

The subcommittee staff has been monitoring informally since the hearings ended. Members have a list of programs which could be a source of discussion when broadcasters come before the subcommittee. On occasion copies of programs have been requested for special staff screening.



Senator Thomas J. Dodd (D-Conn.), planning a reprise hearing on the effects of so-called TV violence and sex on youth, is shown (r) consulting with Carl L. Perian (c), staff director of the Senate Juvenile Delinquency Subcommittee, during the opening session of the hearing in June 1961. Dr. Ralph J. Garry, professor of educational psychology at Boston University and consultant to the subcommittee, is at left.



That most famous Virginia on WSYR-TV program

A diligent search by WSYR-TV Syracuse, N. Y., for the original Virginia of "Yes, Virginia, there is a Santa Claus" fame has resulted in a special Christmas show for the station.

The seven - year - old Virginia O'Hanlon who wrote the puzzled letter to the *New York Sun* in 1897 has through the years ripened into the 74-year-old Dr. Laura Virginia Douglas shown here. Standing beside her is E. R. Vadeboncoeur, president of WSYR-TV, who visited her home in an Albany suburb to film the Christmas special.

Both her original letter and the editorial it prompted will be featured on the show, and Dr. Douglas, a retired public school educator, will discuss the effect the editorial has had on her life. The title of the WSYR-TV program? *Yes, There is a Virginia.*

five-day, Monday-Friday, 40-hour week, whereas the film work-week for some of the IATSE locals runs as high as 46 hours a week and more. Therefore, with overtime starting after 40 hours, the worker in tape production may well wind up with as high or higher take-home pay than his counterpart in film production.

The tape agreement applies only to on-production personnel: cameramen, lighting directors, carpenters, grips and electricians working on the stage or set, but it does not affect costumers, make-up artists, scenery painters and other back-lot workers who continue to work under the film scale. There is an exception: if a back-lot worker, such as a make-up artist is called on-scene to perform his work for a taping session he would be paid tape scale rather than film scale.

Radio-TV barred from Ruby trial

There'll be no TV coverage of the trial of Jack Ruby, accused slayer of Lee H. Oswald, it was announced by Judge Joe B. Brown last week.

Judge Brown, of Criminal District Court No. 3 in Dallas, in a statement issued through a press spokesman, said:

"Throughout the trial of Jack Ruby, due process of law will prevail in my court, and decorum will be maintained at all times by those participating in the trial, by the press, and by the public witnessing the trial.

"No television equipment, no radio recording equipment and no cameras for still photographs will be permitted in the courtroom while the court is in session."

Texas permits each judge to determine whether or not to allow cameras and recordings of trials in their courts. Judge Brown has conducted trials which were covered by television and still photographic media. It was believed he would have no objections to such coverage of the Ruby trial.

Although there was no confirmation, it is understood in Dallas that Judge Brown has been under heavy pressure by the American Bar Association to ban TV and still photo cameras from his courtroom in the Ruby trial. ABA's Canon 35 prohibits the taking of pictures in a courtroom during a trial. This is not followed explicitly in Texas and Colorado.

The fact that Judge Brown used a public relations firm to issue the announcement has been criticized by some Dallas lawyers. Judge Brown is due to run for re-election next year.

Lerner's Forecast ▪ In New York last week attorney Max Lerner predicted that television coverage of criminal and civil court trials will eventually be accepted in the U. S.

Mr. Lerner, former chairman of the copyright committee of the American Bar Association, appeared on the Dec. 20 *Barry Gray Show* on WMCA New York. He asserted during the program that if a judge allows people into the courtroom to see a trial, there is no reason why the television camera should be excluded.

Another panelist, Herman B. Glasser, president of the New York State Association of Trial Lawyers, voiced views which in effect upheld the general practice of prohibiting TV camera access to courtroom trials.

United Press International news produces!

No magic formula for local live programs

WWL-TV New Orleans last week told the FCC that there is no "slide rule accuracy" available to a station in its efforts to determine what percentage of its programing should be local live. With this in mind the commission should reject the petition by Local 74 of the American Federation of Musi-

cians asking that the WWL-TV license renewal be denied on the ground that it failed to produce promised local programing (BROADCASTING, Nov. 5).

The New Orleans CBS-TV affiliate, owned by Loyola University, claimed that the musicians union has again failed to establish itself as a party of interest in the WWL-TV renewal—as in 1961 when it similarly opposed a renewal. At that time the commission renewed WWL-TV's license for a one-year period only and warned the station it should live up to local live programing promises it had made (BROADCASTING, Dec. 12, 1962).

WWL-TV also said the AFM filing was untimely under FCC rules which require that opposition to a renewal application be filed within 30 days of the commission's acceptance of the application. The station filed its application on Sept. 3 and it was announced on Sept. 12, but the AFM didn't file its petition until Nov. 19, the station said.

Danny Thomas on NBC-TV in '64

Danny Thomas will star in five one-hour specials next season on NBC-TV, according to a long-term contract he has signed with the network.

Mr. Thomas, who also is a producer (T&L Productions which he and Sheldon Leonard own), several weeks ago announced plans to conclude his 11-year-old comedy series, *The Danny Thomas Show*, after the current season on CBS-TV (BROADCASTING, Nov. 4).

The production company also produces the *Andy Griffith Show*, *Dick Van Dyke Show*, *Joey Bishop Show* and the *Bill Dana Show*. *Griffith* and *Van Dyke* are on CBS-TV; *Bishop* and *Dana* are on NBC-TV. T&L also has interests in other properties.

Mr. Thomas's programs will be in color and the comedian will also take an active part in the shows' production.

Heat's on networks to help UHF

FCC IS PUSHING THEM TO PROVIDE PROGRAMING FOR NEW STATIONS

FCC officials met with network representatives in an all-day session Monday (Dec. 16) in a search for ways in which network programing could be made available to stations that don't normally receive it—particularly UHF outlets.

No conclusions were reached, and further meetings are expected before any policy decisions, by the networks or the commission, are reached, according to those who attended.

Commission officials have asked the networks for additional information on their affiliation policies, on their practices in making programing available to stations other than affiliates, and on their procedures in making per-program arrangements.

One of the principal concerns underlying the commission's interest in the problem is the fate of the UHF stations that are expected to open in the seven markets where the agency rejected the drop-in of short-spaced VHF channels (BROADCASTING, Nov. 18). Each of these now has two VHF stations.

The commission has said UHF stations can provide the service the markets need. However, UHF stations won't be able to survive, let alone provide competitive service, the commission feels, unless they are assured of network programs.

ABC's Problem ▪ The problem of aiding UHF stations also became entangled with ABC's effort to achieve parity with the other two networks. ABC's hopes in this connection received a bitter blow when the commission rejected the drop-in proposal.

ABC officials reportedly suggested that the commission seek to put the network on an equal footing with CBS and NBC in 18 of the top 100 markets that have only two VHF stations. These include the seven that had been proposed for the drop-ins.

In all but one of the markets, CBS and NBC have the primary affiliates. ABC suggested that the two networks be required to share VHF affiliates with it and to take UHF affiliates for the VHF stations they would be obliged to give up. The aim would be to divide the VHF and prospective UHF outlets equally among the three networks.

Commissioner Robert E. Lee, who attended the meeting along with Commissioner Kenneth A. Cox, said later that the FCC is concerned about the 18 markets. But he expressed doubt the agency has the authority to force the kind of sharing envisaged in the ABC suggestion.

Some network representatives feel that the commission, in order to help UHF as well as overshadowed-VHF outlets, might attempt to require the networks, by rule, to make programing available. However, no one was prepared to say what shape such a rule might take.

Commissioner Lee said he hopes the networks would "find ways to affiliate with UHF stations." But he didn't sound optimistic.

Other Courses ▪ Affiliation isn't the only possible solution, however. Commission officials feel special arrangements might be possible whereby network programs rejected by affiliates would be made available to stations in the same or nearby communities.

Under consideration, also, is the possibility of adapting special plans devised in the late 1950's for making network programs available to small-market VHF stations that advertisers didn't normally purchase.

Network officials, however, noted that such plans might not be legally feasible if an advertiser chose not to buy a UHF station and the network didn't own the rights to a program. If the network did own the rights, presumably, it could pipe the program in without advertising.

All-Channel Answer ▪ Some network officials feel the only practicable solution to the UHF dilemma is the one instituted by the FCC—the all-channel receiver law, which is designed to provide UHF stations with the kind of set circulation that advertisers find meaningful.

And last week, commission officials were pressing a campaign to make the

COMPARE THIS THREE STATION MARKET SUMMARY

TOTAL COVERAGE AREA:
Station "Z" Homes 407,300
Station "Y" Homes 416,400
WFTV HOMES 423,300

TV PENETRATION:
Station "Z" Homes 347,800
Station "Y" Homes 353,900
WFTV HOMES 359,600

AUDIENCE CIRCULATION:
NET WEEKLY NIGHTTIME
Station "Z" Homes 235,500
Station "Y" Homes 210,500
WFTV HOMES 236,000

(Quoted from American Research Bureau, March 1963 Coverage Study)

CAUTION: Any audience-size data used herein are estimates only, subject to errors and limitations inherent in indicated sources. WFTV does not assume responsibility for the accuracy, completeness or validity of such original data.

Represented Nationally By Adam Young Inc.

WFTV

ORLANDO, FLORIDA

The segue from Haverlin to Burton

BMI CHANGES PRESIDENTS FOR FIRST TIME IN 16 YEARS

There'll be a changing of the guard at Broadcast Music Inc. on Jan. 1, and if the personalities of the principal figures set the tone, it ought to be colorful.

Carl Haverlin, who has been president of the music-licensing organization for more than 16 years, has reached retirement age and asked that he not be considered for re-election. He will serve as a consultant instead. Judge Robert Jay Burton, executive vice president, was elected to succeed him as president.

The changes were announced last week by Sydney M. Kaye, New York attorney and BMI board chairman, who was one of the few men in the BMI shop before Messrs. Haverlin and Burton got there. Mr. Kaye helped draw the blueprint that established BMI in 1939 and then opened it for business in February 1940.

Those were the days that led to the era of "Jeannie with the Light Brown Hair." The American Society of Composers, Authors and Publishers—then the only major music licensor—had refused to give an inkling of the fees it wanted for new ASCAP licenses, provoking broadcasters to set up BMI as "an independent source of music." Then ASCAP disclosed its demands—approximately a 100% increase over broadcasters' payments in 1939—and broadcasters rejected them.

The Origins ▪ When the old contracts expired Dec. 31, 1940, broadcasters made do with "Jeannie" and other public-domain music, plus such new music as the scrambling young BMI officials had been able to get rights to, until the so-called "strike" was finally settled in new ASCAP contracts in the fall of 1941.

ASCAP refused to recognize BMI at first, but has never since overlooked it —or let up, seriously, in its efforts to put BMI out of business or, at least, get it divested from broadcast ownership.

BMI in the meantime has grown from zero compositions, zero writers, and publishers and zero licensees to totals that included, as of last July 31, hundreds of thousands of compositions including the music for more than half of all the million-sales records ever sold; 6,871 writers and composers, 5,603 publishers, 5,689 station licensees and 14,188 non-broadcast licensees in the U. S. and Canada.



Mr. Haverlin

The Pioneers ▪ Both Mr. Haverlin and Mr. Burton, along with Mr. Kaye, figured prominently in that growth.

Mr. Haverlin arrived at BMI in April 1940, the beneficiary of (1) a violent attack on BMI by his boss, and (2) the long memory of Sydney Kaye.

Mr. Haverlin was then representing a firm whose chief executive had made what Mr. Kaye regarded as a singularly offensive attack on the young licensing organization. When Mr. Haverlin appeared at Mr. Kaye's office, Mr. Kaye admitted him for the purpose, he said later, of punching him in the nose.

But Mr. Haverlin is an exceptionally disarming man, and before he left he had so engaged Mr. Kaye's interest that, months later, when BMI needed a salesman, the Haverlin name came first and foremost to the Kaye mind. When broadcasters spontaneously supported him for the job, Mr. Haverlin teamed up with BMI as its first station representative.

He left in 1943—but not completely. He took the job of vice president in charge of station relations for Mutual, but the network agreed that he could remain "on call" to BMI. When he went back to BMI in 1947 it was as its first paid president.

Man of Parts ▪ Mr. Haverlin's success in quieting the hostility of that first meeting with Mr. Kaye demonstrated a diplomatic talent that friends of both men agree is formidable. But they agree, too, that this is only one of an almost endless list of talents.

Some have called Mr. Haverlin the last Renaissance Man.

He was born in Globe, Ariz., in 1899,

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all-channel receivers more saleable. Commissioner Lee and commission staff members met with Treasury officials to ask that department's support, or understanding, at least, in an effort to have the 10% excise tax on all-channel sets repealed.

Elimination of the tax would bring the cost of the all-channel set about in line with that of a standard VHF-only receiver. In addition, Commissioner Lee feels it would discourage any thoughts manufacturers might have of stockpiling VHF-only sets in anticipation of the April 30 deadline for manufacturing such receivers.

Bill Proposed ▪ The FCC has proposed including in its legislative package for next year a bill repealing the excise tax.

Among those participating in the meeting between the networks and the commission were, for ABC: Julius Barnathan, vice president and general manager; Mortimer Weinbach, vice president and assistant general counsel; Robert Coe, vice president, station relations; Alfred Beckman, Washington vice president, and James A. McKenna Jr., Washington attorney.

For CBS: Frank Shakespeare, vice president and assistant to president of the TV network; William B. Lodge, vice president in charge of TV affiliate relations and engineering; Carl Ward, vice president and director of TV affiliate relations, and attorneys Richard Forsling and Leon Brooks.

For NBC: David C. Adams, senior executive vice president; Thomas E. Ervin, vice president and general attorney; Peter B. Kenny, Washington vice president; Thomas Knode, vice president, station relations, and Howard Monderer, attorney.

the son of a mining engineer. He spent his boyhood in mining camps throughout the Southwest and in Mexico, and got his formal education mainly at the New Mexico Military Institute and, later, a Los Angeles public high school. But he was—and is—a prolific reader and a wide-ranging collector of books.

He is a student of American history and an acknowledged expert on Lincoln and the Civil War. Professional Lincolnians seek his help in dating letters and other material of that period. He was the first president of the Civil War Round Table of New York and is an honorary Civil War Centennial commissioner, a trustee of Lincoln College, a widely known collector of Civil War documents, and a contributor to *Lincoln for the Ages,* based on a public service radio series conceived by him and produced by BMI.

But his interests extend far beyond history. At one time, for example, he had what was said to be the best known collection of Barclay, an obscure 17th century English philosopher. An old friend summarized his interests and accomplishments this way:

"To mention any subject, no matter how disparate or unrelated, in an evening's conversation, is to get from Carl at least one penetrating observation. He comes pretty close to the complete man intellectually, and what's better, without benefit of any specialized training."

Actions Plus Words ▪ Mr. Haverlin's activities have been equally diverse. In high school his flair for dramatics led to a bid from Ted Shawn and Ruth St. Denis, the eminent modern dancer. But in high school he also set a Southern California record for the javelin throw, placed high in the broad jump and was a member of the world's champion relay team.

After high school he was a principal pantomimist in a ballet that toured the Orpheum Circuit for years. He also wrote and sold short stories, and collaborated with the late Schmed Abdullah on a play called "Savage."

When "Savage" closed before it got to Broadway, Mr. Haverlin went back to Los Angeles and got a job as announcer—and salesman and sportscaster and actor and occasional elevator operator—with KFI. With the late Graham MacNamee he did the first Rose Bowl broadcast.

At KFI he also met and married Virginia Flohri, who sang on the station. They have three children and have maintained homes at Bronxville, N. Y. (which they have just sold) and at 8619 Louise Ave., Northridge, Calif., which will be their retirement headquarters.

Mr. Haverlin was sales manager of KFI and KECA then a joint operation, when he moved to a music transcription job, en route eventually, to BMI.



Judge Burton

Burton's Beginning ▪ Judge Burton, who becomes BMI's second paid president, also joined BMI in 1940, starting as resident attorney.

He is an expert on copyright law and for years has addressed broadcasters at meetings, BMI clinics and other gatherings on the importance of this subject. He is equally well known as an MC and after-dinner speaker of comedic talent.

Born in New York City in 1914, he attended the public schools of suburban Larchmont and a private school in France. After graduating from Columbia University in 1935 and the Columbia Law school in 1937 he joined the law firm of the noted attorney, Arthur Garfield Hays.

After three years as BMI's resident attorney, Judge Burton was named director of publisher and writer relations. In 1947 he was elected a vice president, in 1956 was named vice president in charge of domestic performing rights administration, and earlier this year was advanced to executive vice president.

The "judge" in his title is real, not honorary. He was named acting city judge of New Rochelle, N. Y., in 1960 and served in that post until he resigned a short time ago to spend full time on his expanding responsibilities at BMI.

He is chairman of the copyright committee of the American Patent Law Association and a trustee of the Copyright Society of the U. S. A. He has been chairman of the committee on copyright office affairs of the American Bar Association and of the radio and television committee of the Federal Bar Association of New York, New Jersey and Connecticut, and has lectured on copyright law at the Columbia and New York University Law Schools.

Judge Burton was twice president of the Radio Executives Society, (now the International Radio and Television Society)—which Mr. Haverlin also headed.

Judge Burton is married to the former Linda Patterman. They have three children and live at New Rochelle.

Cox's comments on local live programing

TREND AWAY FROM PRIME TIME IS CAUSE FOR CONCERN

FCC Commissioner Kenneth A. Cox has again expressed concern with what he regards as a growing national trend on the part of television stations to eliminate local live programing from prime time.

He said most stations—particularly network affiliates—seem to be shifting into a pattern of limiting local live programing in prime time to 15 or 30 minutes of news, weather and sports.

The commissioner expressed his views in a dissent to the commission's action in renewing the licenses of WCSC-TV Charleston and WFBC-TV Greenville, both South Carolina, and WSOC-TV Charlotte, N. C. (CLOSED CIRCUIT, Dec. 9).

Ford Dissents Also ▪ The vote for renewal was 4-2, with Commissioner Frederick W. Ford joining Commissioner Cox in dissent. Voting for renewal were Commissioners Rosel H. Hyde, Robert T. Bartley, Robert E. Lee and Lee Loevinger. Chairman E. William Henry was absent.

Commissioner Cox said that news, weather and sports programs were the only local live shows regularly scheduled in prime time by the three stations. Before granting the renewals, he said, the commission should have inquired further into their programing policies.

He said the additional information might have allayed his fears. But in

any event, he said, he does not believe the commission had sufficient information on which to base a renewal.

He said "station after station" is squeezing local live programing out of prime time into less convenient viewing hours and is filling the more desirable time with programs supplied by networks and syndicators.

He said this should be a matter of concern to the commission in view of its TV allocation and programing policies which "place a high premium on local stations—as opposed to high-powered facilities—" in order to provide outlets for local self-expression.

The lack of complaints against the stations and the backlog of pending renewal applications were both cited by members of the commission majority as grounds for granting renewal of the three Carolina stations.

But, Commissioner Cox said, these reasons are not sufficient to assure renewal without further effort by the commission to obtain additional information "which I believe important to the commission, to the communities served by these stations and perhaps to the future of American television."

HIGH COURT BACKS FCC

Refusal to review Carter Mountain case supports commission claim to protect local stations

The FCC's right to protect local TV stations from the inroads of community antenna systems—through its power over microwave relay licensing—was affirmed last week when the U. S. Supreme Court refused to review the Carter Mountain case.

As usual, the court gave no reason for its denial of the petition for certiorari.

Carter Mountain Transmission Corp. brings TV signals from Denver, Salt Lake City and Billings, Mont., to a CATV system in north central Wyoming. It sought additional facilities to improve the service. Objections were filed by KWRB-TV Riverton-Lander-Thermopolis-Worland, Wyo., serving the same area. After a hearing, the commission upheld the station's contention that the additional CATV signals would force it out of business.

Last May, the U. S. Court of Appeals in Washington upheld the FCC's authority to consider the impact of CATV systems on local TV stations (BROADCASTING, May 27).

The commission had offered to grant the Carter Mountain application if it promised not to duplicate the programs carried by KWRB-TV.

In recent months, the FCC has issued conditioned grants to various relay systems serving CATV. It has also issued a rulemaking proposal providing that licenses will be granted for microwave relays in both the common carrier and business radio services if CATV systems do not duplicate the local TV station's programing for at least 15 days (BROADCASTING, Dec. 9).

Supreme Court won't review two TV cases

The U. S. Supreme Court last week refused to review two criminal cases carrying the death penalty in which the broadcasting of asserted confessions was an issue.

As is usual no reason was given for denying the petitions.

One case involved two youths convicted of the slaying of an elderly man. James Douglas Latham and George Ronald York were sentenced to death for the killing of Otto Ziegler in 1961 in Kansas. Their attorney claimed that the telecasting of their alleged confessions in the area in which they were tried prevented them from securing a fair jury trial.

The second case involves Edward Otto Hagans who, with his wife, was convicted of killing two elderly women in 1961 in Texas. The defendant claimed his "confession" was carried over two local radio stations (KSFA and KEEE, both Nacogdoches).

In both cases defendants' lawyers relied heavily on the Supreme Court's decision in the Rideau case. This involved a telecast before trial of the police interrogation of a bank robber in Louisiana who killed a guard in the course of the holdup. The Supreme Court said that his request for a change of venue should have been granted since the telecasts made it difficult if not impossible to find unprejudiced jurors (BROADCASTING, June 10).

LBJ meets with TV network heads

President Johnson met last week with the heads of the three major television networks for what was described by White House spokesmen as a "get acquainted session." The luncheon meetings were held on three consecutive days (Wednesday, Thursday and Friday) with each network's group of top news executives.

Among the subjects discussed, it was learned, was the question of televised news coverage of the presidential news conferences. Also discussed, it is presumed, is the possibility of a presidential news conference with only three reporters representing the TV networks present. This would be similar to President Kennedy's televised *Conversation with the President* in December 1962. A second such interview had been planned by the late President. No decisions were made. There was no discussion of Section 315 of the Communications Act or TV debates between the presidential candidates of the major parties at next year's election.

Broadcasters who attended the luncheons:

Dec. 18—NBC's Robert E. Kintner, president, NBC; William R. McAndrew, executive vice president, NBC News; Julian Goodman, vice president, NBC News, and William B. Monroe, chief of NBC News' Washington bureau.

Dec. 19—CBS's William S. Paley, chairman; Frank Stanton, president, CBS Inc.; Richard S. Salant, president, CBS News, and Blair Clark, general manager, CBS News.

Dec. 20—ABC's Leonard H. Goldenson, president; James C. Hagerty, vice president, ABC, Jesse Zousmer, director, TV News, and Robert H. Fleming, chief, ABC News' Washington bureau.

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BROADCAST ADVERTISING


Mr. Nettere

Fred L. Nettere, for past year Eastern sales manager of ABC-TV Spot Sales, New York, and with organization since its inception in 1961, promoted to new position of general sales manager. **Arthur J. Decoster** named sales manager of ABC-TV Spot Sales, Chicago. Mr. Decoster joined ABC in 1961, was formerly account executive at The Katz Agency, that city. Mr. Nettere's previous associations include CBS-TV Spot Sales, NBC-TV Spot Sales, and The Katz Agency, New York. ABC-TV Spot Sales is national sales representative for ABC-owned TV stations—WABC-TV New York, KGO-TV San Francisco, WXYZ-TV Detroit, KABC-TV Los Angeles, and WBKB(TV) Chicago.

Campbell-Mithun Inc., Minneapolis-based advertising agency, last week announced election of four new vice presidents. They are **Stanhope E. Blunt** and **Thomas Casey,** account directors at agency's Minneapolis and Chicago offices, respectively; **Hugh C. Fowler,** account director and office manager, C-M Denver; and **Joseph C. Franklin,** research director, C-M Chicago. Mr. Blunt joined Campbell-Mithun as account executive in 1957. Messrs. Casey and Fowler came to C-M this year. Mr. Franklin, formerly of Kenyon & Eckhardt, joined C-M in 1961 as research director.


Mr. Opperman

Henry J. Opperman, since 1955 manager of New York office of Wade Adv., elected VP. Other new Wade VP's: **Frank Ryhlick,** creative director, Los Angeles; **Andrew J. Quale,** Chicago account executive, and **Harold Christiansen,** who joins Chicago office Jan. 1. Mr. Christiansen headed his own agency.

Morrie R. Yohai, president of Old London Foods Inc., New York, elected VP and member of board of directors of The Borden Co., that city. Old London Foods is processor of snack foods and was recently acquired by Borden.


Mr. Snyder

Ted E. Snyder, group supervisor at Fuller & Smith & Ross, Pittsburgh, on industrial products program of Alcoa and also administrative officer for entire Alcoa group, elected vice president of agency. Mr. Snyder joined FSR in 1957 as executive on Alcoa account and assumed his supervisory responsibilities on that account in 1962.

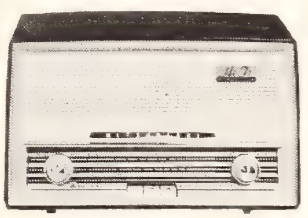
C. Milton Gossett, VP and assistant creative director of Compton Adv., New York, promoted to VP-creative director. Mr. Gossett joined Compton in 1949, was elected VP earlier this year.

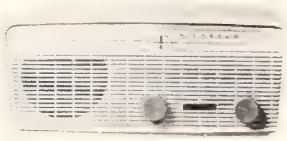
Donald H. Arvold, management representative at Foote, Cone & Belding, Los Angeles, on Purex and Sunkist accounts, joins Purex Corp., Lakewood, Calif., as divisional VP-marketing, with responsibility for brand management

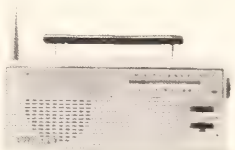


Hours of listening enjoyment With your Mitsubishi transistor radio

This 8-transistor, 2-band (MW & SW), all-wave radio has a large(12cm) speaker and a 10mm by 180mm ferrite core antenna that gives you clear, staticfree reception from those distant as well as local stations. These are some of the outstanding features that have made Mitsubishi, table model transistor radio so popular. Why not drop in at your nearest electrical appliance dealer and see for yourself.


TR-443


TR-864

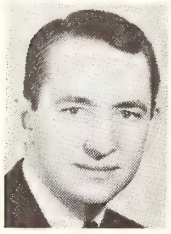

TR-803 S

Chicago Office:
Mitsubishi International Corporation
Chicago Branch, Room 3505, Prudential Bldg.
130 East Randolph Drive, Chicago, Illinois

and product planning departments of grocery products division.

G. Frank Johnson, former advertising consultant to General Development Corp., Miami, and VP of Ogilvy, Benson & Mather, New York, joins Grant Adv., Miami, as account executive.

Joseph E. Goldman, executive VP of Gamut Inc., Garden City, N. Y., advertising agency, elected president of League of Advertising Agencies, New York, for 1964.


Mr. Glor

Harvey Glor, sales manager of Detroit office of McGavren-Guild, national radio-TV sales representative, appointed sales research director of company's New York office. Mr. Glor joined McGavren - Guild more than three years ago after working in sales research at Adam Young Inc., New York.

Murray Flynn, advertising manager and associate editor of *Northern Automotive Journal,* joins Weaver-Gardner Inc., St. Paul, Minn., advertising agency, as VP and new business manager.

Jack Spillman, supervisor on Purex account at Foote, Cone & Belding, Los Angeles, elected VP. Mr. Spillman joined FC&B in 1959, was formerly with Max Factor International and Purex Corp. Ltd.

Robert L. Hosking, account executive at CBS Radio Spot Sales, New York, appointed general sales manager of WCBS-AM-FM, that city, replacing **Ralph W. Goshen,** who becomes VP-general manager of WCBS-AM-FM, effective Dec. 30 (BROADCASTING, Dec. 16). Mr. Hosking joined CBS in 1956 as director of sales development for WCBS, was named account executive in 1958, and moved to CBS Radio Spot Sales in 1962.


Mr. Gruber

Herbert Gruber, director of broadcast media at Parkson Adv. Agency, New York, elected VP. Mr. Gruber has been associated with Parkson since 1954.

John C. Butler, manager of Dallas office of Peters, Griffin, Woodward, national radio-TV sales representative, appointed Eastern sales manager for organization, with headquarters in New York. He is succeeded by **Allen Van Horn Hundley,** who joins PGW from John E. Pearson Co., Dallas, where he was manager.

John Collins, formerly of Calvert division of Joseph E. Seagram & Sons, and **Louis Sage,** of BBDO, both New York, join Cunningham & Walsh, New York, as account executives. Mr. Collins will service "21" brands at C&W, with Mr. Sage on American Home Products Corp. account.

88th names Brotzman

Representative Donald G. Brotzman (R-Colo.), member of House Special Subcommittee on Investigations that handled probe of broadcast ratings (BROADCASTING, Feb. 18 et seq.), elected president of 88th Club, consisting of Republican freshman members of 88th Congress. He succeeds **Representative Robert A. Taft Jr.** (R-Ohio), former general counsel of Taft stations, who two weeks ago announced his candidacy for U. S. Senate seat.

Frank J. Morelli, account executive at WTRY Troy, N. Y., since 1962, named general sales manager.

T. Carter (Ted) Gleysteen, formerly senior VP and director at Compton Adv., New York, joins Leo Burnett Co., Chicago, as marketing supervisor.


Miss McNamara

Rita McNamara, formerly account executive at The Wesley Associates, New York-based advertising agency, joins Grant Adv., New York, as VP, responsible for creative planning and account servicing.

Jerry M. Caplin, previously radio-TV producer at W. B. Doner & Co., Baltimore advertising agency, appointed creative director of Lewis, Dobrow & Lamb Inc., Washington advertising and public relations firm. Mr. Caplin resigned as advertising and promotion director of Fair Lanes Inc., Baltimore-based bowling chain, to join LD&L.

Frederic H. Hawkins, formerly with L. W. Frohlich and Co., New York advertising agency, joins Doherty, Clifford, Steers & Shenfield, that city, as executive on Pet Milk account.

Eugene S. Mahany elected VP and director of merchandising department of Needham, Louis & Brorby, Chicago. Mr. Mahany joined NL&B last February and before that for 14 years had been with The Kroger Co., Cincinnati.

Edward A. Gresk, a principal in Donald L. Arends Inc., Hinsdale, Ill., advertising and sales promotion agency, appointed general manager. Mr. Gresk joined Arends in 1962. **John J. Kendrick** named account executive, **James Farquharson,** production assistant.

Lynn E. Knox, local sales manager of WISH Indianapolis, joins WISH-TV as account executive. **Charles Golling,** TV-radio director of Caldwell, Larkin & Sidener Van Riper Adv. there, named WISH-TV sales development director.

Monroe J. Rathbone, board chairman and chief executive officer of Standard Oil Co. of New Jersey, New York, named national chairman of American Heart Association's 1964 Heart Fund campaign (Feb. 1-29).

Henry P. Hayes elected assistant secretary-treasurer of Television Bureau of Advertising, New York.

Walter K. Flynn, for past three years TV sales executive in New York office of Avery-Knodel, joins TV sales staff of Edward Petry & Co., New York.


Mr. Sowers

Robert Sowers, account supervisor at BBDO, New York, joins Ogilvy, Benson & Mather, that city, as account supervisor on General Foods assignments.

Fred Gordon, former account executive at Young & Rubicam, Los Angeles, returns to agency in same capacity. During interim since leaving Y&R earlier this year, Mr. Gordon has served as VP and associate publisher of *Home Buyer's Magazine* and VP of Harlan, Raub Adv. of Fullerton, Calif.

Dan Goodrich appointed manager of newly formed petroleum division of Tracy-Locke Co., Dallas-based advertising and public relations agency.

THE MEDIA

Gene Winters named station manager of KFIF Tucson, Ariz.

Bob Williams, formerly with KBAK-TV Bakersfield, Calif., named operations manager of KCOY-TV Santa Maria, Calif.

Morris J. Levin, former staff counsel to Senate Commerce Committee, joins Washington law firm of Roberts & McInnis at 600 Continental Bldg.

John H. Pennybacker, of Louisiana State University, appointed executive secretary of Louisiana Association of Broadcasters, replacing **Rolfe McCollister,** who has resigned.

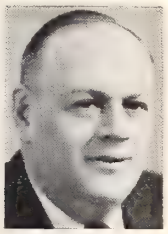
John Quigley, production manager of KMBC-TV Kansas City since October 1962, appointed to newly created post of operations manager.

Greg M. Mason, operations-program manager of WMID Atlantic City, N. J., joins staff of WTRY Troy, N. Y., as operations manager.

John Tiernan, formerly of WOR New York, appointed station manager of WSOU(FM) (educational) South Orange, N. J., licensed to Seton Hall College. Other staff appointments at WSOU(FM):

Bob Considine, assistant station manager; **Dave Murphy,** public relations director; **Emil Ubersax,** program director; **John Kelly,** chief engineer; **Charles Palino,** news director; and **Michael Luzzi,** sports director.

FANFARE


Mr. Stone

Robert J. Stone, formerly in public relations executive capacities with International Telephone & Telegraph in New York, Canada and Alaska and with Ford Motor Co. in New York, joins Monroe B. Scharff & Co., New York public relations firm, as vice president in charge of operations and member of executive committee. While at Ford, Mr. Stone served as radio-TV coordinator.

David M. Johnstone, formerly director of development for Britannica Schools division of Encyclopaedia Britannica Press Inc., joins Herbert M. Kraus & Co., Chicago public relations firm, as VP and member of board.

Richard Carter has replaced **McFadden-Eddy** as Hollywood representative for Joe Wolhandler Public Relations, New York PR firm. The Wolhandler office continues to handle national publicity for network TV programs under name, Audience Building Counselors. Mr. Carter has offices at 7805 Sunset Blvd.; telephone is 876-1160.

Robert E. Demme, 20-year veteran in public relations who has headed his own agency in Miami for past two years, joins Woody Kepner Associates, Miami public relations and publicity organization, as account executive.

Barry Abel joins Julian F. Myers Inc., Beverly Hills, Calif., public relations firm, as account executive.

J. Wendell Sether, former public relations manager of National Board of Fire Underwriters, New York, joins public relations staff of General Foods Corp., White Plains, N. Y.

PROGRAMING

John G. McCarthy re-elected president of Television Program Export Association, New York. Other officers elected are **Merle Jones,** CBS, and **George Elber,** Four Star Television, VP's; **Harold Klein,** ABC Films, treasurer, and **George Muchnic,** secretary.

John Thayer, formerly director of sales promotion and advertising for toy division of Eldon Industries, Hawthorne, Calif., joins Mel Blanc Associates, producer of humorous radio-TV commercials, Hollywood, as vice president in charge of sales.

Collier Young, veteran motion picture and TV producer, will serve in that capacity for *The Rogues,* hour-long adventure series which Four Star Television will produce for broadcast on NBC-TV in 1964-65 season. David Niven, Charles Boyer and Gig Young will be starred on rotating basis. Tom McDermott, Four Star president, produced first installment of series, shooting of which was completed last week. Mr. Young will put second episode into production shortly, and there will be layoff until May when full production will get underway.

James W. Case, program director of KRMA-TV (educational ch. 6) Denver, Colo., joins staff of new Los Angeles educational outlet now under construction, KCET(TV), effective Jan. 1.

Frederic Baum, formerly with Solters, O'Rourke & Sabinson, New York public relations agency, joins publicity staff of Paramount Pictures, that city, as radio-TV and music contact.


Mr. Baier

James O. Baier appointed director of commercial film department of BBDO, Hollywood. He had been assistant to late Harry Grey, who headed department until his death on Oct. 18 this year. Mr. Baier joined BBDO in 1959 from Hayden Productions, Hollywood, where he was associate producer.

Michael Mindlin Jr. joins Filmways Inc., New York-based TV production firm, as advertising and publicity director, effective Jan. 13. Mr. Mindlin is currently special publicity consultant on Paramount Pictures's "Becket."

Michael Abbott, former producer at Talent Associates-Paramount Ltd. and executive assistant to David Susskind, has formed Michael Abbott Productions as an independent company with offices at 9046 Sunset Blvd., Hollywood, and 535 Fifth Ave., New York. Plans include production of stage plays and theatrical movies as well as TV series and programs for pay TV.

Richard Dunlap, producer-director of ABC telecasts of Academy of Motion Pictures Arts and Sciences annual Oscar awards show for past three seasons, has been signed again to serve in this capacity for live broadcast of 36th annual awards show Monday, April 13 (7 p.m. PST). **Jack Lemmon** will be master of ceremonies.

Richard Durrance, producer of documentary and public relations films at Aspen, Colo., joins Pelican Motion Pictures, New York, as VP and producer. Mr. Durrance, who will continue his production activities in Aspen, will work closely with Ted Lowry, Pelican's VP and executive producer of industrial and public relations films.

James S. Gates, executive producer at KTTV(TV) Los Angeles for past four years, promoted to program director, replacing **Nordstrom Whited,** who resigned. **Al Bowen,** KTTV production manager, to assistant program director.


Mr. Stoneham

Russell Stoneham, for past three years director of program development for NBC-TV, Hollywood, appointed director of live programs, New York, for CBS-TV network, responsible for supervision of regular live nighttime programs and specials. Previously, Mr. Stoneham was on program staff of CBS-TV network, Hollywood, where he directed such series as *The Ken Murray Show, Front Row Center, Climax!* and *Studio One in Hollywood.*

Stanley Prager, director of *The Patty Duke Show* (Wednesdays, 8-8:30 p.m., ABC-TV) for United Artists Television, New York, signs new producer-director contract with company. Mr. Prager will devote much of his time to development of future pilot series, has recently completed producing and

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directing UA-TV pilot of Neil Simon's half-hour comedy, *Kibbee Hates Fitch,* for 1964-65 season on CBS-TV.

Bobby Hammack has been signed to write original score for Mickey Rooney series being produced by Selmur Productions, Hollywood and New York, for ABC-TV for 1964-65 season.

Terry Wood joins staff of WFLA-AM-FM Tampa-St. Petersburg, Fla., as production manager.

Reno Bailey, production assistant at WBT-AM-FM Charlotte, N. C., promoted to WBT-FM production supervisor.

Jeffrey A. Winter joins music staff of WHLI-AM-FM Hempstead, L. I., N. Y.

Jerry Lee, formerly with KQEO Albuquerque, N. M., joins WAKY Louisville, Ky., as air personality.

Paul Heinecke, president of SESAC, music licensing company, New York, named to board of directors of Music for the Blind. Mr. Heinecke last spring was awarded citation by Music for the Blind for outstanding services in aiding that organization's program.

Bruce Hayward, newscaster and news director at KTVI(TV) St. Louis, appointed director of public affairs. He will continue temporarily in former post until replacement has been secured.

NEWS


Mr. Madden

Jerry Madden, for past three years director of NBC Telesales and unit managers, appointed director of special news projects for NBC News, New York, responsible for NBC-TV's *Today* program and also as liaison between news department and TV network sales. Mr. Madden joined NBC's Pacific division as unit manager in 1950 from KTLA(TV) Los Angeles where he was production manager. He served as associate producer of *All Star Revue, Saturday Night Revue* and *Hallmark Hall of Fame* TV shows originating on West Coast for NBC before moving to New York in 1960.

Bob McBride, program director of Storer Broadcasting's WJBK-TV Detroit, appointed director of news and public affairs, with full department head status. Under new alignment, **Carl Cederberg,** WJBK-TV news and public affairs director, becomes news editor. **Robert I. Guy,** program development manager for Storer Broadcasting Co., assumes temporary duties as WJBK-TV program director until replacement for Mr. McBride has been selected.

Tom Frawley, news director of WHIO-AM-FM-TV Dayton, elected president of Ohio AP Broadcasters Association, which has been reactivated after several years of inactivity. Vice presidents elected at reorganization meeting at Columbus are **Art Schreiber,** KYW-AM-FM-TV Cleveland; **Ray Luther,** WCLT-AM-FM Newark; **Tom Dorsey,** WBNS-AM-FM-TV Columbus; and **Clair Meekins,** WFIN-AM-FM Findlay. Bureau chief **Lynn Heinzerling** was named secretary.

Robert Allen joins news staff of WFLA-AM-FM Tampa, Fla.

Barrie L. Beere, morning news commentator at WINS New York, appointed news editor at WMCA, that city. His duties will include day-to-day supervision of WMCA news operations.

Allan Moll, previously news director of KHJ-AM-FM Los Angeles, appointed director of public affairs. In new post, Mr. Moll will continue as newscaster and also assume responsibilities in area of community relations and public affairs programing. **Les Mawhinney,** executive news editor at KHJ, named executive editor of news department, responsible for all news and special events operations. **Geoff Edwards,** program director at KFMB-AM-FM San Diego, Calif., joins KHJ as director of special events. He will report to Mr. Mawhinney.

Harry V. Coren, associate editor of *Sunday Magazine* section of *New York Daily Mirror* for past 15 years and member of newspaper's editorial board, joins press information department of CBS-TV network, New York. Mr. Coren will be responsible for feature writing, as well as special projects in connection with CBS News and Public Affairs programs.

Martin Sullivan, formerly of WJR-AM-FM Detroit, joins WGAR-AM-FM Cleveland as reporter-newscaster.

Norman Beebe, former news director of WACT Tuscaloosa, Ala., joins news staff of WTOP-AM-FM Washington.

Chuck Lord joins news department of WQTE Monroe, Mich.

John Justin Smith, feature columnist and reporter with *Chicago Daily News* since 1937, joins news staff of WBBM-TV Chicago as writer, reporter and on-air newsman, effective Jan. 1.

Art White, executive assistant to Los Angeles Mayor Samuel W. Yorty for past two years and formerly with *Los Angeles Mirror,* joins staff of KABC-TV Los Angeles as editorial director.

Meredith Babeaux named news assignment editor, KTLA(TV) Los Angeles.

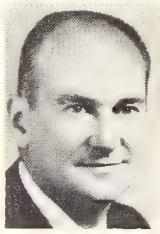
Kenneth E. Doll, newsman at WSAZ Huntington W. Va., joins WTRF-TV Wheeling, W. Va., as newscaster.

Jim Ruppert, formerly with WTHS-TV (educational ch. 2) Miami, joins news staff of WIOD, that city.

Six BBG vacancies filled

Six vacancies on 15-member Canadian regulatory Board of Broadcast Governors were filled Dec. 9. There were no changes in terms of three full-time members of BBG, **Dr. Andrew Stewart, Carlyle Allison** and **Bernard Goulet.** The six appointees are part-time governors, attending meetings about 30 days annually at $100 a day, plus travelling expenses. **Joseph F. Brown,** Vancouver florist, was reappointed for five-year term. Other five members, also appointed for five-year terms, from various parts of Canada are new to BBG. They are **Fred G. Holmes,** businessman of Windsor, Ont.; **Jean Paul Lefebvre,** Montreal labor official; **Rev. T. J. Watson,** a Roman Catholic priest of Fredericton, N. B.; **William J. Woodfine,** a professor of economics at St. Francis Xavier University at Antigonish, N. S.; and **Mrs. Lorraine Sweatman,** a Winnipeg housewife.

EQUIPMENT & ENGINEERING


Mr. Adler

Benjamin Adler, president of Adler Electronics Inc., New Rochelle, N. Y., elected vice president of Litton Industries, Beverly Hills, Calif., which recently acquired Adler Electronics.

Glenn E. Webster, sales manager of Vapor Corp., Chicago, and previously for many years district sales manager of broadcast equipment for General Electric Co., has formed Webster Engineering Co., electronic sales representative organization, with offices at 823 S. Greenwood Ave., Park Ridge, Ill. Telephone: (312) 823-8206. New organization will specialize in sales and consultation services to broadcasters, distributors, educational institutions and government agencies.

George R. Walker, formerly of KERO-TV Bakersfield, Calif., appointed chief engineer of KCOY-TV Santa Maria, Calif.

Warren R. Wilson, chief engineer of WFLN-AM-FM Philadelphia, joins WTFM (FM) Lake Success, N. Y., in same capacity. **Thomas D. Moyer,** assistant chief engineer at WFLN, promoted to chief engineer, succeeding Mr. Wilson.

Frank S. Misterly, manager of patent services for RCA, New York, elected staff VP-patent operations, responsible for RCA domestic and foreign patent

operations and for RCA trademark activity. Mr. Misterly joined RCA in 1927 as patent attorney, was appointed manager of patent services in 1958.

E. Eugene Uecker, Eastern regional sales manager for semiconductor division of Hoffman Electronics Corp., Los Angeles, appointed regional sales manager and director of new sales engineering office of Eitel-McCullough Inc. at Suite 200, First Bank & Trust Bldg., Richardson, Tex. Mr. Uecker formerly served as district sales manager for semiconductors at Texas Instruments Inc.

Guy E. Warner, formerly with General Electric Co., joins TRW computer division of Thompson Ramo Wooldridge, Canoga Park, Calif., as western operations sales manager.

Harold B. Avery, formerly with General Electric Supply Co., joins consumer products division of Philco Corp., Philadelphia, as radio and portable phonograph sales manager, replacing **Bruce Lambert,** now general manager of PDI-Philadelphia.

Colonel Clarence F. Sills (Army-Ret.) named systems planning representative of Interstate Electronics Corp., Anaheim, Calif., subsidiary of Interstate Engineering Corp. Mr. Sills will work in company's Eastern regional office at Washington, specializing in communications systems. **W. Keith Smith** apponited senior applications engineer for Interstate Electronics, with headquarters at Anaheim.

Dr. Elmer W. Engstrom, president of RCA, New York, appointed member of U. S. industrial payroll savings committee for U. S. Savings Bonds, representing electronics industry on 28-member volunteer group. Mr. Engstrom succeeds **Harold S. Geneen,** president of International Telephone & Telegraph Corp., New York, who will remain on committee as member-at-large.

INTERNATIONAL

Nat V. Donato, for past five years director of national sales for Screen Gems of Canada Ltd., Toronto, appointed general manager of United Artists Television of Canada Ltd., that city.

Peter Cookman elected to board of directors of International Television (Pvt.) Ltd., Salisbury, Rhodesia.

Bill Brennan, director of sales at CFRB-AM-FM and CKFM, both Toronto, elected chairman of sales advisory committee of Canadian Association of Broadcasters.

Edward J. Roth, 41, first American to get key post in British commercial television, resigns his position as deputy managing director of Associated TeleVision Ltd., London. Mr. Roth joined company in January 1963 after establishing TV in Ireland as director general of Telefis Eireann. No reason for his resignation was given.

Herman Burkart, sales manager of KVOS-TV (British Columbia) Ltd., Vancouver, elected chairman of advertising and sales bureau of Vancouver Board of Trade. **John Ansell,** program director at CKWX Vancouver, elected to VBT board of directors.

Luke Moore, director of TV time sales for All-Canada Radio and Television Ltd., Toronto radio-TV sales representative, named assistant manager of company's Montreal office.

Joseph J. Engelhart, field sales manager for The Andrew Jergens Co. (toiletries and cosmetics manufacturer), Cincinnati, appointed to newly created position of marketing director for international division, responsible for sales and promotion of company's products in world market. **Bill Johnson,** Jergens' western regional manager, succeeds Mr. Englehart as field sales manager.

Keith Belben, for past three years manager of media research and statistics at Colman, Prentis & Varley Ltd., London-based advertising agency, promoted to media controller. Mr. Belben joined company in 1957.

Robert Smith, senior producer at CJCH Halifax, N. S., to Scottish Television Ltd., Glasgow, as program director.

Canadians elect Ferris


Mr. Ferris

Gordon Ferris, president of Radio & Television Representatives Ltd., Toronto, elected president of Station Representatives Association of Canada, succeeding **Andy McDermott** of Radio & Television Sales Inc., Toronto. **Paul Mulvihill,** president of company of same name, elected first vice president; **John Malloy,** sales manager of Canadian Broadcasting Corp., as second vice president; **Gaston Belanger** of Paul L'Anglais Inc., treasurer, and **Lorrie Potts,** president of his own company, secretary.

DEATHS

Sprague Mullikin, 47, executive VP and account executive at Perry-Brown Inc., Cincinnati advertising agency, died Dec. 5 at Deaconness Hospital there. He joined agency in 1939.

Roger Ludgin, 31, account executive at Leo Burnett Co., Chicago, and son of Earle Ludgin, board chairman of Earle Ludgin & Co., Chicago-based advertising agency, died Dec. 12 of heart attack at Evanston (Ill.) hospital.

George G. Barker, 55, manager of technical news section of Raytheon Co., Lexington, Mass., died Dec. 9 at his home in Cambridge, Mass. Mr. Barker had been with Raytheon for 21 years.

Kenneth Fickett, 60, associate director of radio shows for CBS, New York, died Dec. 14 of heart attack at bus terminal in Worcester, Mass. Mr. Fickett, whose wife, Ann, died Dec. 5, had been visiting relatives in Worcester and was on his way back to New York. Before joining CBS several years ago he was staff announcer for NBC.

Stan Jones, 49, writer of "Ghost Riders in the Sky" and other western songs, and TV actor who portrayed deputy in *Sheriff of Cochise,* died Dec. 13 in Queen of Angels Hospital, Los Angeles, after short illness.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Dec. 12 through Dec. 18 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *educational. Ann.—announced.

New TV stations

ACTIONS BY FCC

***Duluth, Minn.—Duluth-Superior Area Educational TV Corp.** Granted CP for new TV on VHF channel 8 (180-186 mc); ERP 316 kw vis., 159 kw aur. Ant. height above average terrain 922 feet, above ground 805 feet. P. O. address c/o George A. Beck, president, Central High School, Duluth 2. Estimated construction cost $340,000; first year operating cost $50,000; revenue $50,000. Studio location Superior, Wis.; trans. location Duluth. Geographic coordinates 46° 47′ 21″ north latitude, 92° 06′ 51″ west longitude. Type trans. Standard Electronic AH-634; type ant. Alford 1046P. Legal counsel Fly, Shuebruk, Blume & Gaguine, New York; consulting engineer George Carlson, Duluth. Principals: **board of trustees.** Action Dec. 13.

La Grande, Ore.—KTVB Inc. Granted CP for new TV on VHF channel 13 (210-216 mc); ERP 13 kw vis., 6.5 kw aur. Ant. height above average terrain 2,600 feet, above ground 90 feet. P. O. address Box 390, Boise, Idaho. Estimated construction cost $68,925; first year operating cost $36,500; revenue $36,500. Studio location Boise, trans. location Mount Fanny. Geographic coordinates 45° 18′ 33″ north latitude, 117° 44′ 09″ west longitude. Type trans. RCA TT-2BH, type ant. RCA TF6-AH. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington; consulting engineer H. W. Toedtemeier, Boise. KTVB Inc. is licensee of KTVB(TV) Boise, of which La Grande station will be satellite. Action Dec. 11.

Mayaguez, P. R.—Antilles Broadcasting Corp. Granted CP for new TV on UHF channel 16 (482-488 mc); ERP 5 kw vis., 0.5 kw aur. Proposed satellite of channel 19 San Juan. Ant. height above average terrain minus 116 feet, above ground 207 feet. P. O. address c/o Clement L. Littauer, Box 5627, San Juan, P. R. Estimated construction cost $61,124; first year operating cost $18,000; revenue $20,000. Studio and trans. location both in Mayaguez. Geographic coordinates 18° 12′ 26″ north latitude, 67° 08′ 48″ west longitude. Type trans. ITA 100OA; type ant. Alford 1044-S. Legal counsel Prince & Paul, consulting engineer David Steel & Associates, both Washington. Principals: **Julio M. Ortiz** and **Clement L. Littauer** (each 50%). Antilles also owns WRSJ San Juan. Also see below. Action Dec. 11.

Ponce, P. R.—Antilles Broadcasting Corp. Granted CP for new TV on UHF channel 14; ERP 5 kw vis., 0.5 kw aur. Proposed satellite of channel 19 San Juan. Ant. height above average terrain minus 100 feet, above ground 206 feet. Same address as above. Estimated construction cost, first year operating cost and revenue same as above. Studio and trans. location both in Ponce. Geographic coordinates 18° 00′ 28″ north latitude, 66° 36′ 50″ west longitude. For legal counsel, consulting engineer, types ant. and trans., principals and other broadcast ownership see above. Action Dec. 11.

APPLICATIONS

***Boston—WGBH Educational Foundation.** UHF channel 44 (650-656 mc); ERP 230 kw vis., 115 kw aur. Ant. height above average terrain 577 feet, above ground 233 feet. P. O. address c/o Hartford N. Gunn Jr., 238 Main Street, Cambridge 42, Mass. Estimated construction cost $269,482; first year operating cost $150,000. Studio location Cambridge, trans. location Milton, Mass. Geographic coordinates 42° 12′ 42″ north latitude, 71° 06′ 51″ west longitude. Type trans. RCA TTU-12A, type ant. RCA TFU-25G. Legal counsel Covington & Burling; consulting engineer Jansky & Bailey, both Washington. Principals: **board of trustees.** Nonprofit group is licensee of *WGBH-FM-TV Boston and *WFCR(FM) Amherst, Mass. Ann. Dec. 17.

***Hershey, Pa.—South Central Educational Broadcasting Council.** UHF channel 65 (776-782 mc); ERP 283 kw vis., 126 kw aur. Ant. height above average terrain 767 feet, above ground 192 feet. P. O. address c/o Fred E. Bryan, Community Center Building, Corner Chocolate and Cocoa Avenues, Hershey. Estimated construction cost $796,909; first year operating cost $225,000. Studio location Hershey, trans. location near Harrisburg, Pa., on Blue Mountain. Geographic coordinates 40° 20′ 45″ north latitude, 76° 52′ 06″ west longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-46B. Legal counsel Dow, Lohnes and Albertson; consulting engineer George C. Davis, both Washington. Principals: **members of council.** Ann. Dec. 17.

New AM stations

ACTIONS BY FCC

Corydon, Ind.—Harrison Radio Inc. Granted CP for new AM on 1550 kc, 250 w; conditioned to precluding presunrise operation with daytime facilities pending final decision in Doc. 14419. P. O. address c/o Mary R. Arms, Box 146, Salem, Ind. Estimated construction cost $17,000; first year operating cost $30,000; revenue $42,000. Principals: **Sam B. Holmes** and **Mary R. Arms** (each 41.86%), **Paul Dean Ford** (13.95%) and **Arthur D. Mitchell** (2.33%). Mr. Holmes is part owner of WAIN Columbia, Ky.; Mrs. Arms is housewife; Mr. Mitchell is agriculture agent for Purdue University; Mr. Ford is broadcast engineer. Grant is also conditioned to severance of all connections with WSLM Salem by Mrs. Arms's husband, Herbert L. Arms, commercial manager of WSLM, before program tests will be authorized. Action Dec. 11.

Moss Point, Miss.—Coastal Cities Broadcasting Inc. Granted CP for new AM on 1460 kc, 1 kw-D, DA; conditions include precluding presunrise operation with daytime facilities pending final decision in Doc. 14419. P. O. address Box 8352, Spring Hill Station, Mobile, Ala. Estimated construction cost $26,043; first year operating cost $40,000; revenue $45,000. Principals: **Howard M. Hempstead** and **Rebecca M. Hunter** (each 50%). Mr. Hempstead is Mobile businessman; Mrs. Hunter is insurance agent. Oct. 22 initial decision looked toward grant. Action Dec. 11.

Woodburn, Ore.—O. L. Withers. Granted CP for new AM on 940 kc, 250 w-D; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. P. O. address 245 Young Street, Woodburn. Estimated construction cost $15,851; first year operating cost $24,000; revenue $30,000. Mr. Withers owns retail lumber and building material firm. Oct. 23 initial decision looked toward grant. Action Dec. 12.

APPLICATIONS

Irondale, Ala.—Birmingham Broadcasting Co. 1480 kc, 5 kw-D; requests facilities of WIXI Irondale. P. O. address c/o Ellis J. Parker III, 1511 29th Street, N. W., Washington. Estimated construction cost $20,120; first year operating cost $50,000; revenue $50,000. Principals: **Oscar Hyde** (34%), **James G. Lang** and **Ellis J. Parker III** (each 33%). Mr. Lang is majority owner of WNOP Newport, Ky.; Mr. Hyde is part owner of finance firms; Mr. Parker is attorney. Ann. Dec. 17.

Yoakum, Tex.—H. H. Huntley. 1140 kc, 250 w-D. P. O. address c/o James E. Cross, State Bank Building, Yoakum. Estimated construction cost $9,000; first year operating cost $36,000; revenue $45,000. Mr. Huntley is past owner of KHHH Pampa, Tex. Ann. Dec. 16.

Existing AM stations

ACTIONS BY FCC

KRSA Alisal, Calif.—Granted mod. of license to change designation to station location to Salinas, to which Alisal was recently annexed. Action Dec. 18.

WABR Winter Park, Fla.—Granted application to change operation on 1440 kc from 5 kw-D to 1 kw-N, 5 kw-LS, DA-N; conditions. Commissioner Cox dissented. Action Dec. 18.

CALL LETTERS ASSIGNED

■ KBIB Monette, Ark.—Buffalo Island Broadcasting Co.

■ WONS Tallahassee, Fla.—Donald C. Price. Changed from WRFB.

■ WGLC Mendota, Ill.—Mendota Broadcasting Co.

■ WHCQ Spartanburg, S. C.—Spartanburg Broadcasting Co. Changed from WZOO.

APPLICATION

KPRM Park Rapids, Minn.—CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Dec. 17.

New FM stations

ACTIONS BY FCC

Freeport, Ill.—Triad Television Corp. Granted CP for new FM on 98.5 mc, channel 253, 12.5 kw. Ant. height above average terrain 165 feet. P. O. address 9 North Chicago Avenue, Freeport. Estimated construction cost $9,296; first year operating cost $5,000; revenue $8,000. Triad is licensee of WPRL Freeport. Action Dec. 11.

South Bend, Ind.—Booth Broadcasting Co. Granted CP for new FM on 103.9 mc, channel 280A, 3 kw. Ant. height above average terrain 151 feet. P. O. address c/o J. L. Booth, 2300 Buhl Building, Detroit 26. Estimated construction cost $14,770; first year operating cost $12,000; revenue $10,000. Booth is licensee of WJVA South Bend. Action Dec. 17.

Oskaloosa, Iowa—Oskaloosa Broadcasting Co. Granted CP for new FM on 106.3 mc, channel 292, ERP 2.9 kw. Ant. height above average terrain 283 feet. P. O. address c/o Glen Stanley, Box 518, Oskaloosa. Estimated cost of construction $15,920; first year operating cost $8,600; revenue $5,000. Applicant is licensee of KBOE Oskaloosa. Ac-

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(a suburb of Washington)
Phone: 301 427-4666
Member AFCCE

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY
MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, Laclede 4-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: ME 8-1022

tion Dec. 11.

Bowling Green, Ky.—Bowling Green Broadcasters Inc. Granted CP for new FM on 96.7 mc, channel 244, 3 kw. Ant. height above average terrain 195 feet. P. O. address c/o Cy N. Bahakel, Box 1050, Roanoke, Va. Estimated construction cost $7,560; first year operating cost $8,000; revenue $13,000. Applicant is licensee of WLBJ Bowling Green. Action Dec. 11.

Rochester, Minn.—Southern Minnesota Broadcasting Co. Granted CP for new FM on 106.9 mc, channel 295, 100 kw. Ant. height above average terrain 1,140 feet. P. O. address 100 First Avenue Building, Rochester, attention G. David Gentling. Estimated construction cost $60,165; first year operating cost $60,000; revenue $75,000. Southern is licensee of KROC Rochester. Action Dec. 11.

Sedalia, Mo.—Yates Broadcasting Co. Granted CP for new FM on 92.1 mc, channel 221, 2.65 kw. Ant. height above average terrain 280 feet. P. O. address radio station KSIS Sedalia, Box 207. Estimated construction cost $13,061; first year operating cost $22,500; revenue $35,000. Principals: **Carl W. Yates Jr.** and **Christine Yates** (each 50%), equal owners of KSIS. Action Dec. 11.

Bozeman, Mont.—Gallatin Empire Broadcasters. Granted CP for new FM on 93.7 mc, channel 229, 28.5 kw. Ant. height above average terrain minus 295 feet. P. O. address Box 238, Belgrade, Mont. Estimated construction cost $46,210; first year operating cost $30,000; revenue $30,000. **Ben Hespen**, sole owner, owns radio and TV sales and service shop. Action Dec. 11.

Laconia, N. H.—WLNH Inc. Granted CP for new FM on 98.3 mc, 2 kw. Ant. height above average terrain 360 feet. P. O. address c/o Kimberley Johnson, Masonic Temple Building, Laconia. Estimated construction cost $20,000. Applicant is licensee of WLNH Laconia. Action Dec. 11.

Lumberton, N. C.—Southeastern Broadcasting Corp. Granted CP for new FM on 102.3 mc, channel 272A, ERP 3 kw. Ant. height above average terrain 270 feet. P. O. address c/o Albert Kann, Box 1056, Lumberton. Estimated cost of construction $11,262; first year operating cost $5,000; revenue $6,000. Applicant is licensee of WAGR Lumberton and WDMS Lynchburg, Va.; also has application for new FM in Lynchburg. Action Dec. 11.

Springfield, Tenn.—Springfield Broadcasting Co. Granted CP for new FM on 94.3 mc, channel 232, 3 kw. Ant. height above average terrain 215 feet. P. O. address Box 464, Springfield. Estimated construction cost $12,281; first year operating cost $5,000; revenue $9,000. Springfield is licensee of WDBL Springfield. Action Dec. 11.

APPLICATIONS

St. Augustine, Fla.—Ponce de Leon Broadcasting Co. 97.7 mc, channel 249, 295 w. Ant. height above average terrain 178 feet. P. O. address c/o John E. Bernhard Jr., WFOY St. Augustine. Estimated construction cost $8,075; first year operating cost $5,000; revenue $10,000. Applicant is licensee of WFOY St. Augustine. Ann. Dec. 13.

Springfield, Ill.—WPFA Radio Inc. 104.5 mc, channel 283, 46.6 kw. Ant. height above average terrain 423 feet. P. O. address c/o J. W. O'Connor, 600 Waukegan Road, Glenview, Ill. Estimated construction cost $21,495; first year operating cost $1,200; no estimated revenue. Applicant is licensee of WCVS Springfield. Ann. Dec. 13.

Hartford City, Ind.—Heart of Hoosierland Inc. 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 125 feet. P. O. address Box 194, Franklin, Ind. Estimated construction cost $13,125; first year operating cost $21,600; revenue $30,000. Principals: **Dallas D. Montgomery, Charles R. Banks** and **Howell B. Phillips** (each 33 1/3%). Mr. Phillips owns WIFN-FM Franklin; Mr. Banks is manager of WIFN-FM; Mr. Montgomery is farmer. Ann. Dec. 16.

Lafayette, Ind.—WAZY Radio Inc. 96.7 mc, channel 244A, 3 kw. Ant. height above average terrain 138 feet. P. O. address c/o J. E. Willis, 420 Columbia Street, Lafayette. Estimated construction cost $13,406; first year operating cost $8,000; revenue $8,000. Applicant is licensee of WAZY Lafayette. Ann. Dec. 18.

Jackson, Miss.—Marvin H. Osborne. 94.7 mc, channel 234, 26.8 kw. Ant. height above average terrain 297 feet. P. O. address Box 1562, Jackson. Estimated construction cost $39,081; first year operating cost $26,100; revenue $36,000. Dr. Osborne is sole owner. Ann. Dec. 18.

Poplarville, Miss.—Ben O. Griffin. 107.9 mc, channel 300, 100 kw. Ant. height above average terrain 140 feet. P. O. address 101 Main Street, Picayune, Miss. Estimated construction cost $24,850; first year operating cost $12,000; revenue $18,000. Mr. Griffin, sole owner, also owns WRPM Poplarville. Ann. Dec. 16.

Washington Court House, Ohio—The Court House Broadcasting Co. 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 200 feet. P. O. address c/o W. N. Nungesser, Masonic Building, Washington Court House. Estimated construction cost $13,000; first year operating cost and revenue in conjunction with AM operation. Applicant is licensee of WCHO Washington Court House. Ann. Dec. 16.

Florence, S. C.—Altantic Broadcasting Inc. 103.1 mc, channel 276A, 3 kw. Ant. height above average terrain 300 feet. P. O. address c/o Paul H. Benson Jr., Box 1211, Florence. Estimated construction cost $19,000; first year operating cost $12,000; revenue $12,000. Applicant is licensee of WJMX Florence. Ann. Dec. 18.

Austin, Tex.—Austin Broadcasting Co. 94.7 mc, channel 234, 25.2 kw. Ant. height above average terrain 208 feet. P. O. address 113 West 8th Street, Austin. Estimated construction cost $34,000; first year operating cost $36,000; revenue $30,000. Applicant is licensee of KVET Austin. Ann. Dec. 16.

Neenah-Menasha, Wis.—John J. Dixon. 105.7 mc, channel 289. 50 kw. Ant. height above average terrain 140 feet. P. O. address c/o WAPL, 109 South Appleton Street, Appleton, Wis. Estimated construction cost $34,739; first year operating cost $15,659; revenue $20,800. Applicant is licensee of WAPL. Ann. Dec. 18.

Neillsville, Wis.—Central Wisconsin Broadcasting Inc. 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 235 feet. P. O. address 140 West 5th Street, Neillsville. Estimated construction cost $11,943; first year operating cost $5,000; revenue $5,000. Applicant is licensee of WCCN Neillsville. Ann. Dec. 17.

Existing FM stations

CALL LETTERS ASSIGNED

■ KDHI-FM Twenty-Nine Palms, Calif.—Hi-Desert Broadcasting Corp.

■ *WSLU(FM) Canton, N. Y.—The St. Lawrence University.

■ WDAO(FM) Dayton, Ohio—WAVI Broadcasting Corp. Changed from WAVI-FM.

■ WMSH-FM Elizabethtown, Pa.—Hershey Broadcasting Co. Changed from WEZN-FM.

■ WDKN-FM Dickson, Tenn.—Dickson Broadcasting Co.

■ WRHM-FM Livingston, Tenn.—Upper Cumberland Broadcasters. Changed from WRHM(FM).

■ KCUL-FM Fort Worth—Dalworth Broadcasting Inc.

■ KLEF(FM) Houston—Apollo Broadcasting Co. Changed from KARO(FM).

■ WWLA(FM) La Crosse, Wis.—William E. and Louise A. Bruring.

Ownership Changes

ACTIONS BY FCC

KATA Arcata, Calif.—Granted acquisition of positive control of licensee corporation, **M & P Radio Broadcasting Corp.**, by **Earl J. Madray** (100% after transfer, 50% before) through purchase of stock from **Robert D. Price** (50%). Consideration $1,200 and assumption of debt. Action Dec. 17.

KFOX-AM-FM Long Beach, Calif.—Granted transfer of control of licensee corporation, **KFOX Inc.**, from **Richard Goodman** (55%), **Mason A. Loundy** (20%) and **Egmont Sonderling** (25%) to **WOPA Inc.**, owned by same persons in same percentages. No financial consideration involved. Also see KDIA Oakland, Calif. Action Dec. 13.

KDIA Oakland, Calif.—Granted transfer of control of licensee corporation, **KDIA Inc.**, from **Richard Goodman** (52.25%), **Mason A. Loundy** (19%) and **Egmont Sonderling** (23.75%) to **WOPA Inc.** No financial consideration involved. For other information see KFOX-AM-FM Long Beach, Calif. Action Dec. 13.

WSOK Savannah, Ga.—Granted transfer of control of licensee corporation, **Fisher Broadcasting Inc.**, from **Joe Speidel III** (100%) to **Speidel Broadcasters Inc.** (100%). No financial consideration involved. For other information see WOIC Columbia, S. C., and WKET(FM) Kettering, Ohio. Action Dec. 16.

WGOV Valdosta, Ga.—Granted assignment of license from **W. H. Keller Jr.** (498 shares of 10,000 shares outstanding) and others, d/b as **Georgia-Florida Radio and Tv Co.**, to **E. D. Rivers Jr.** (99.98%), **Marie R. Rivers** and **Hubert E. Ulmer** (each .01%), tr/as **WGOV Inc.** Consideration is cancellation of $100,000 mortgage note. Mr. Rivers is owner of WGUN Atlanta, WEAS Savannah, both Georgia, KWAM Memphis, Tenn., and WSWN Belle Glade, Fla. Action Dec. 11.

WDZ Decatur, Ill.—Granted assignment of license from **Mid-States Broadcasting Co.**, owned by **Frank C. Schroeder Jr.** (100%), to **Prairieland Broadcasters**, owned by **Stephen P. Bellinger** and **Morris E. Kemper** (each 30%), **Joel W.** and **Ben H. Townsend** (each 15%) and **T. Keith Coleman** (10%). Consideration $308,750. Prairieland owns WRAM Monmouth and WIZZ Streator, both Illinois. Action Dec. 12.

WBTO Linton, Ind.—Granted transfer of control of licensee corporation, **Linton Broadcasting Inc.**, from **Henry C. Sanders** (75%) and **Norman Hall** (25%) to **Harrison D.** and **Geraldine Bordman** (100%). Consideration $32,460. Mr. Bordman is WBTO general manager, Mrs. Bordman is program director. Action Dec. 12.

WWOM New Orleans—Granted assignment of license from **Franklin Broadcasting Co.**, owned by **William F. Johns Jr.** (43.6%) and **Sr.** (2.3%) and others, d/b as **WWOM Inc.**, to **David W. Wagenvoord** (66 2/3%) and **Fred P.** and **Myrtle R. Westenberger** (33 1/3% jointly), tr/as **Wagervoord Broadcasting Inc.** Consideration $450,000. Assignees control KVIM New Iberia, La. Commissioner Robert T. Bartley dissented. Action Dec. 18.

WNAV-AM-FM Annapolis, Md.—Granted transfer of control of licensee corporation, **Capital Broadcasting Co.**, from **Washington Broadcasting Co.** to stockholders of Washington in proportion to their ownership. No financial consideration involved. Action Dec. 17.

KEVE and KADM(FM), both Golden Valley, Minn.—Granted assignment of licenses from **Western Broadcasting Corp.** to Western and **John Poole Radio Properties Inc.** (each 50%), d/b as **Minneapolis-St. Paul Radio Broadcasters.** Consideration $200,000. Poole firm is owned by John H. Poole. Mr. Poole has interests in KGLM Avalon, Calif., KBIG(FM) Los Angeles and KRAK Sacramento, Calif. Action Dec. 12.

WRTV(TV) Asbury Park, N. J.—Granted transfer of control of permittee corporation, **Atlantic Video Corp.**, from **Walter Reade Inc.** to **Walter Reade-Sterling Inc.**, sister corporations. No financial consideration involved. Action Dec. 11.

WPAL Charleston, S. C.—Granted transfer of control of licensee corporation, **Speidel Broadcasting Corp. of Charleston**, from **Joe Speidel III** (99.98%) to **Speidel Broadcasters Inc.** (99.98%). No financial consideration involved. For other information see WOIC Columbia, S. C., and WKET(FM) Kettering, Ohio. Action Dec. 16.

WOIC Columbia, S. C., and WKET(FM) Kettering, Ohio—Granted transfer of control of licensee corporation, **Speidel Broadcasting Corp.**, from **Joe Speidel III** (83.33%) to **Speidel Broadcasters Inc.** (83.33%), owned by Mr. Speidel (90%), **Jean W. Speidel** (9%) and **Hayes B. Wood** (1%). No financial consideration involved. Also see grants for WPAL Charleston, and WSOK Savannah, Ga. Speidel Broadcasters has application pending for acquisition of WHIH Portsmouth, Va. Action Dec. 16.

KTXN(TV) Austin, Tex.—Granted assignment of CP from **John R. Powley** (50%), **Robert D. Ballard** (25%), **Charles F. Schneider** (12.5%) and **Charles W. Pittman** and **Perry L. Blankenship** (each 6.25%), d/b as **Texas Longhorn Broadcasting Corp.**, to **John R. Kingsberry, R. E. Janes Jr., Bryant M. Collins, Victor L. Brooks**, and Texas Longhorn Broadcasting (each 10%) and **E. G. Kingsbery** (17.5%), **John W. Stayton** (15%), **Allen B. Heard** and **Roderick E. Kennedy** (each 6.25%) and **Marion B. Findlay** (5%), tr/as **Southwest Republic Corp.** Consideration $36,744 and issuance of 10% of stock to Longhorn. New principals are local business and professional men. Action Dec. 17.

KWLD Liberty, Tex.—Granted assignment of license from **L. A. Wofford** (100%), d/b as **KWLD Broadcasting**, to **Harlan Friend, J. C. Zbranek** and **O. Kenneth Creel** (each 33 1/3%), tr/as **Southeast Texas Broadcasting.** Consideration is assumption of $54,649 in liabilities. Messrs. Friend and Zbranek are attorneys; Mr. Creel is salesman. Action Dec. 13.

KRRV Sherman, Tex.—Granted assignment of license from **A. Boyd Kelley** (92%) and others, d/b as **Red River Broadcasting Co.**, to **William Wayne Phelps** (100%). Consideration $155,000. Mr. Phelps owns KALG Alamogordo, N. M. Action Dec. 13.

KUTV(TV) Salt Lake City—Granted transfer of control of licensee corporation, **KUTV Inc.**, from **The Standard Examiner Publishing Co.** to new firm owned by same persons in same percentages, **The Standard Corp.** No financial consideration involved. Action Dec. 17.

WYFI(FM) Norfolk, Va.—Granted assignment of license from **Metro-WBOF Inc.**, owned by **Temple W. Seay** (100%), to **WYFI-FM Radio Inc.**, owned by **Dudley D. Cocke, George C. Garris, Robert E. Garris,**

J. Powell Watson and **Harry I. Warren** (each 20%). Consideration $53,100. Principals are local businessmen. Action Dec. 11.

KAGT Anacortes, Wash.—Granted assignment of license from **Angus W. Lehnhoff** (100%), d/b as **KAGT Inc.**, to **Archie Baker** (100%), trustee in bankruptcy. No financial consideration involved. Also see grant below. Action Dec. 11.

KAGT Anacortes, Wash.—Granted assignment of license from **Archie Baker** (100%), trustee in bankruptcy, to **Paul A. Goodin** (38.7%), **M. Earl McLaren, Donald R. Williams** (each 19.3%) and others, tr/as **Island Broadcasting Co.** Consideration $25,000. Mr. Goodin is attorney; Messrs. McLaren and Williams are stock brokers. Also see grant above. Action Dec. 11.

KIRO-AM-FM-TV Seattle—Granted transfer of control of licensee corporation, **Queen City Broadcasting Co.**, from **Saul Haas** (50.2%) to **Wasatch Radio & Television Co.** (59.9% after transfer, 9.7% before), wholly owned by **Church of Jesus Christ of Latter-Day Saints.** Consideration $5,095,500 and 10 year employment contract. Church has interests in KSL-AM-FM-TV Salt Lake City; KID-AM-TV Idaho Falls and KBOI-AM-FM-TV Boise, both Idaho, and international shortwave station WRUL Scuituate, Mass. Action Dec. 17.

WCST Berkeley Springs, W. Va.—Granted transfer of control of licensee corporation, **Berkeley Springs Radio Station Corp.**, from **Gary L. Daniels, Thomas B. Butscher** and **Kenneth E. Robertson** de facto to same persons de jure; application will affect no change of control. No financial consideration involved. Action Dec. 17.

APPLICATIONS

KALF Mesa, Ariz.—Seeks acquisition of positive control of licensee corporation, **Maricopa County Broadcasters Inc.**, by **Lee Ackerman** (51% after transfer, 20% before) through purchase of stock from **Sheldon A. Engel** (20% after, 51% before). Consideration $31,000. Ann. Dec. 13.

KTOB Petaluma, Calif.—Seeks assignment of license from **Top of the Bay Inc.** to **William B. Grover, James H. Hurley** and **Kal W. Lines**, co-trustees in bankruptcy. No financial consideration involved. Ann. Dec. 12.

KCOY Santa Maria, Calif.—Seeks acquisition of positive control of licensee corporation, **Arenze Broadcasters**, by **James H. Ranger** and **Ed J. Zuchelli** (each 50% after transfer, 42% before) through sale of stock by **Burns Rick** (16%) to licensee corporation. Consideration $12,000. Ann. Dec. 13.

KBTR Denver—Seeks assignment of license from **Empire Broadcasting Inc.** to parent corporation, **Mullins Broadcasting Co.** No financial consideration involved. Ann. Dec. 18.

WCME-AM-FM Brunswick, Me.—Seeks assignment of license (AM) and CP (FM) from **Westminster Broadcasting Co.**, owned by **William N. McKeen** and **Roger H. Strawbridge** (each 50%), to **Central Maine Broadcasting System Inc.**, owned by **Roland G. Fortin** (36%), **Maurice L. Goulet** (24%) and **John J.** and **Gerald R. Pineau** (each 20%). Consideration $127,500. Messrs. Fortin, Goulet and G. R. Pineau are businessmen; J. J. Pineau is engineer of WGAN-TV Portland, Me. Ann. Dec. 16.

KDKD Clinton, Mo.—Seeks assignment of license from **William J. Allen, William R. Tedrick** and **Eva G. Tedrick**, executrix of estate of **O. A. Tedrick**, deceased (each 33 1/3%), d/b as **Osage Broadcasting Co.**, to **Osage Broadcasting Inc.**, equally owned by Messrs. Allen and W. R. Tedrick and Mrs. Tedrick. No financial consideration involved. Ann. Dec. 12.

WCSL Cherryville, N. C.—Seeks assignment of CP from **Cherryville Broadcasting Inc.**, owned by **Jack W. Franks** and others, to **Rawley Broadcasting Inc.**, owned by **David A. Rawley Jr.** and **Richard H. Jones** (each 50%). Consideration $12,000. Messrs. Rawley and Jones have interests in WLAF La Follette, Tenn. Ann. Dec. 18.

WEAL Greensboro, N. C.—Seeks assignment of license from **Charlotte Radio and Television Corp.** to subsidiary, **WEAL Inc.** No financial consideration involved. Ann. Dec. 16.

KWTV(TV) Oklahoma City—Seeks assignment of license from **Oklahoma Television Corp.**, owned by **KATV Inc.** (50%) and **Luther T. Dulaney** and **Roy J. Turner** (each 25%), to KATV Inc., licensee of KATV(TV) Little Rock, Ark. Consideration is all technical equipment involved in operation of KWTV, KATV, and KTUL-TV Tulsa, Okla. Also see KTUL-TV application below. Ann. Dec. 13.

KTUL-TV Tulsa, Okla.—Seeks assignment of license from **Tulsa Broadcasting Co.** to **KATV Inc.**; two corporations have approximately same ownership. For other information see KWTV(TV) Oklahoma City application above. Ann. Dec. 13.

WEPM-AM-FM Martinsburg, W. Va.—Seeks assignment of license from **C. M. Zinn** and **C. Leslie Golliday** (each 50%), d/b as **Martinsburg Broadcasting Co.**, to Mr. Golliday (100%). Consideration $35,000. Ann. Dec. 17.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Dec. 18

	ON AIR Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,855	66	117	286
FM	1,114	21	102	238
TV	522[1]	57	83	121

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Dec. 18

	VHF	UHF	TOTAL TV
Commercial	476	89[2]	565[1]
Noncommercial	53	29	82

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Nov. 30

	AM	FM	TV
Licensed (all on air)	3,850	1,113	522[1]
CP's on air (new stations)	71	22	57
CP's not on air (new stations)	114	89	80
Total authorized stations	4,035	1,224	659[1]
Applications for new stations (not in hearing)	172	215	65
Applications for new stations (in hearing)	117	11	57
Total applications for new stations	289	226	122
Applications for major changes (not in hearing)	215	60	40
Applications for major changes (in hearing)	48	2	9
Total applications for major changes	263	62	49
Licenses deleted	0	0	0
CP's deleted	1	3	0

[1]Does not include seven licensed stations off air.
[2]Includes three noncommercial stations operating on commercial channels.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Thomas H. Donahue issued supplemental initial decision affirming March 29 initial decision which looked toward granting application of Radio Voice of Central New York Inc. for new AM on 1540 kc, 50 kw, DA, D, in Syracuse, N. Y., and denying application of Wide Water Broadcasting Inc. seeking new station on same frequency with 1 kw-D, in East Syracuse, N. Y. Action Dec. 18.

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Brainerd Broadcasting Co. to change operation of KLIZ Brainerd, Minn., on 1380 kc from 1 kw-D, to 5 kw, unl., DA-N, and change trans. site; conditioned that presunrise operation with daytime facilities is precluded pending final decision in Doc. 14419. Action Dec. 17.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward denying application of Mississippi Valley Microwave Inc. for common carrier microwave system to relay programs of WTCN-TV and *KTCA-TV Minneapolis-St. Paul to prospective customers at Winona, Minn., and LaCrosse, Wis. Action Dec. 17.

DESIGNATED FOR HEARING

WLOD, Franklin Broadcasting Co., Pompano Beach, Fla.—Designated for hearing application to transfer control to William F. Johns Jr. (86.8%) and William F. Johns Sr. (13.2%) on issues to determine whether grant would be consistent with commission's policy against "trafficking" in light of previous acquisitions and dispositions of interests in broadcast stations by transferees. Commissioner Cox not participating. Action Dec. 18.

United Artists Broadcasting Inc., Cleveland Telecasting Corp. and The Superior Broadcasting Corp., all Cleveland—Designated for consolidated hearing applications for new TV stations on channel 65. Action Dec. 18.

OTHER ACTIONS

The Incorporated Village of Southampton, N. Y., Southampton, N. Y.—Waived Sect. 74.702(c)(5) of rules and granted CP for new UHF TV translator on channel 83 to rebroadcast programs of WPRO-TV (ch. 12) Providence, R. I.; condition. Action Dec. 18.

■ By memorandum opinion and order, commission denied petition by Chambersburg Broadcasting Co. (WCHA-AM-FM), Chambersburg, Pa., for stay, pending action on petition for reconsideration, of Sept. 25 action which granted application of Reese Broadcasting Corp. for change of operation of WCBG Chambersburg, Pa., on 1590 kc from 5 kw-D, to 1 kw-N, 5 kw-LS, DA-N, and which denied opposing petition by Chambersburg, and WCBG's motion to dismiss latter's petition. Action Dec. 18.

■ By memorandum opinion and order, commission denied petitions by W. D. Frink, tr/as Jefferson Radio Co., and Jefferson Radio Inc. for reconsideration and stay of previous actions which denied application by Frink for license to cover CP of WIXI Irondale, Ala., and which afforded him time to Jan. 1, 1964, solely to wind up affairs. Application for assignment of CP to Jefferson Radio Inc. had been rendered moot by denial of Frink's license application. Commissioner Cox not participating. Action Dec. 18.

■ By memorandum opinion and order, commission denied petition by WHDH Inc. (WHDH-TV) for reconsideration of portion of Boston TV channel 5 hearing order which rejected WHDH request for dismissal of application of Greater Boston TV Inc. Commissioner Cox absent. Action Dec. 18.

■ By memorandum opinion and order, commission affirmed Nov. 15 action in voting to deny 14 petitions for reconsideration of May 29 denial of drop-in of VHF channels with short spacing in seven markets—Johnstown, Pa. (channel 8); Baton Rouge (channel 11); Dayton, Ohio (channel 11); Jacksonville, Fla. (channel 10); Birmingham, Ala. (channel 3); Knoxville, Tenn. (channel 8), and Charlotte, N. C. (channel 6). Commissioners Hyde and Ford dissented in part and concurred in part; Commissioner Cox dissented with statement; Commissioner Loevinger concurred with statement. Action Dec. 18.

■ Commission granted request by The Journal Co. for STA for 90 days to experiment with utilization of special transmissions over WTMJ-TV Milwaukee in order to

Continued on page 74

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.*
- All other classifications, 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Station Mgr. new daytime station Mpls, Minn. area—strong on sales and capable of complete management. Opportunity for investment. Box P-163, BROADCASTING.

Sales

Fine opportunity young creative salesmen offered by seven station Mich-Wisc group. Our stock-holders, key personnel come through our sales department. Rapid advancement to qualified person. Box P-153, BROADCASTING.

Large east coast market. Resumes to include references. Chain operation. Appearance, intelligence and ambition combined with hard work will provide a decent living with an adult programed station. Capabilities, potential more important than formal experience. I need you right now. Box P-165, BROADCASTING.

Station manager, must be heavy on local sales and be able to create local salable promotions, New England daytimer. Opportunity for investment. Send full resume, financial requirements and picture in first letter. Box P-186, BROADCASTING.

Detroit . . . Select situation for experienced top salesman, must be capable of management. Good salary plus with top station, multiple chain. Box P-230, BROADCASTING.

N.Y.S.—Fine opportunity for experienced salesmen—send resume. Box P-244, BROADCASTING.

Sales manager wanted to launch new 5 kw in East that covers 2 large cities. Opportunity unlimited. Write Box P-253, BROADCASTING.

Arizona—salesman/announcer. Emphasis sales. Good character & credit rating. Adult radio. KAFF, P.O.B. 1930, Flagstaff.

Radio salesman—Mature, experienced, aggressive for permanent sales position with No. 1 Pulse station in Illinois' No. 2 market. A good family man with solid radio sales background will earn a substantial income. Contact: John R. Speciale, WRRR, Rockford, Ill.

Account executive to call on major Madison Avenue agencies for WTFM, New York City's first and only fulltime FM stereo station. $10,000 a year. Call Lenox 9-5600 or send resume.

Immediate opening for sales manager in small west Texas station. Good opportunity for aggressive energetic salesman. Fred Barbee, Drawer 457, Seminole, Texas.

Announcers

If you are a competent aggresive newsman and comprehend mobile news coverage, we want to hear from you. Highly respected top-rated operation in Illinois. Send tape and complete resume to: Box P-114, BROADCASTING.

Opening Jan. 15. Young annor., mature voice, some commercial staff and sports experience. Good small market operation. Modern facilities, loaded with fringe benefits. Adult station, fine image. $90 wk. start—raises. No selling or copy writing. Near eastern metropolitan city. Box P-180, BROADCASTING.

Announcer—1st ticket. No maintenance. Middle Atlantic area within 60 miles of Nation's capital. Complete resume to Box P-201, BROADCASTING.

Announcers—(Cont'd)

Texas kilowatt needs mature, experienced dj for adult programing. If you can sell a commercial and make a record show sound interesting, send air check, resume, and references. All tapes returned. $100.00 week. Box P-208, BROADCASTING.

Attention Southwest area first phones. All night stint at major open soon. Adhere to format and programed music. No maintenance required. Announcing takes priority. Send tape including news and resumes to Box P-227, BROADCASTING.

1st phone announcer—start at $120.00, prefer men from Iowa, Illinois or Missouri. Many extras. New studios. New equipment. Old established central states medium market station. Send full details, tape & photo to Box P-229, BROADCASTING.

Negro announcer experienced for long-established Maryland radio station 1st phone preferred but not mandatory. Car needed. Send resume, references, picture first letter. Hold tapes until we advise. Box P-265, BROADCASTING.

Need experienced newsman-announcer, good on news, for Southwest kilowatt. Tape and resume. Box P-270, BROADCASTING.

Experienced announcer for middle of road format. KBRZ, Freeport, Texas.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

KNOE radio, 540 kcs, a swinging, good-music station with adult appeal, is looking for stable, reliable, first-ticket announcer. Our signal covers three states and serves one-million people. Our format is "top-forty-style" without "top-forty" music. If you meet the above qualifications, if you are looking for a position with security, write to Larry Graham, P.D., KNOE radio, Monroe, Louisiana. No maintenance work is required. Send tape, resume and references. No calls please.

Young, single announcer with competent news and commercial delivery. Daytime, independent KVWM, Showlow, Ariz.

Announcer with first phone. No maintenance. WAMD, Aberdeen, Md.

Need top morning personality immediately. Life time security, best conditions. Telephone (717) 825-5528. Jim Ward, WBAX, Wilkes Barre, Pa.

Metropolitan Detroit station wants experienced dependable air personality. Send tape and resume to WBRB, Box 2164, Livonia, Mich.

First class ticket required—combo man for 1 kw daytimer. Tell all first letter. General Manager, WEBO, Owego, New York.

Announcer. Live, swinging, personality, top 40 operation WHSL, Wilmington, N. C.

Florida number 1 independent calling: Florida major market needs swinging jock with or without 1st ticket, to handle mid day show in fast paced top 40. Good pay, medical benefits and hops. Metro area. This is immediate. Contact John Gilbert, Program Director, WLOF, Orlando, Florida.

It's a fact—First phone announcers earn more money! Secure your future with an FCC First Class License. Five weeks in beautiful, warm and sunny Florida. And now, in addition to REI's famous five (5) week first phone course—now third phone, plus broadcast endorsement by correspondence. Only $16.00. Same famous guarantees the residence course. License or complete refund. Radio Engineering Institute of Florida, Inc., 135 N. Pineapple Avenue, Sarasota, Fla.

Technical

Chief, 5 kw fulltime, New England, at least 7 years exp. construction & maint. Good administ. Box P-243, BROADCASTING.

Wanted engineer with or without announcing ability for Massachusetts station. Box P-247, BROADCASTING.

Chief engineer—opening January 1964. Midwest 5 kw directional. Good pay and benefits to mature technician willing to assume departmental responsibility. State requirements and references. Box P-252, BROADCASTING.

Experienced chief engineer for thousand watt daytimer in Southwest. Desirable to do about 10 to 15 hours weekly as announcer. Box P-267, BROADCASTING.

Wanted: First phone engineer with experience in AM and completely automated FM. Send full particulars and general salary requirements first letter to KBIM Box 910, Roswell, New Mexico.

Have immediate opening for combination chief engineer/announcer. Prefer young man 25 to 40 with minimum of 2 years experience. Minimum amount of announcing necessary. Send full particulars and salary requirements at once to Winston Wrinkle, President, KBST radio, Box 1632, Big Spring, Texas.

Wanted, chief engineer for station operating directional nighttime, capable of complete maintenance. Some announcing. Send resume, salary requirements, and photo to KENN radio, Box K, Farmington, New Mexico.

Chief engineer, heavy technical, some announcing, 1000 watt directional, salary open. Send tape and resume. WITY, Box 142, Danville, Ill.

Immediate opening for chief engineer for small market 5 kw daytimer. Call James Childress, 586-2221, Sylva, North Carolina.

State of Nevada—communications specialist—$787-$959. B.S. degree in electrical engineering plus 5 years experience in planning and/or administering two way radio communications systems or the equivalent. Possession of a valid second or first class radio telephone operator's license is also required. Career appointment—excellent fringe benefits including retirement plan—paid sick and vacation leave—group insurance. Apply Personnel Division, Carson City, Nevada.

Production—Programing, Others

Need both experienced news director and dj. Want mature voices. Good pay. Send tape, resume to Box N-185, BROADCASTING.

Mississippi daytimer needs two outstanding radio personalities. Must operate tight board. Top 100 format. No drifters, drinkers, ladies men or "nuts" need apply. Brand new equipment throughout. Finest offices and studios in state. Serving trade area of over 200,000. Unusual opportunity for right men. If you are a good production man or can write copy or have a first phone ticket or have management in mind you should look into this. Only men of over two years commercial experience will be considered. Send complete resume, including references, photo, tape, and salary requirements to Box P-233, BROADCASTING.

Experienced program director wanted. Top 40 announce part time-active local, alert. Wonderful opportunity. West Texas. References, tape, experience, picture, salary expected. Box P-278, BROADCASTING.

Production Programing & Others

Continued

Wanted—Program director for position in the sunny Southwest. Why freeze in that old cold North? If you can make a station please the listeners are ready to start work by January 1, write or telephone station KPBM, Carlsbad, New Mexico.

Newsman wanted immediately for local news. Good salary. Contact C. L. Riley, phone office 796-7684, home 796-8732, WBRW, Big Rapids, Mich.

Immediate opening for fulltime newsman. Need man with ability to find, report and build local news stories, and maintain present outstanding reputation. Send tape and resume with history of earnings to Jim McDonald, WKNY, Kingston, New York.

Newsman—Wgic, AM dial 1500, Xenia, O. Write or call Dick Moran, Gen. Mgr., Don't call collect.

Situations Wanted—Management

Qualified to manage. Eight years experience in AM and FM. References, New York State only. Box P-76, BROADCASTING.

Veteran announcer earning $8,000 wishes to make transition to management. College graduate, creative, industrious, versatile. Age 29. Box P-159, BROADCASTING.

$15,000 buys veteran of 15 years combo general manager-sales manager-chief engineer with around-the-clock dedication to your growth. Prefer Northeast or Florida. Box P-235, BROADCASTING.

Selling manager—20 years experience radio and TV, major and medium markets. Proven record. Box P-245, BROADCASTING.

First phone man: Experienced in management, sales, copy, production, programing, news, music, c&w, top-40, popular, metropolitan, farm, Top audience rating. Present income $750.00 per month plus. Prefer medium or small market. Will consider buying into a station. Family man, 45, sober, dependable. Box P-250, BROADCASTING.

Situation Wanted—Sales

Young married salesman-announcer wants to move ahead. Permanent position with growing outfit desired with an outlook toward future management. Box P-231, BROADCASTING.

Announcers

San Francisco first phone personality available. Interested? Box N-45, BROADCASTING.

Sports announcer looking for sports minded station, finest of references. Box P-74, BROADCASTING.

First phone radio-TV announcer, newswriter, 35, married, two children. Box P-77, BROADCASTING.

Announcer-dj bright personality. Authoritative news, family man—Dependable. Not a prima donna or floater. Box P-181, BROADCASTING.

16 years experience. Announcing, selling, first class license. Steady, reliable, references. Box P-209, BROADCASTING.

DJ-announcer, 25 years old. Military service complete. Experienced top 40 personality plus. Box P-215, BROADCASTING.

Announcer, dj, 1st phone, presently working. College grad. Age 31, mature voice, warm personable delivery. Authoritative news. Diverse music background. Four years experience A.F.R.S. Prefer middle-of-road station and/or TV in or near metropolitan area. Would like opportunity for copy and production. Available immediately. Tape, resume, photo on request. Box P-216, BROADCASTING.

Announcers—(Cont'd)

Now in nations sixth largest market. Looking for all night or late evening music and talk. Major markets only. My tapes will speak for me. Box P-240, BROADCASTING.

Announcer—all type music, news, sports, play-by-play, married, 2 children, 26, 6 years experience. Relocate from Virginia. Box P-251, BROADCASTING.

Merry Christmas . . . A friendly, mature air personality with something to say plus authoritative news delivery is looking for promising medium or bigger market opportunity. Engineering too. Have installed 2 directionals. College. 30. Family. Stable. Prefer West coast, Rocky Mountains, or East coast. Now in California at $150. Box P-254, BROADCASTING.

Top-40 dj, production, news, first phone. 2½ years experience. Box P-255, BROADCASTING.

Husband-wife team. Production traffic, secretary, first phone. College town. Box P-256, BROADCASTING.

Can any good music station in Florida, use presently employed first fone, play by play news and soft sell announcer. Twenty-five years experience in above phases will satisfactorily explain reason for desired change. Box P-257, BROADCASTING.

DJ/announcer, mature, reliable, good voice, working top rated medium market top 40. Wants middle road station—prefer West coast or any good offer. Box P-259, BROADCASTING.

Gal disc jockey, news, women's programs, great writer, hard worker. Box P-261, BROADCASTING.

Sports announcer, four years play-by-play experience for New York area college. Worked for commercial FM station. Finest of references. Box P-263, BROADCASTING.

Announcer, dj, experienced attractive newscaster. Vet., college grad., unmarried. Hard worker, willing to travel. Box P-264, BROADCASTING.

Announcer, experienced in news, copy programing. Presently morning man in large market. Desires to relocate in January. Box P-266, BROADCASTING.

Air personality, dj, first phone, mature, professional, good news delivery, knows music, major market experience, college grad. Available two weeks notice. Box P-271, BROADCASTING.

DJ announcer. Authoritative NC announcer. Rich pleasant voice, combo tight board, Personable, dependable, first phone. Box P-274, BROADCASTING.

Major market traffic personality available now. Tell me your story, I'll tell you mine. Strict confidence. P.O.B. 2334, Santa Monica, California. P.S. Holiday Greetings to all.

13 years radio and TV. Experienced all phases. Major market experience. Quality voice, family man. Will relocate for the right position. Answer all replies. Burke Mores, P.O.B. 130, Richmond, Va. or Phone 737-2930.

Att'n Calif., Ariz., Nev., for reliable announcer write P.M., 317 N. Heliotrope Dr., Los Angeles, Calif. 90004.

Experienced, versatile, mature young personality desires immediate position as late afternoon or night man with tight adult music station. Experienced in news gathering and writing, spot production and copy. Smooth delivery, bright personality, top-ratings in previous market, and excellent references. Single. Service obligation completed recently. Will travel anywhere for right position. Contact Jim Martindale, 1735 N. Elinor Street, Appleton, Wisconsin.

Good music, general announcer, strongest in mid-1950's work, believes there's a place for him yet in radio today. You can gain by calling evenings, area 313-272-3541.

Mature professional staffer. Six years, 32 single anywhere Southwest or California. Bob Cohen, 234 Crescent St., New Haven, Conn. UN 5-3528.

Available Jan. 1. Young & capable radio personality. First Phone. DJ or News. Write Mike Wengert, P. O. Box 503, Naples, Fla. or after Christmas at 9725 Cambria Dr. St. Louis Mo.

Technical

First phone, 13 years AM, FM directional experience. Chief engineer, 3 years. Maintenance, construction, production. Box P-228, BROADCASTING.

I'm a technician by nature but I can also pull a smooth air shift or pitch a strong newscast. Solid family man, with plenty of experience, looking for permanent position as chief. $200. Box P-238, BROADCASTING.

Chief engineer; fully experienced in equipment contracts, station design, DA installations, proofs and maintenance. Have reputable Washington references. Desire personal interview. Box P-248, BROADCASTING.

Female 1st phone operator wants position within N.Y. city area. Full or part time, 2 years studio experience. Box P-275, BROADCASTING.

Experienced chief, AM, FM, TV, audio proofs, first phone nine years. Willing to relocate, C. William Simpson, 815 N. 4th St., Sunbury, Penna., phone 717 AT 6-0464.

Production Programing & Others

I thrive on tough competition and real challenge. This PD/JOCK with a first phone has a consistent record of being number one. Let me program your station into the number one slot. All replies considered. Box P-61, BROADCASTING.

Copywriter—program-promotion ideas. Group ownership will cut him loose mid-January. Excellent references. Straight copy on request. Good music preferred. Anywhere. Box P-234, BROADCASTING.

Quality pace personality, clever, creative, fast, funny, voices, gimmicks. 1st phone. Now mornings in major. Box P-239, BROADCASTING.

Experienced, mature program director, disc jockey or sportscaster with excellent background seeks right opportunity in either Florida or California. Available immediately. Box P-241, BROADCASTING.

Experienced, educated young man (A.B. and M.A. on journalism) seeking principal market in Georgia or Florida. News background in radio, TV, wire service. Would welcome opportunity for eventual expanded responsibilities within organization. Military obligation completed, single, currently employed. Box P-242, BROADCASTING.

Newscaster/interview/talks programs. Interested only in permanent position with future. 2 years experience, college degree radio speech. Box P-249, BROADCASTING.

Experienced, authoritative sportscaster desires relocation, college graduate, complete sports background (player-coach-play-by-play), strong on sports knowledge, smooth, lively delivery, extensive radio experience (all phases), tape, resume, references. Desire Midwest. Box P-258, BROADCASTING.

Creative, efficient, intelligent young man now in seventh year of college, seeks position in management, sales or production. Assistant production manager of KOMU-TV and instructor of three hours of radio and television production at the University of Missouri. Thoroughly familiar all phases of television. For details write or call Norris Reichel, KOMU-TV, Columbia, Missouri.

TELEVISION

Help Wanted—Announcers

Top announcer needed. Possibility of some live, some directing, but main emphasis is on ability to interpret copy well. TV experience helpful but not required. If you think your voice and delivery is top caliber, send an audio tape, resume and photo to R. H. Anderson, KVOS-TV, Bellingham, Wash.

Technical

Have immediate opening for experienced CATV engineer in construction and operation of proposed elaborate and large system. Send full particulars in initial response. Box N-7, BROADCASTING.

Technical—(Cont'd)

Wanted—Chief Engineer for Southeast TV station. Fully equipped in small market. Must have tape experience. Adivise qualifications and salary requirements in complete confidence. Will not check on your references without first checking with you. Write Box P-219, BROADCASTING.

Studio engineer. VTR maintenance experience essential. Salary over $150.00 per week. IBEW contract. CBS affiliate in southern California metropolitan community, 2 hours drive from Los Angeles. Send letter and resume to Chief engineer, KBAK TV, 2210 Chester Avenue, Bakersfield, California. FA 7-7955.

The University of Michigan has an immediate opening for studio TV engineer. Applicants should be experienced in installation, maintenance and operation of equipment. FCC license preferred. Opportunity to enroll in University course work. Starting salary $5000 to $6000 depending on education and experience. Liberal fringe benefit program. Send resume to James F. Groen, Personnel Office, University of Michigan, 1020 Administration Bldg., Ann Arbor, Michigan—An equal opportunity employer.

Production—Programing, Others

Production manager—performer. Leading VHF in Southwest has opening for top flight production man with proven creative abilities and thorough knowledge of production techniques. Prefer man who is versatile performer in his own right and who can assume top rated, personality type weather show performing along with administrative responsibilities. All replies strictly confidential. Box P-272, BROADCASTING.

Traffic Mgr., artist and engineers needed. Must have previous experience. Write operations mgr., KCOY-TV, P.O.B. 166, Santa Maria, Calif.

We need immediately—Experienced TV director for midwest market. Write or wire: WNEM-TV Saginaw, Mich. Attention: Lew Furlin.

TELEVISION

Situation Wanted—Sales

Executive-type salesman—experienced major and medium markets interests in sound permanent connection. Seven years television, ten years radio sales and management. Mature, married, sober. Excellent record, best references. Box P-246, BROADCASTING.

Merry Christmas! Ambitious young television salesman with management potential and two years experience with major market broadcaster. Seeking position with alert group broadcaster or representative firm. Box P-273, BROADCASTING.

Announcers

Experienced announcer in all phases of TV. Married with one child. Age 29. Desire relocation in larger market. Box P-224, BROADCASTING.

Production Programing & Others

Want to locate in an active operation. Production, direction and technically oriented. Two degrees, 25, male, married. Minimum $7,000. Box P-196, BROADCASTING.

Kids show . . . tried and proven brand new show. For VTR phone 213-332-3398. Box P-27, BROADCASTING.

TV news director in medium market. Now top-rated newscaster in major market. Thorough reporting, writing, filming experience. $750 minimum. Box P-155, BROADCASTING.

WANTED TO BUY

Equipment

GE XT-1A 1 KW AM transmitter, Robinson turntables, Rust remote control equipment, 4X500F tubes, Wollensack T-1500 tape recorders, state condition and price. Box P-50, BROADCASTING.

WANTED TO BUY

Equipment (Cont'd)

Eight-bay Andrew FM, antenna. Box N-284, BROADCASTING.

UHF station going on air needs all equipment—transmitter, cameras, tower, antenna etc. Be specific. Give prices. Box P-221, BROADCASTING.

Self-supporting tower, 200-300 feet, suitable for microwave. WJBF-TV, Augusta, Ga.

Wanted: 2 **RCA** TP-16 film projectors or equivalent—used. Good working order. Also interested in other professional TV equipment. Send details to Box P-237, BROADCASTING.

Wanted—used TV camera—TK 30 or 31 preferred—used TV projectors and microwaves. State price and condition. Rashid Export—191 Atlantic Ave., Brooklyn.

Wanted good used 3 cartridge playback machines. 1 cartridge playback recorder. 1 console. Rush all information, price. Box P-279, BROADCASTING.

Wanted: Complete used Automated equipment for radio station. Schaffer, A.T.C. etc. Box N-271, BROADCASTING.

Need 3 kw transmitter, 4 to 10 bay antenna, dual board, all components for FM station. Box P-260, BROADCASTING.

FOR SALE—Equipment

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind, 440 Columbus Ave., N.Y.C.

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Templebar 2-3527.

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

Television film camera RCA TK-20A with accessories in good condition. Inspection or inquiries invited. Box P-45, BROADCASTING.

RCA TT5A tuned to channel 2. Priced to sell quickly. Write Box M-23, BROADCASTING.

Reversable geared motors, ideal for remote control, 24 volts AC or DC. $10.00 each write Box P-72, BROADCASTING.

Sacrifice 4 sets RCA TV eye Vidicon cameras in good working condition. $200 each. Paul McAdam, Box 691, Livingston, Montana.

Machenzie repeater system. 1 CPR record unit. 5 CPB playback unit. 150 cartridges and miscellaneous supplies. $750. Magnecord PT6-6 complete recorder. Richard Haskey, KGUD, Santa Barbara, California.

Antenna relay EF Johnson DPDT contractor 145-202-13 brand new $65.00. WHAI, Greenfield, Mass.

For sale: Gates spot tape used less than one year. Original cost $1,000 will take $400. WQXT, Palm Beach, Fla.

Three (3) Blaw-Knox 200 ft. self-supporting towers galv. in excellent condition. P. O. B. 575, Vidalia, Georgia.

1 PT6 Magnecord, perfect condition, with cases, $250.00. Presto limiting amplifier $75.00. 2 relay racks $40.00 each. M.C. Jones micromatch reflectometer, new in factory sealed wrapper No. 442—B12 new $300—$110. P60 Magnacord tape deck new heads, perfect, $175.00. 2 PT6 drive motors $15.00 each. P-269, BROADCASTING.

FOR SALE

Equipment (Cont'd)

UHF 1 kw continental transmitter, modified for color, presently tuned for Channel 18. Offering does not include the filter-plexer. Transmitter in excellent condition—$9,500.00. Contact J. W. Robertson, Chief Engineer, WLEX-TV, Lexington, Kentucky.

Gates ST101—Spot tape recorder. Remote control unit, extra new tape roll, assorted spare parts included. Good condition. $425.00 Sparta Electronic Corporation, 6450 Freeport Boulevard, Sacramento, California. 95822.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper hooper scooper one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

168 hours—A complete summary of the week in review, accenting the major stories of the past 168 hours. A perfect 15 minute program, spiced with actualities, and the sounds of the news—Air Mail Special Delivery for week-end broadcasting. Top audience response—Added depth and prestige—amazingly low cost. Write Box N-125, BROADCASTING.

"Broadcast Comedy" a free publication available to disc jockeys doing light comedy. Write, including call letters—Show-Biz Comedy Service (Dept. BC) 65 Parkway Court, Brooklyn, N. Y. 11235

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

San Francisco's Chris Borden School continues top placement record. Proven 1st phone and "modern" sound. Illustrated brochure. 259 Geary St. Next class January 13.

Save time! Save money! Come to beautiful, warm and sunny Florida and get your **FCC** first class license in just five (5) weeks! Full resident tuition only $295.00. License or complete refund. Free placement. Radio Engineering Institute of Florida, Inc., 135 N. Pineapple Ave., Sarasota, Florida.

INSTRUCTIONS—(Cont'd)

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 8, March 11, May 13. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin January 13, March 16, and May 18. Lab training and advanced electronics available after first phone course to, those who wish to continue. For free brochure, write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif. 90027

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance, Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

1st ticket class . . . 6 week course resident, or correspondence Live and study in Denver, Colorado. The greatest! Write for bulletin. Next resident class starts January 13. Signal Broadcasting, 431 W. Colfax, Denver, Colorado, 80204. Also announcing, station operations course and TV production.

America's pioneer. 1st in broadcasting since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

Beginning announcers! Get the groundwork for your radio career at home through a complete tape course. Covers announcing, production and programing. Audio examples, lectures, lesson manuals. The best low cost way to learn the ropes. Free brochure. Capco Broadcasting Instruction, Box 5053, Tulsa, Oklahoma.

FCC License in six weeks. Total cost $300.00, radar endorsement included. Resident class only. Your opportunity in Space City. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. Next class January 13th.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Help Wanted—Sales

TOP-DRAWER SALESMAN
for TOP-DRAWER 50kw
Rush complete resume to:
Manning Slater
KRAK
Sacramento 14, California

RADIO SALESMAN
Modern format network station needs young, aggressive time salesman who knows his product. Guaranteed draw and account list. Should be capable of future development. Send complete info, including present salary.
FRED EPSTEIN
KSTT, DAVENPORT, IOWA

Help Wanted—Announcers

Announcers-Sales
Positions open—coast to coast. 125 offices to serve you. Send tape and resumes to
Helen Clark
SNELLING & SNELLING
917 Washington St.—Wilmington, Delaware

Let's Hear What You Can Do With Your Voice!
If you're a deejay on a pop music station, if you'd like to move to a top-rated station in a larger market in the East., if you have talented, versatile voice, let's hear taped examples of what you can do, of the various "voices" you can offer. Tell us, also, how much money you demand.
Box P-276, BROADCASTING

WANTED!
MORNING MAN

Outstanding morning man for top ten market needed by large multiple-owner. Ideal working and living conditions. Great opportunity with 5 figure salary to start. RUSH tape, resume and all pertenant information in confidence to Box P-277, BROADCASTING.

TOP MAN FOR TOP CITY

Technical

ENGINEER-ANNOUNCER
A top metropolitan market popular music and news station needs an all nite announcer-engineer. Must know audio and be capable to perform maintenance on Automatic Tape Control, Collins and MacHenzie as well as, Continental Electronics remote control equipment. Start $575 to $600 per month. Send tape of air work and resume to include engineering background.
Box P-226, BROADCASTING

Situations Wanted—Technical

Now available . . .
Chief Engineer of foremost technical competence. Twenty years experience in all aspects of broadcasting, 250 watts to 50 kw. Strong on preventative maintenance. Seek a permanent position with a well established station or group where engineering perfection is demanded and appreciated. Not interested in shoe-string or crisis operations. Have top references which will bear checking. All replies will be answered.
Box P-262, BROADCASTING

Wanted to Buy—Equipment

Independent UHF-TV
Needs FILM for expanded schedules. Need Free, barter, Trade, WHAT? We can't pay much. Clean operation. The President will reply.
Box P-232, BROADCASTING

WANTED TO BUY—Stations

WILL BUY ALL OR PART
Radio Exec. seeks all or part ownership of radio or TV station in Iowa, Illinois, Wisc. or Indiana. Have B. S. Degree. Strong background in Operations, Programing, News, Sales. Replies confidential to:
Box N-173, BROADCASTING

INTERESTED IN BUYING
controlling interest in coastal area from Florida up to California. Prefer medium size station. Not interested in whether station currently operating in black. Provide information regarding market and other stations operating, if any. All replies held in strict confidence.
Box P-236, BROADCASTING

WANT TO BUY
FULLTIMER
1 KW to 5 KW Money maker in Texas. Principles only. Box 5096, Lubbock, Texas.

FOR SALE—Stations

RACE STATION
Highly successful non-competitive money making daytimer in operation 8 years in Middle South Metropolitan market of 280,000—new equipment and facilities—selling for personal reasons. Principals with cash resources inquire to:
Box P-268, BROADCASTING

To buy or sell Radio and/or TV properties contact:
PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN 56, TEXAS

VERY BEST WISHES FOR
THE HOLIDAY SEASON
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

Conn.	single	daytime	$150M	terms
South	medium	profitable	80M	29%
Fla.	metro	fulltime	240M	terms
S. E.	metro	race	275M	29%
N. E.	Top 50	daytime	400M	29%

buying and selling, check with
√ CHAPMAN COMPANY INC
2045 PEACHTREE RD., ATLANTA, GA. 30309

Continued from page 69

establish technical feasibility of system for purpose of studying impact and effect of TV advertising. Action Dec. 12.

■ By memorandum opinion and order, commission denied petition for reopening of record and rehearing filed by William S. Halpern and Louis N. Seltzer, d/b as Burlington Broadcasting Co., directed to June 14 decision which denied application and that of Burlington County Broadcasting Co. for new AM stations on 1460 kc, 5 kw, unl., in Burlington and Mount Holly, both New Jersey, respectively, and which granted application of John J. Farina, tr/as Mount Holly-Burlington Broadcasting Co. insofar as it sought daytime operation with same facilities in Mount Holly; also denied Farina's motion to strike reply pleading of Burlington Broadcasting Co. Action Dec. 11.

■ Commission granted license renewals for following: WCSC-TV Charleston, S. C.; WFBC-TV Greenville, S. C.; WSOC-TV Charlotte, N. C. Commissioners Ford and Cox dissented to all three renewals, latter issuing statement. Action Dec. 4.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order, denied petition by Broadcast Bureau for reconsideration of board's Sept. 18 decision which granted portion of application of Birch Bay Broadcasting Inc. for nighttime operation of KARI Blaine, Wash., on 550 kc. with 1 kw, DA. Board Member Nelson concurred; Board Member Pincock absent. Action Dec. 16.

■ By memorandum opinion and order in consolidated proceeding on applications of La Fiesta Broadcasting Co., and Mid-Cities Broadcasting Corp. for new AM stations in Lubbock, Tex., (1) remanded proceeding to examiner for further hearing and preparation of supplemental initial decision; and (2) added issue to determine type and character of program services to be offered by La Fiesta and Mid-Cities; whether such program services would meet requirements of populations and areas which would gain service upon grant of proposals; and extent to which programing of other existing stations meets requirements of populations and areas to be served. Board Member Slone not participating. Action Dec. 13.

■ Granted petition by Des Moines County Broadcasting Co. to extend time to Dec. 20 to file exceptions to initial decision in proceeding on application for new AM in Burlington, Iowa. Action Dec. 13.

■ Granted petition by C. M. Taylor to extend time to Dec. 23 to respond to petition by Holston Broadcasting Corp. to enlarge issues in proceeding on applications for new AM stations in Blountville and Elizabethton, respectively, both Tennessee. Action Dec. 13.

■ By memorandum opinion and order (1) granted petition by Raul Santiago Roman, Vega Baja, P. R., for waiver of Sect. 1.594 of rules insofar as it requires publication immediately following release of order specifying time and place of commencement of hearing in proceeding on AM application, and (2) accepted tendered notice. Action Dec. 12.

■ Granted applications of Albany Electronics Inc. for new VHF TV translator stations on channels 10 and 12, Laramie, Wyo. Action Dec. 12.

■ Dismissed as moot request by C. M. Taylor to extend time to Jan. 8, 1964, to respond to petition by Holston Broadcasting Corp. to enlarge issues in proceeding on applications for new AM stations in Blountville and Elizabethton, respectively, both Tennessee. Action Dec. 12.

■ By memorandum opinion and order in consolidated proceeding on order to Radio Station WTIF Inc. to show cause why license for WTIF Tifton, Ga., should not be revoked, and application of WDMG Inc. for renewal of license of WDMG Douglas, Ga., denied WTIF and WDMG petition for review of examiner's ruling that Broadcast Bureau has burden of proof as to revocation issues and applicant has burden of proof as to renewal issues or, in alternative, for clarification of procedure. Action Dec. 11.

■ Granted petition by Rhinelander Television Cable Corp. to extend time to Dec. 23 to file exceptions to initial decision in proceeding on application for new AM in Rhinelander, Wis. Action Dec. 11.

ACTIONS ON MOTIONS
By the Office of Opinions and Review

■ Granted request by Stuart W. Epperson to extend time to Dec. 20 to file opposition to Broadcast Bureau's application for review in proceeding on application for new AM in Winston-Salem, N. C. Action Dec. 12.

■ In consolidated FM proceeding on applications of Blue Island Community Broadcasting Inc., Blue Island, Ill., et al., in Docs. 12604 et al., granted request by Blue Island to extend time to Dec. 24 to file oppositions to motion to reopen record. Action Dec. 12.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner James D. Cunningham to preside at hearing in proceeding on revocation of licenses of Mrs. Elizabeth G. Coughlan's FM stations WELF(FM) (Citadel Broadcasters of Du Page) Glen Ellyn, Ill., and WELG(FM) (Citadel Broadcasters) Elgin, Ill.; scheduled hearing for Jan. 30, 1964. Action Dec. 16.

■ Designated Examiner Basil P. Cooper to preside at hearing in proceeding on application of The Noble Broadcasting Corp. for renewal of license of WILD Boston; scheduled prehearing conference for Jan. 30 in Washington and hearing for March 16, 1964, in Boston. Action Dec. 13.

■ Designated Examiner Walther W. Guenther to preside at hearing in proceeding on applications of The Central Connecticut Broadcasting Co. for assignment of licenses of WHAY New Britain, Conn., to Connecticut-New York Broadcasters Inc.; scheduled prehearing conference for Jan. 16 and hearing for Feb. 11, 1964. Action Dec. 12.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at Dec. 13 prehearing conference in proceeding on FM applications of Jupiter Broadcasting Inc. (WSAI-FM), North Cincinnati Broadcasting Co. (WAEF-FM) and Edward D. Scotch, all Cincinnati, in Docs. 15218-20, continued Jan. 15 evidentiary hearing to Feb. 24, 1964. Action Dec. 13.

■ Granted petition by Whiteville Broadcasting Co. (WENC), Whiteville, N. C., to continue certain procedural dates in proceeding on AM application and to continue Jan. 8 hearing to Jan. 22, 1964. Action Dec. 11.

By Hearing Examiner James D. Cunningham

■ Pursuant to informal conference and agreements reached with counsel for applicant and Broadcast Bureau in proceeding on application of North Caddo Broadcasting Co. for new AM in Vivian, La.; (1) cancelled Dec. 23 prehearing conference; (2) scheduled Jan. 6, 1964, for parties to exchange exhibits; and (3) continued Jan. 6 hearing to Feb. 3, 1964. Action Dec. 16.

By Hearing Examiner Thomas H. Donahue

■ In proceeding on applications of Boardman Broadcasting Inc. and Daniel Enterprises Inc. for new AM stations in Boardman and Warren, respectively, both Ohio, granted petition by Daniel Enterprises for leave to amend application to show certain replacements of directors of Daniel Enterprises and parent corporation Robins Enterprises; by separate order, upon request by Boardman, scheduled further prehearing conference for Dec. 13. Action Dec. 11.

By Hearing Examiner Charles J. Frederick

■ On own motion, continued Jan. 15 hearing to Jan. 29, 1964, in Tifton, Ga., at place in city to be announced, in matter of revocation of license of WTIF Inc. (WTIF), Tifton, and application of WDMG Inc. for renewal of license of WDMG Douglas, Ga. Action Dec. 17.

By Hearing Examiner Millard F. French

■ Granted petition by Norristown Broadcasting Inc. (WNAR), Norristown, Pa., to continue Dec. 16 hearing to Jan. 6, 1964, in proceeding on AM application. Action Dec. 12.

■ In proceeding on applications of Wellersburg TV Inc. and People's Community Television Association Inc. for new VHF TV translator stations in Wellersburg, Pa., and LaVale, Md., granted petition by Wellersburg to extend time from Dec. 10 to Jan. 15, 1964, to file proposed findings and from Dec. 17 to Jan. 22, 1964, for replies. Action Dec. 10.

By Hearing Examiner Annie Neal Huntting

■ By orders in Rochester, N .Y., TV channel 13 proceeding in Docs. 14394 et al (1) granted petition by Rochester Area Educational Television Association Inc. for leave to amend application to show election of Herman R. Goldberg as trustee, succeeding Dr. Robert L. Springer, deceased, and related information; on own motion, reopened record and incorporated facts stated in amendment and again closed record; and (2) granted motion by eight applicants to strike pleading "Statement of Concurrence by Rochester Telecasters Inc. with proposed findings of fact and conclusions of Broadcast Bureau concerning financial qualifications of Rochester Area Educational Television Association" to extent that consideration will be limited to statements commenting upon, or expressing position concerning, matters referred to in proposed findings by Broadcast Bureau. Action Dec. 13.

By Hearing Examiner David I. Kraushaar

■ By orders in proceeding on applications of Salem Television Co. and Salem Channel 3 Telecasters Inc. for new TV stations on channel 3 in Salem, Ore., in Docs. 15165-6, (1) granted petition by Salem Television Co. for leave to amend application to bring up to date financial showing; and (2) scheduled further prehearing conference for Dec. 18. Action Dec. 16.

■ In proceeding on applications of Salem Television Co. and Salem Channel 3 Telecasters Inc. for new TV stations on channel 3 in Salem, Ore., granted petition by Salem Channel 3 Telecasters for leave to amend application to bring up to date financial data. Action Dec. 11.

By Hearing Examiner Jay A. Kyle

■ Granted motion by KYOR Inc. (KYOR), Blythe, Calif., to extend time from Dec. 13 to Dec. 20 to file reply findings in proceeding on application of Geoffrey A. Lapping for new AM in Blythe. Action Dec. 13.

By Hearing Examiner Forest L. McClenning

■ Granted petition by Broadcast Bureau to extend time from Dec. 12 to Dec. 30 to file proposed findings in proceeding on AM applications of Ponce Broadcasting Corp., Cayey, and Abacoa Radio Corp. (WMIA), Arecibo, both Puerto Rico. Action Dec. 12.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Granted motion by Kate F. Fite to correct transcript in proceeding on AM application of John Self, Winfield, Ala. Action Dec. 16.

■ Granted request by Lakewood Broadcasting Service Inc. (KLAK), Lakewood, Colo., to advance Dec. 19 hearing to Dec. 18 in proceeding on AM application of Denver Area Broadcasters (KDAB), Arvada, Colo. Action Dec. 16.

■ Scheduled hearing conference for Dec. 19 in proceeding on AM application of Denver Area Broadcasters (KDAB), Arvada, Colo., for purpose of determining procedural rules to govern remainder of hearing. Action Dec. 12.

By Hearing Examiner Sol Schildhause

■ In proceeding on applications of TVue Associates Inc. and United Artists Broadcasting Inc. for new TV stations on channel 23 in Houston, granted petition by TVue for leave to amend application to show withdrawal of 10% stockholder who also serves as director. Action Dec. 13.

By Hearing Examiner Herbert Sharfman

■ In proceeding on application of Beamon Advertising Inc. for new AM in Daingerfield, Tex., held in abeyance until evidence is taken at remand hearing action on Beamon's late filed petition for leave to amend application to show 85-foot change in location of ant. towers and availability of additional funds to finance acquisition of ant. site. Action Dec. 13.

■ By memorandum opinion and order in proceeding on application of Beamon Advertising Inc. for new AM Daingerfield, Tex., granted motion by Broadcast Bureau opposing taking of depositions, and deposition of W. E. Key Jr., proposed to be taken on Dec. 16 in Daingerfield shall not be taken. Action Dec. 12.

By Hearing Examiner Elizabeth C. Smith

■ In consolidated AM proceeding on applications of Piedmont Broadcasting Co., Travelers Rest, S. C., Hentron Broadcasting Co. and The Mountainaire Corp., both Hendersonville, N. C., in Docs. 15108-10, granted motion by Hentron Broadcasting Co. on behalf of three applicants to continue Dec. 18 hearing to Jan. 17, 1964. Action Dec. 17.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Dec. 17

***WDCN-TV Nashville**—Granted license.
KNDO(TV) Yakima, Wash.—Granted license covering changes.

WEAU-TV Eau Claire, Wis.—Granted license covering change in ERP and type trans. (main trans. and ant.).

KCBD-TV Lubbock, Tex.—Granted license covering changes and installation of aux. ant. system (main trans. and ant and aux. ant., combined).

K13FQ Burley, Idaho—Granted license for VHF TV translator.

WYTV(TV) Youngstown, Ohio—Granted mod. of license to change name to Youngstown Television Inc.

KSNN Pocatello, Idaho—Granted renewal of license.

WGRM Greenwood, Miss.—Granted CP to install old main trans. as alternate-main nighttime and aux. daytime trans.

WMGR Bainbridge, Ga.—Granted CP to install new trans. as main nighttime and aux. daytime trans. (DA-N).

***WSOU(FM) South Orange, N. J.**—Granted CP to replace expired permit to install new ant. and make changes in ant. system.

WCMF-FM Brunswick, Me.—Granted CP to replace expired permit.

KCFM(FM) St. Louis—Granted CP to replace expired permit to make changes in ERP, ant. height and transmitting equipment and install new ant.

KCOY-TV Santa Maria, Calif.—Granted mod. of CP to change ERP to 64.6 kw vis. and 32.4 kw aur.; change type trans. and type ant.; redescribe studio location, and change ant. height to 1940 feet.

KRIL-FM El Dorado, Ark.—Granted mod. of CP to change type ant. and make changes in transmission line.

13AK Manchester, N. H.—Granted mod. of CP to change trans. location for VHF TV translator.

WBIR-TV Knoxville—Granted extension of completion date to Jan. 31, 1964.

Actions of Dec. 16

KHYD(FM) Fremont, Calif.—Granted renewal of license.

KCBS-FM San Francisco—Granted SCA on subcarrier frequency of 67 kc; conditions.

WAYL(FM) Minneapolis—Granted SCA on subcarrier frequency of 67 kc.

K06AY Santa Clara and Washington, both Utah—Granted mod. of license to include KSL-TV (ch. 5) Salt Lake City as primary TV station (now authorized to rebroadcast programs of KLAS-TV [ch. 8] Las Vegas) for VHF TV translator.

KEEZ(FM) San Antonio, Tex.—Granted CP to change ant.-trans. location, install new ant., increase ant. height to 450 feet and make changes in ant. system (increase height); remote control permitted.

K08DJ Mitchell, Neb.—Granted CP to replace expired permit for new VHF TV translator and specify name as Free Community T. V. Channel 8, Mitchell Retail Division, Mitchell Community Club.

W03AA Berkeley Springs and Great Cacapon, both West Virginia—Granted mod. of CP to change type trans. and make changes in ant. system for VHF TV translator.

WTEL Philadelphia—Granted extension of completion date to June 14, 1964.

Actions of Dec. 13

WNAV Annapolis, Md.—Granted renewal of license (aux. and alternate main).

KTEE Idaho Falls, Idaho—Granted request to cancel license; delete call letters. (This action is result of Nov. 29 action which granted assignment of license of KIFI Idaho Falls to The Benay Corp., KTEE's licensee.)

Actions of Dec. 12

■ Granted SCA on subcarrier frequency of 67 kc for following: WRIG-FM Wausau, Wis.; WJAC-FM Johnstown, Pa.

KFDA Amarillo, Tex.—Granted license covering use of present main trans. as main trans. daytime and aux.-nighttime trans.

K07FR, K09FU, K11FV all Dryden, Wash.—Granted licenses for VHF TV translator stations.

WHOO-FM Orlando, Fla.—Granted request to cancel SCA.

WROW Albany—Granted CP to make changes in nighttime pattern.

***WCFM(FM) Williamstown, Mass.**—Granted CP to increase ERP to 34 w and install new trans.; ant. height minus 760 feet.

K11AV Cimarron and Dawson, both New Mexico—Granted CP to replace expired permit for new VHF TV translator.

WHNR(FM) McMinnville, Tenn.—Granted mod. of CP to change type trans. and type ant. and increase ant. height to minus 46 feet.

KBNO(FM) Houston—Granted mod. of CP to change type trans. and type ant., decrease ERP to 18 kw, increase ant. height to 470 feet and make changes in ant. system (increase height).

WERX Wyoming, Mich.—Granted extension of completion date to May 27, 1964.

Actions of Dec. 11

KUID Moscow, Idaho—Granted CP to replace expired permit for noncommercial educational FM.

■ Granted renewal of licenses for following translator stations: K09ES, K09FF, K11EZ, K11FJ, K13ER, K13EZ, Apple Valley T.V. Association Inc., Cashmere and Rural upper Squilchuck area, both Washington; K07BC, K11AS, K13DL, Chief Joseph Community Services Inc., Bridgeport, Wash.; K07BD, K09AR, K11AR, Odessa TV Club, Odessa, Wash.; K03AI, K05AM, K12BI, K07CB, K09BM, K11BT, Oroville Television Association Inc., Oroville, Wash.; K08CN, K11EY, K13EP, Peoples TV Association Inc., Soap Lake, Ephrata, Larsen A.F.B., and Moses Lake, all Washington; K09FO, Spokane Television Inc., Spokane, Wash.; K03CA, K05AP, K13CD, Trout Lake TV Association, Trout Lake, Wash.; K07CV, K11DC, K13DA, Wells & Wade Fruit Co., Azwell, Wash.; K79AG, Burlington-Edison School District #100, Skagit County, Wash.; K70AM, K75AA, K79AM, Manson Community TV Inc., Manson and Chelan, both Washington; K73AP, K77AO, K83AJ, Quincy Valley T-V Inc., Quincy, Wash.; K08BY, K12BZ, Grand Coulee T.V. Inc., Grand Coulee and Electric City, both Washington.

ETV grants, applications

Following applications for matching federal funds for educational television have been granted by secretary of Department of Health, Education and Welfare:

■ Duluth, Minn. — Duluth-Superior Area Educational Television Corp.; $212,625 to activate channel 8 at Duluth-Superior; estimated project cost $425,250.

■ Bay City, Mich.—Delta College District; $183,920 to activate channel 19 at Bay City; estimated project cost $305,864.

■ Athens, Ga. — Regents of University of Georgia; $136,109 to expand facilities of channel at Athens; estimated project cost $181,479.

■ Kansas City, Mo. — School District of Kansas City; $102,000 to expand facilities of channel 19 at Kansas City; estimated project cost $136,000.

■ Denver—School District No. 1, Denver; $58,688 to expand facilities of channel 6 at Denver; estimated project cost $78,251.

Following applications for matching funds have been received at HEW subject to approval of secretary:

■ Miami—Board of Public Instruction of Dade County, Fla.; $71,606 to expand facilities of channel 2 and 17 at Miami; total project cost $95,475.

■ Portales, N. M.—Regents of Eastern New Mexico University; $279,266 to activate channel 3 at Portales; total project cost $558,-533.

KARR-FM Great Falls, Mont.—Granted mod. of CP to change type trans. and ant. and decrease ant. height to 11 feet.

Revocations

■ Commission ordered Mrs. Elizabeth G. Coughlan to show cause why licenses of WELF(FM) (Citadel Broadcasters of Du Page) Glen Ellyn, Ill., and WELG(FM) (Citadel Broadcasters) Elgin, Ill., should not be revoked, and to appear at hearing to be held at time and place to be specified later. Action Dec. 11.

Rulemaking

PETITION FOR RULEMAKING FILED

■ WJPD Ishpeming, Mich. — Requests amendment of rules so that channels 222 and 239 be reassigned to Ishpeming and channels 261A and 296A be reassigned to Marquette, Mich. Received Dec. 9.

Processing line

■ Notice is hereby given, pursuant to Sect. 1.571(c) of commission rules, that on Jan. 21, 1964, standard broadcast applications listed will be considered as ready and available for processing. Pursuant to Sect. 1.227(b)(1) and Sect. 1.591(c) of commission's rules, application, in order to be considered with any application appearing on attached list or with any other application on file by close of business on Jan. 20, 1964, which involves conflict necessitating hearing with application on list, must comply with interim criteria governing acceptance of standard broadcast applications set forth in note to Sect. 1.571 of commission rules and be substantially complete and tendered for filing at offices of commission in Washington by whichever date is earlier: (a) close of business on Jan. 20, 1964, or (b) earlier effective cut-off date which listed application or any other conflicting application may have been virtue of conflict necessitating hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sect. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sect. 1.580(i) of commission rules for provisions governing time of filing and other requirements relating to pleadings. Applications from top of processing line:

■ WITA San Juan, P. R.—Electronic Enterprises Inc. From 1140 kc, 500 w, unl., to 1140 kc, 500 w, 10 kw-LS, unl. (BP-15392).

■ WCAU Philadelphia—CBS. From 1210 kc, 50 kw, unl., to 1210 kc, 50 kw, DA-1, unl. (BP-15446).

■ WPRY Perry, Fla.—WPRY Radio Broadcasters Inc From 1400 kc, 250 w, SH, to 1400 kc, 250 w, 1 kw-LS, unl. (BP-15994).

■ KRMD Shreveport, La.—Radio Station KRMD. From 1340 kc, 250 w, unl., to 1340 kc, 250 w, 1 kw-LS, unl. (BP-15997).

■ KENE Toppenish, Wash.—Radio Broadcasters Inc. From 1490 kc, 250 w, unl., to 1490 kc, 250 w, 1 kw-LS, unl. (BP-15999).

■ KVNI Coeur d'Alene, Idaho — North Idaho Broadcasting Co. From 1240 kc, 250 w, unl., to 1240 kc, 250 w, 1 kw-LS, unl. (BP-16001).

■ KOSA Odessa, Tex.—Odessa Broadcasting Co. From 1230 kc, 250 w, unl., to 1230 kc, 250 w, 1 kw-LS, unl. (BP-16002).

■ KOTE Fergus Falls, Minn.—Northland Broadcasting Corp. From 1250 kc, 500 w, 1 kw-LS, DA-N, unl., to 1250 kc, 1 kw, 5 kw-LS, DA-2, unl. (BP-16003).

■ Baker, Mont.—Baker Radio Corp. 960 kc, 5 kw-D (BP-16007).

■ KBIM Roswell, N. M.—Taylor Broadcasting Co. From 910 kc, 5 kw-D, to 910 kc, 500 w, 5 kw-LS, DA-N, unl. (BP-16009).

■ WFPA Fort Payne, Ala.—Robert H. Johnson. From 1400 kc, 250 w, unl., to 1400 kc, 250 w, 1 kw-LS, unl. (BP-16010).

■ Plymouth, Mass.—Pemigewasset Broadcasters Inc. 1240 kc, 250 w, unl. (BP-16012).

■ WFLB Fayetteville, N. C.—OSTB Inc. From 1490 kc, 250 w, unl., to 1490 kc, 250 w, 1 kw-LS, unl. (BP-16013).

■ KGVL Greenville, Tex.—Radio Station KGVL Inc. From 1400 kc, 250 w, unl., to 1400 kc, 250 w, 1 kw-LS, unl. (BP-16014).

■ KEUN Eunice, La.—Tri-Parish Broadcasting Inc. From 1490 kc, 250 w, unl., to 1490 kc, 250 w, 1 kw-LS, unl. (BP-16015).

■ WTBC Tuscaloosa, Ala. — Tuscaloosa Broadcasting Co. From 1230 kc, 250 w, unl., to 1230 kc, 250 w, 1 kw-LS, unl. (BP-16017).

■ KLVT Levelland, Tex. — Levelland Broadcasters. From 1230 kc, 250 w, unl., to 1230 kc, 250 w, 1 kw-LS, unl. (BP-16018).

■ KCBN Reno—B.B.C. Inc. From 1230 kc, 250 w, unl., to 1230 kc, 250 w, 1 kw-LS, unl. (BP-16028).



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ADVERTISING COUNCIL PUBLIC SERVICE

OUR RESPECTS to James Edson Duffy

His performing ambitions have been forgotten

As James Duffy headed home from a sales trip to Indianapolis in 1954 he knew he had reached the fish-or-cut-bait point in his career. As a 27-year-old account executive for ABC Radio he had just suffered through an agonizing sales presentation and embarrassment that remains vivid in his memory.

The pitch was to a transfer and storage company that was expected to buy three five-minute news segments on the network and it fell to Mr. Duffy to get the advertiser to decide on a "voice" for its shows. He had a recording of five voices, "all resonant and dignified," each of which he preceded with a suitable exposition of individual qualities before playing for the prospective client. Reaching the piece de resistance he described a sound that would "lend dignity to any company's image."

The next voice flubbed its lines, goofed again, launched into profanity and left the assemblage of auditioners silent. The pall was cast and tension reigned. (Note: He made the sale.)

Mr. Duffy never saw himself originally as a salesman. Yet today he maintains "nothing can raise your spirits like a good sale," and he says it with such ebullience that he jumps up from his desk to finish the phrase on his feet.

James Edson Duffy was born in Decatur, Ill., on April 2, 1926. As a copy boy for the *Milwaukee Sentinel* in 1941 he had demonstrated an interest in journalism, but later events were to show that electronic media had a much stronger magnetism for his aptitudes than the pull of print caused by any printer's ink that might have been running through his system.

His tour of military duty between 1944 and 1946 had not materialized quite as he had imagined it due to the machinations of what was then the Army Air Corps. He had entered an air cadet program for flight training but his whole group was diverted and assigned to the 935th Guard Squadron. "In simple terms," he says, "I was an MP."

After the service and during his second year at Beloit College in Wisconsin he was asked to work for the school's news service, covering college sports for papers in the Midwest. The job was one for an enterprising spirit to capitalize on and he did just that.

The manager of WBNB-FM Beloit asked him to announce the college's basketball games, a job he quickly accepted. In a frenetic afternoon of work he could announce a game for the station, run down to the scorer's table and type out 10 quick stories for wire services and the area's papers and later collect checks from papers, college news service and the station.

In 1948 and 1949 he worked for the same station as a disc jockey, announcer, continuity writer, even as a salesman on occasion. But two AM's had just entered the market and he wasn't too sure of his future. "We had rights to Beloit College basketball games," he says, "and people listened to them, but they went out and rented FM sets to do it."

Jim Duffy still saw himself as a newscaster or disc jockey and he went to Madison to audition for such a job with the ABC affiliate there. But he was swayed by the offer of a job as publicity writer in the ABC office in Chicago and he never got back to the performing side of the medium.

From that point in July of 1949 till today, the itinerary of Mr. Duffy might be likened to the swift execution of one's turn in a hop-scotch game with the organizational charts of ABC-TV and radio as the playing area: 1952, promotion manager for ABC central division; 1953, account executive for ABC Radio in Chicago; 1955, account executive for ABC-TV; 1957, sales manager for ABC Radio central division; 1960, to New York as national director of sales for ABC Radio; 1961, ABC Radio vice president in charge of sales; 1962, executive vice president of ABC Radio.

And now, at the age of 37, Mr. Duffy sits in ABC headquarters at West 66th Street in Manhattan as vice president in charge of TV network sales. He took over the position last June when his predecessor, Ed Scherick, was moved up to programing vice president for the TV network. Coming in when he did, Mr. Duffy was party to one of the biggest network TV gambles in the history of the medium, the introduction of 14 new season shows—all in one week.



Mr. Duffy

Jim Duffy sees selling TV as a challenging, high-stakes business and points without hesitation to factors that make it a tricky profession. "In this job you can't lean on last week's experience. You're dealing with a medium that's constantly changing so you've got to look constantly for new sales concepts. Unlike radio, you have a terrific amount of inventory to work with. While network radio has evolved toward a basically static program format, with nighttime TV, every year's a new ball game."

Mr. Duffy does see room for some stabilization in network TV operations from the sales angle. He forecasts a trend toward more program sponsorship, less scatter buying, a change he would welcome.

He worked with ABC Radio during its readjustment years: from the days when advertisers were coming in and getting out sporadically with their own programing ideas to its present insistance on a more uniform program base.

Between May 1960 when he came to New York as national sales director of the radio network and June of this year when he took over the TV sales job, the sales of ABC Radio rose 120%.

In his present position, Mr. Duffy gets more time at home than in the past—last year he spent 60% of his time on the road on sales and affiliate relations missions—but says sadly he has virtually no time to indulge in activities outside his work any more. He once took singing lessons but now he's all salesman, his onetime ambition as a performer forgotten.

Of all the positions he's held in the ABC organization Mr. Duffy looks back with special respect on his term in Chicago as promotion manager for ABC central. That's where he feels he had a chance to see the big picture. Jumping up through the ranks as he has, with never too much time in one spot, such a background was welcome. With six months logged in his present slot he speaks with a confidence tempered by respect for the complexities of selling a TV network's wares.

Mr. Duffy was married in 1947 to the former Betty Jane Zuehsow. They live in Cos Cob, Conn., with their four children: Jay, 12 years old; Terry, 9; Diane, 6, and Marcia, 5.

Rotating chairmanship?

REPRESENTATIVE H. R. Gross (R-Iowa), who is regarded as a conscience of Congress, wants Congress to bar its members and members of the executive branch from holding ownership interest in radio and television stations, presumably on grounds of conflict of interest.

Mr. Gross, when he was first elected to Congress in 1948, had been a prominent newscaster in Iowa for 12 years and perhaps regards himself as an expert. He was motivated by the ownership since 1940 of station properties by Mrs. Lyndon B. Johnson, the new First Lady. One of Mrs. Johnson's first acts, upon assumption of the Presidency by her husband, was to place her broadcast properties in a trust revocable only should Mr. Johnson retire from public office.

Mrs. Johnson's action should be applauded, not criticized. According to the most recent BROADCASTING compilation, there were some 20 members of Congress who held interests, directly or indirectly, in broadcast properties. These interests are on the public records for all to see. There is nothing hidden about them.

If ownership in broadcast stations is to be precluded, what about ownership in newspapers, or communications companies or in companies that may participate in government contracts or subcontracts? Carried to the extreme it might mean that only professional politicians, with no outside holdings, could qualify for either elective or appointive office. Only where there are obvious conflicts of interests should public officers be precluded from holding private business interests.

Mr. Gross does make one point that warrants consideration. Since the President names the chairman of the FCC, the question of subservience to the executive rather than the legislative branch has been raised.

The answer may be found in the law which created the Interstate Commerce Commission—oldest of the independent agencies. There the chairmanship is rotated annually among the 11 members, irrespective of party. The 1964 chairman, for example, will be an Idaho Republican, and the vice chairman a Republican from Virginia. The ICC, incidentally, of all of the major independent agencies, seems to have least difficulty in getting along with Congress and the public.

Not because of the Gross allegations but because it would enhance its status as an independent agency, President Johnson should consider endorsement of legislation providing for rotating chairmanship at the FCC.

Time to quit the kidding

NOW that they have succeeded in heading off an FCC proposal to adopt commercial limitations as government rules, broadcasters will be tempted to forget the subject and turn to other matters that may be on their minds.

The temptation ought to be resisted, because the root problem that led to all the trouble has been totally ignored. The FCC has been persuaded to drop its rulemaking. The House Commerce Committee majority has been persuaded to vote out a bill that would prohibit the commission from taking up the matter again. But the commercial conditions that precipitated the FCC's interest and the National Association of Broadcasters codes which the FCC had threatened to adopt still are untouched and largely unthought of. As long as these matters go unattended, the possibility of another major dust-up over commercials will always exist.

The real reason that the FCC could not bring itself to adopt the NAB code restrictions on commercials as its own regulations was that nobody could prove that the restrictions could be realistically applied, under either private or government enforcement, to all kinds of stations in all kinds of conditions. The commercial time limits in the NAB codes have been based entirely on subjective judgments. They represent what the code boards have decided is an acceptable compromise between the broadcasters' potential for private gain and the public's range of tolerance for commercial quantity and program interruption.

At no time, in all the history of the NAB code operations, has any serious research been conducted to find out whether five minutes of commercials in a half hour make more or less sense than four minutes or 15 minutes. It is little wonder that when defenders of the codes begin to talk about the codes' significance, their arguments run more to general endorsements of motherhood and flag than to specific assertions of true values.

Yet if serious research were to be conducted into the limits of public tolerance (or into meaningful measurements of commercial effectiveness, which is the same thing), it would be almost certain to prove that standardization is unrealistic. Research would only confirm what thinking broadcasters admit privately: that no fixed rules can successfully be written to cover all kinds of commercials in all kinds of positions in all kinds of programs in all kinds of time periods on all kinds of stations.

Under present circumstances, there would seem to be little reason to continue the pretense that the commercial time standards of the NAB codes are either right or wrong for the broadcaster or for the public. To cling to such a pretense is to postpone the advancement of television and radio.

Broadcasters united in common action to turn aside the threat of an across-the-board rule on commercialization by the FCC. The experience ought to have taught them that across-the-board rules in their own apparatus of self-discipline are equally undesirable and unworkable.

What is needed is first an admission that the time standards of the NAB codes have never been based on objective studies and second an effort to find out more than is now known about the reaction of various audiences to various commercial placements. The pursuit of that course of action would in the long run improve broadcasting's product and, we must add, broadcasting's profits.



Drawn for BROADCASTING by Sid Hix

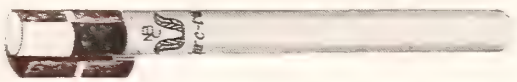
"Now here's how they handled a case like mine on The Eleventh Hour!"



Flavor you never thought you'd get from any Houston TV set!

You'll never know how satisfying Houston television can be until you try KPRC-TV. Fine, flavor — rich showmanship goes into KPRC-TV. Then, the famous channel two **brings out** the best taste of the commercials. Sound too good to be true? Buy a pack of KPRC-TV commercials today and see for yourself.

COURTESY OF *The American Tobacco Company*



Channel Two makes the difference

HOUSTON'S *Kprc-tv*

Edward Petry and Company, National Representative

NBC RADIO

HAS MONITOR ON WEEKENDS

NBC RADIO

HAS NEWS ON THE HOUR; AND

NBC RADIO

HAS EMPHASIS AND SPORTS; AND

NBC RADIO

HAS WONDERFUL AFFILIATES; AND THAT'S

NBC RADIO

50 Cents

33rd YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

DECEMBER 30, 1963

1963 agency switches represent $101 million in radio-TV billings 19

Proposed FCC regulation of CATV shaping up as key battle in '64 28

This year's Congress: focus was on ratings, commercials and editorials 32

Daystar is banking on a return to escapism in next year's shows 44

COMPLETE INDEX PAGE 7



Photo by Vivian Crozier

The final touch that makes the difference

A hansom cab ride into the dawn . . . the final touch that will often recall the events of a memorable evening. Spot Radio, too, is the final touch . . . activates sales impressions made in other media. Spot Radio's facility for reminding people is the final touch that sells your product.

RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

KOB	Albuquerque	WTAR	Norfolk-Newport News
WSB	Atlanta	KFAB	Omaha
WGR	Buffalo	KPOJ	Portland
WGN	Chicago	WRNL	Richmond
WLW	Cincinnati	WROC	Rochester
WDOK	Cleveland	KCRA	Sacramento
WFAA	Dallas-Ft. Worth	KALL	Salt Lake City
KBTR	Denver	WOAI	San Antonio
KDAL	Duluth-Superior	KFMB	San Diego
KPRC	Houston	KYA	San Francisco
WDAF	Kansas City	KMA	Shenandoah
KARK	Little Rock	WGTO	Tampa-Lakeland-Orlando
WINZ	Miami	KVOO	Tulsa
KSTP	Minneapolis-St. Paul		

Intermountain Network

Radio New York Worldwide

*West Coast only

NEW YORK · CHICAGO · ATLANTA · BOSTON · DALLAS · DETROIT · LOS ANGELES · PHILADELPHIA · SAN FRANCISCO · ST. LOUIS

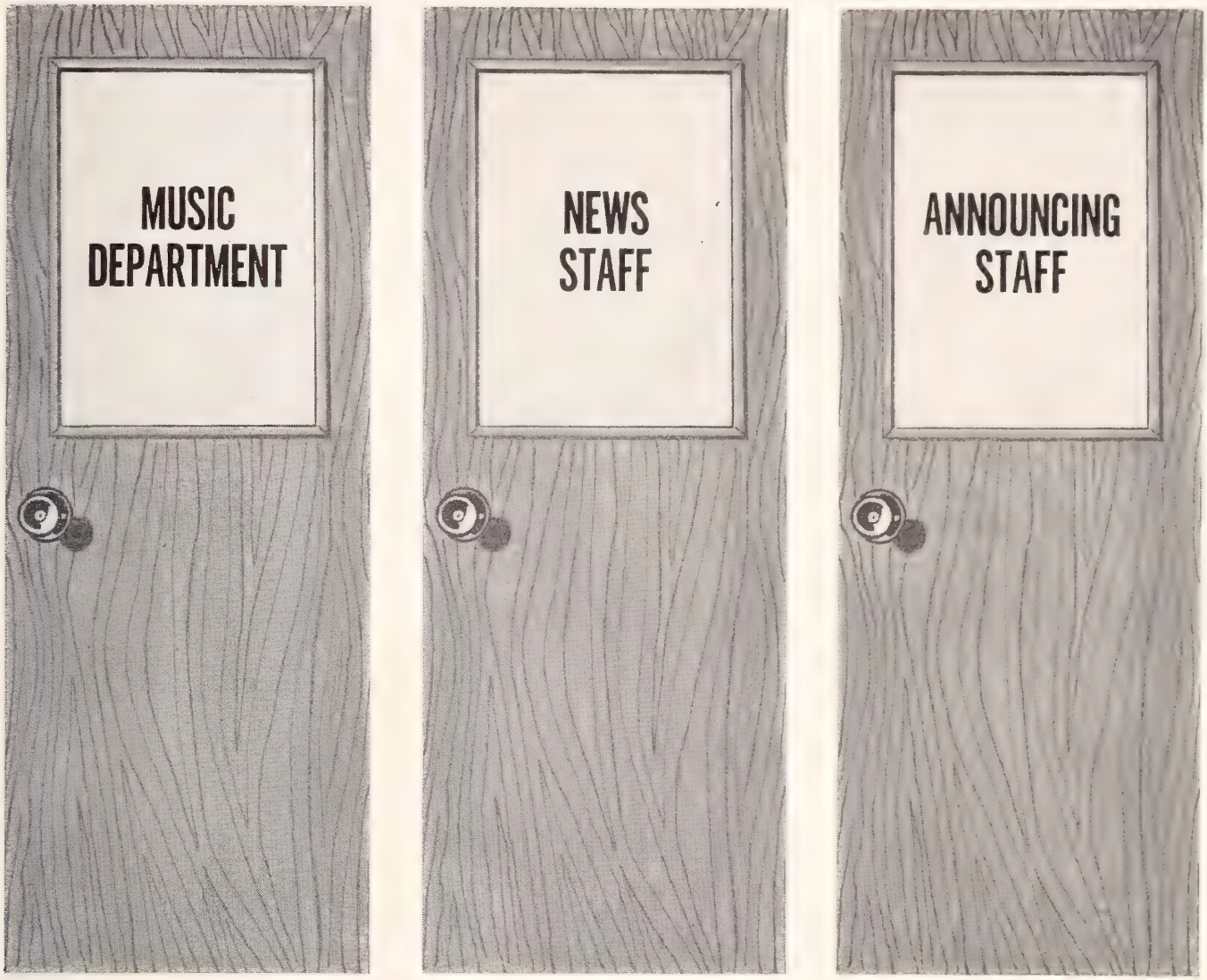
competition is good for everybody

in 1939, before **BMI,** broadcasters had a single, principal source of music.

today, broadcasters choose from competitive sources of music and, in the past 23 years, the affiliated publishers of **BMI** alone have added over 465,000 copyrighted titles to the wealth of music literature.



broadcast music inc., 589 FIFTH AVENUE, NEW YORK 17, N.Y.



SPECIALISTS IN ADULT RADIO PROGRAMMING

Behind these doors are the specialists . . . the skilled people who work hard to keep the adult listeners in Baltimore tuned to WCBM . . . by presenting the type of programming adults prefer.

WCBM specializes in the kind of music most adult listeners appreciate . . . show tunes, popular, classical and semi-classical numbers!

WCBM specializes in the kind of news-in-depth adults prefer. Local and regional news covered by WCBM's staff of legmen . . . plus international news services . . . and CBS news and commentators give WCBM listeners a total of 32 hours of news every week!

WCBM specializes in adult-pleasing personalities . . . intelligent, likeable people who have interesting things to say . . . and say them in an interesting manner!

Open the door to the important adult audience—the "buying" audience—in the vast and growing Baltimore market. Sell your products or services on WCBM—the BIG "BUY" in Baltimore Radio!

WCBM

National Sales Representative

Metro Radio Sales

A SERVICE OF METROPOLITAN BROADCASTING

A CBS RADIO AFFILIATE • 10,000 Watts on 68 KC & 106.5 FM • Baltimore 13, Maryland

TOBACCO

licorice paste • burley

leaf man • dark fired

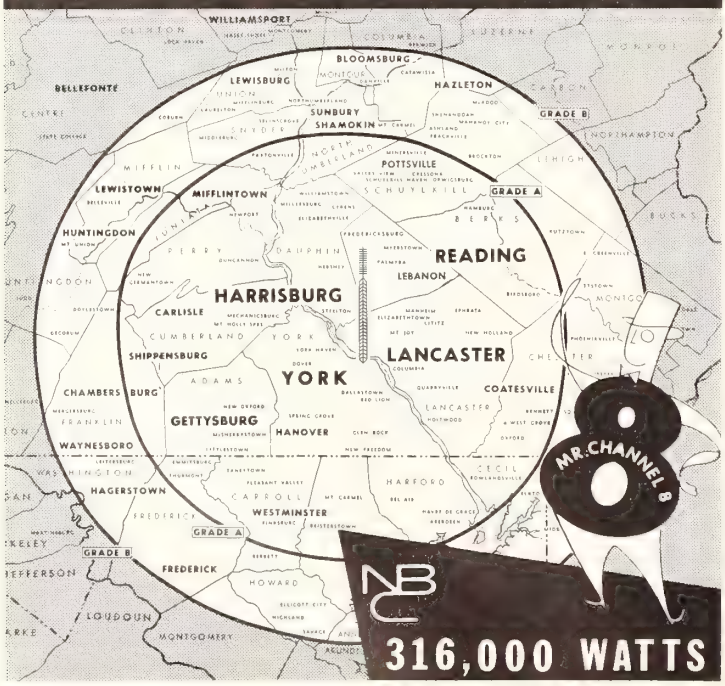
CIGAR • REDRYING

glycolene • bright leaf

SUCKERING • HOGSHEADS

primings • cigarette

MULTI-CITY TV MARKET



Whatever your business language, WGAL-TV translates it into sales

Channel 8 speaks the language of the people in its widespread multi-city market. Viewers listen, understand, and respond. To prove it, Channel 8 telecasts sales messages for practically any product you can name.

WGAL-TV

Channel 8

Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.

New York / Chicago / Los Angeles / San Francisco

CLOSED CIRCUIT

Day of reckoning

Best guess now is that long-awaited U. S. surgeon-general's report on smoking and health will be released second Saturday of new year (Jan. 11) with view toward minimizing effect on stock market. Newsmen will be given copies day before but only after stock market has closed, according to present plans. Ten-man committee of experts who prepared report plans no other meeting before release of document but will answer questions of newsmen at news conference. Report, to run hundreds of pages, now is in final stages of proofreading and reproduction.

If present schedule is followed, government document will be published ahead of Jan. 27-31 meetings of National Association of Broadcasters board of directors, setting stage for possible showdown on subject with NAB President LeRoy Collins who is publicly calling for code restrictions against cigarette commercials (see page 36). Many board members are expecting NAB president himself to be focal point in board's discussions of this and other matters. Some radio directors, who represent NAB districts, are informally polling key stations in their areas for opinions on governor's activities as NAB president.

Sorry, it's DA

Subscription Television Inc. has encountered what could be snag in its plans to wire 20,000 Los Angeles area homes for pay TV by next July 1, as its contract with Dodgers baseball team requires. Labor dispute at General Telephone Co. may delay installations in important Santa Monica district where General has franchise. In other parts of Los Angeles and in San Francisco, STV is buying service from Pacific Telephone & Telegraph. STV officials say they expect to meet target date, even though Santa Monica is denied them for awhile. If target dates are missed, STV must begin paying penalties to Dodgers and to San Francisco Giants with which company also has contract.

Missing ratings

Television station managers headed for New York to mix holiday fun with business got going-away present of new sales tool in form of latest ratings from A. C. Nielsen Co. Despite speculation that processing changes caused by four-day coverage of President Kennedy's assassination would cause delays, Nielsen reportedly delivered all of its November cycle of local reports before Christmas. It eliminated four days of data as result of overwhelming audience as well as station concentration on assassination coverage. American Research Bureau, whose reports are said to be slated for delivery shortly, reportedly eliminated one week of data in adjusting for assassination weekend.

Tricky assignment

Getting set for broadcasting's quadrennial presidential elections tizzy, NBC has picked Ernest Lee Jahncke Jr. to head its political broadcast unit for 1964 campaigns. Unit's job will be to administer political sponsorships on NBC radio and television networks and owned stations. Assignment is in addition to Mr. Jahncke's current responsibilities as NBC vice president for standards and practices.

High tolls

Hope that protests by U. S. broadcasters would persuade Great Britain and France to lower proposed charges for use of ground stations in space satellite communications hookups (BROADCASTING, Nov. 25) has faded with word that fees ($560 for first five minutes, $112 for each succeeding minute) have become official.

Not only will charges definitely limit U. S. broadcasters' use of communications satellites, it's felt, but one network received warning from French not to construe rates as permanent; that higher fees could be expected when regular trans-Atlantic space communications become reality. Present rates are revision of first proposal which would have charged $1,400 for first 15 minutes; $140 for each additional minute.

Dramatic license

FCC has finally given up attempt to state policy on whether dramatic programs come under fairness doctrine. National Council of Claimants Counsel had complained that "Smash-Up," episode on CBS-TV's *Armstrong Circle Theater*, prejudiced juries against claimants in auto-injury cases; asked commission to keep such programs off air. CBS-TV, in its comment on complaint, said dramatic shows don't come under fairness doctrine. NCCC hadn't claimed they did. But CBS-TV comment raised philosophical problem with which commission struggled for months.

Unable to agree on reply to CBS-TV that substantial majority could support, commission last week decided to end drawn-out issue (complaint was on agenda last summer) this way: Letter will be sent to NCCC saying there is no reason to suspect collusion between CBS-TV and insurance companies, and that FCC has no authority to suppress programs. In addition, commission will send letter to CBS-TV stating that it is disposing of matter for reasons in letter to NCCC. Only reference to fairness doctrine will be assertion that commission action doesn't mean it accepts CBS-TV argument regarding doctrine's application to dramatic shows.

Yellow light at FCC

President Johnson's directive to department and agency heads to hold line on personnel levels probably means FCC will not undertake any major new projects for some time. Some FCC officials feel agency will have trouble enough keeping up with present workloads. Commission had asked Budget Bureau approval of increase in its operating funds for fiscal 1965. However, after President's first call for economy earlier this month, commission cut request back to about spending level authorized by Congress for fiscal 1964—$15.6 million. Commission, which now has some 1,440 employes, had expected to have as many as 1,473 by end of current fiscal year, or increase of 91 over 1963 total. But President's determination to hold down employment growth raises question as to whether this peak will be reached.

Commission officials are aware of President's determination to achieve efficiency and cut work to essentials. Soon after taking office he told agency heads to concentrate on work in progress rather than start new projects. And in memorandum to department heads on employment policies last week, he said he expects agencies to get along with minimum of employes by, among other things, "stripping work to essentials."

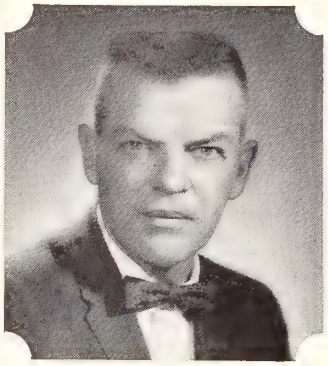
Out of the attic

Return of radio drama serials to airwaves in recent months appears to have stimulated interest among leading advertising agencies. In recent weeks, J. Walter Thompson, Campbell-Ewald and Reach McClinton have approached radio stations and distributors of such series for information on ratings, audience composition and types of sponsors that have been attracted to such vehicles.

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BUDDY RUTLEDGE
Sports Director
"Sports Digest" 3:30-4:30-5:30
"Sports Roundup" 6:15 pm
Play-By-Play—Auburn Sports



CLANCY LAKE
News Director
Complete Alabama News
(12:05 pm and 6 pm)



RON CARNEY
"Happy Housewives Club"
(9:00 am-noon)
"The Ron Carney Show"
(3:00 pm-6:00 pm)



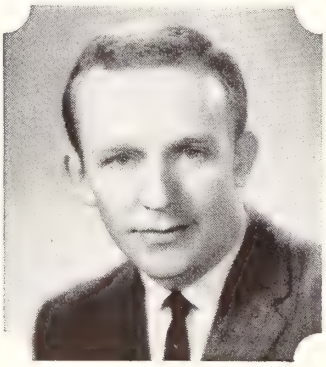
GEORGE SINGER
"The George Singer Show"
(12:20-3:00 pm)
"Broadway After Dark"
(7:00-8:45 pm)



BETTE LEE
"Bette Lee Reports"
(9:30 am & 10:30 am)



DAVE CAMPBELL
"The People Speak"
(9 pm to midnight)



CHARLIE DAVIS
"The Early Riser's Club"
(4:45 am to 9 am)

WAPI

POWERHOUSE PERSONALITIES

Seven powerhouse personalities that mean powerful selling. Personalities that Alabama people know, like, and believe. Personalities that represent WAPI's concept of total audience programming. From housewife to sports fan . . . from farmer to business executive WAPI is **the** station for entertainment and information.

WAPI/THE 50,000 WATT "VOICE OF ALABAMA"

BIRMINGHAM, ALABAMA

WAPI RADIO REPRESENTED BY HENRY I. CHRISTAL COMPANY, INC.

WEEK IN BRIEF

Agency changes in national accounts number 71, with $101 million in radio-TV billings involved. This is almost 16% higher than broadcast dollars in account switches last year. See . . .

RADIO-TV SWITCHES: $101 MILLION . . . 19

Campbell-Ewald's Detroit office rigged for visual-audio showings. Includes complete video tape recorder channels to permit wider viewing among staff and clients. See . . .

C-E DRYRUNS COMMERCIALS . . . 26

Regulation of community antenna systems looms as major policy problem for FCC in new year. CATV owners gird for showdown, with NCTA calling for united front. Broadcasters pleased. See . . .

'64 ISSUE: CATV REGULATION . . . 28

Congress was active in radio-TV field this session, with ratings investigation, commercial limitation ban bill and fairness doctrine at top of heap. These will come up again in new year. See . . .

FIRST SESSION OF CONGRESS . . . 32

Collins says he is making no plans to run against present Senator Holland, but he still refuses to make it unequivocal. Has no regrets about speeches in South Carolina and Los Angeles. See . . .

COLLINS ISN'T RUNNING NOW . . . 36

Loevinger opinion in drop-in case compounds frustrations of adherents. He says he would have voted to approve drop-ins originally, but agrees with majority in denying reconsideration. See . . .

LOEVINGER'S TWO SCHOOLS . . . 38

Boxing bouts leaving TV as ABC acknowledges it is dropping Friday night fisticuffs because of diminishing audiences, scarcity of good fighters. Effective date may be April. See . . .

ABC KAYOS FRIDAY FIGHTS . . . 40

Westinghouse recommends Stratovision for educational TV. Proposes airborne ETV system using two airplanes each in 33 zones. Needs 18 UHF channels. Costs one-third that of ground stations. See . . .

LEARNING NOT EARTHBOUND . . . 43

If he's punched, he bleeds. If he drinks, he retches. That's today's TV programing; tomorrow's is going to be more escapist, more like old-time theatricality, says Leslie Stevens, Daystar president. See . . .

SEES LESS REALITY COMING . . . 44

Sarnoff credits color TV sales as playing major share of record earnings in consumer products sales. RCA gross hits $1.78 billion, net income up 25% to $65 million, both all-time records. See . . .

RCA HITS NEW PROFIT HIGH . . . 46

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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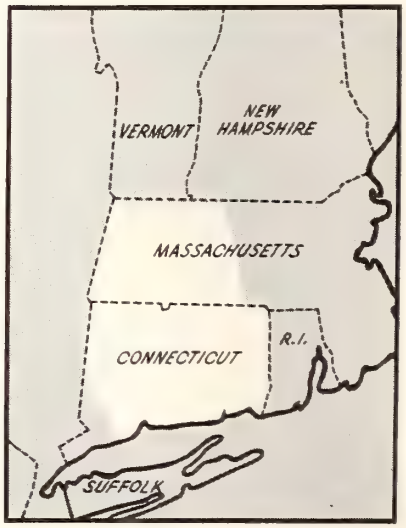
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WTIC MEANS GREATEST COVERAGE

TOP PERSONALITIES
ADULT ACCEPTANCE
DEDICATED SERVICE

IN RICH, RICH SOUTHERN NEW ENGLAND



WTIC 50,000 watts

HARTFORD, CONNECTICUT

REPRESENTED BY THE HENRY I. CHRISTAL COMPANY

'PIGGYBACK' ISSUE HIGH ON AGENDA

Major code board topic; Katz offers third category

Use of "piggybacks"—commercials containing mentions of two or more products—was building into major television problem last week. It promises to be key issue confronting television code board of National Association of Broadcasters at its meeting Jan. 22-23.

Piggybacks were projected into prominence when TV's biggest advertiser, Procter & Gamble, through Compton agency, warned stations it would not pay for any P&G spots that were placed in "triple-spotting" positions alongside piggybacks (BROADCASTING, Dec. 10).

Last week it was learned that The Katz Agency, influential New York-based station representative, had asked its station clients to impose stricter definitions on piggybacks.

Katz said current distinction between "integrated" commercials and "piggybacks" should be broadened by creating third category for "integrated piggybacks"—multiproduct commercials appropriately bridged but which viewers are apt to consider two commercials. Katz suggested truly integrated spots should sell at regular station rates with other two categories demanding premium prices.

Howard Bell, NAB code director, said Friday he was "convinced that we must change and tighten our policy."

NAB TV code presently does not mention subject, but March 1962 interpretation counts as one spot integrated messages dealing with multiple products but appearing as one commercial. Piggybacks advertising two products in one spot without proper bridging must be counted as two spots.

Mr. Bell said present wording is subject to loose interpretation and whole subject will receive top priority at January code board meeting and Mr. Bell predicted "something specific" will be done.

In its memorandum to stations Katz warned that problem can get worse if other major advertisers follow P&G lead and set up own policies on shared commercials. Katz also recommended that all multi-product announcements be submitted to NAB code authority for ruling on what category they fall under.

Rep firm warned that if no single code authority is recognized, broadcasters would have to deal with advertisers and agencies "one by one." Only alternative would be to refuse multiproduct commercials, with inevitable financial loss, Katz said.

Examiner would take ch. 10 from Wilson

WLBW-TV Miami, which has been operating on channel 10 for three years, would lose that facility under an initial decision issued by an FCC hearing examiner Friday (Dec. 27).

Examiner H. Gifford Irion said grant should be made to South Florida Television Corp. He would deny application of L. B. Wilson Co. for renewal of license of WLBW-TV on that channel, as well as competing applications of Civic Television Inc. and Miami Television Corp.

Examiner said South Florida's combination of broadcast experience and civic participation in Miami area earned it preference over other three applicants.

He ranked Miami Television second, Wilson third and Civic fourth.

L. B. Wilson Co., which is also licensee of WCKY Cincinnati, was given four-month license in 1960 in aftermath of commission proceeding in which three other original applicants were disqualified for ex-parte activities. Among those disqualified was Public Service Television, which had originally been given grant in 1957. PST went off air in 1961.

No Special Treatment ▪ Examiner Irion, in his initial decision, noted that commission in 1960 had not intended that any special consideration should be accorded WLBW-TV because of its occupancy of channel. He said purpose of authorization was to provide interim service between termination of PST's operations and contemplated comparative hearing.

In recommending South Florida for grant, examiner said that company and Wilson should be ranked together in terms of broadcast experience.

But "the major fact" leading to preference for South Florida, he said, "is under criteria relating to familiarity with the Miami area."

He said record of William B. MacDonald Jr., organizer of South Florida and 80% owner, surpasses that of Wilson's key officials, C. H. Topmiller, president, and Thomas A. Welstead, vice president.

Examiner also said degree to which South Florida executives have engaged in television operations is greater than that shown by Wilson's.

"It is because of this unique factor," Examiner Irion said, the combination in one applicant of experience and civic participation in one area, that South Florida must likewise be preferred over its other two opponents."

Examiner ranked Miami Television ahead of Wilson and Civic because of "impressive local ownership, civic activity and general distinction of . . . stockholders."

Civic was ranked last because of its "rather desultory survey" of community needs and complicated division of responsibility within company which, examiner said, could prove "chaotic."

CH. 5 AND THE COURT

Show cause order leaves Boston outlet up in the air

Show cause order issued Friday (Dec. 27) by U. S. Court of Appeals in Washington regarding Boston channel 5 case has raised more questions than it settles.

Court asked FCC and other parties in litigation to "show cause" why order shouldn't be issued reversing FCC's 1962 decision giving WHDH-TV four-month license. This would, court says, permit pending hearing between WHDH-TV and three applicants for same facility to be heard on comparative basis, rather than as license renewal proceeding for WHDH-TV.

Parties are given 10 days to reply. Meanwhile, court says, WHDH-TV may continue under temporary permit.

Questions that are being asked:

Is this end of case, or just intermediate step?

What effect does death of Robert B. Choate, president of WHDH Inc. (see page 57), have on case?

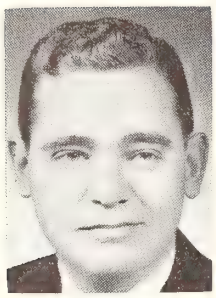
Will FCC permit court to tell it how to handle case, or will it demand right to use own procedures?

There are two cases in court. First, brought by original applicant, Greater Boston Television Co., asks for reversal of FCC's 1957 decision granting VHF channel to WHDH Inc. It also asks that refusal of FCC in 1962 to rule WHDH Inc. disqualified because of alleged off-record contacts between Mr. Choate and former FCC Chairman George C. McConnaughey be reversed, and that no hearing be held on renewal.

Second, brought by WHDH Inc., seeks to reverse FCC finding in 1962 that Choate-McConnaughey meetings were improper. WHDH Inc. is not trying to reverse decision.

more AT DEADLINE page 10

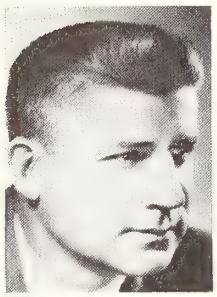
WEEK'S HEADLINERS



Mr. Jones



Mr. Garrison



Mr. Masterson

John A. Masterson, VP and group supervisor at MacManus, John & Adams, New York, transferred to agency's Los Angeles office as general manager, effective Jan. 1. He succeeds **Donald E. Jones,** who moves to New York as senior VP and administrative chief. **Robert I. Garrison,** senior VP and New York manager since 1961, becomes regional director of MJ&A's expanded activities in Minneapolis-St. Paul and overall supervisor of West Coast operations. Mr. Masterson, who was manager of New York office of Tatham-Laird before joining MJ&A in 1960, has long history in broadcast programing as co-owner, creator or producer of *Breakfast in Hollywood, Bride & Groom, Live Like a Millionaire, Double or Nothing, Queen For a Day* and others. He was president of TV-radio production firm of Masterson, Reddy & Nelson. Mr. Jones was VP in charge of business development for MJ&A at its Bloomfield, Mich., headquarters before moving to Los Angeles five years ago. Under his management Los Angeles office of agency has grown in billings from $50,000 to $2.5 million a year.

Chester J. LaRoche, board chairman of C. J. LaRoche & Co., New York-based advertising agency, elected chairman of executive committee. Mr. LaRoche founded agency in early 1940's. **James J. McCaffrey,** president and chief executive officer, succeeds Mr. LaRoche as board chairman. **David B. McCall,** vice chairman of board, elected president to succeed Mr. McCaffrey. Messrs. McCaffrey and McCall both joined LaRoche agency in 1962 after serving as senior vice presidents at Ogilvy, Benson & Mather, New York.

Dr. Kenneth Baker, media research consultant, named executive director of new Broadcast Rating Council, effective Jan. 1 (see page 33).

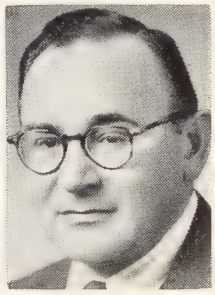


Mr. Newton

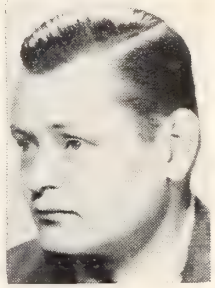
Carroll P. Newton, VP and director of BBDO, New York, named managing director of BBDO-London, effective Jan. 15, succeeding **Patrick Dolan,** who continues as chairman of BBDO-London and as president of BBDO-International. Mr. Newton, who joined BBDO in 1930, has held various posts in production and on accounts, and in 1940 was business manager of radio department which at that time included all timebuying and media functions at BBDO. He was one of top advertising experts in past few presidential campaigns: assisting in first Eisenhower campaign in 1952, directing promotional and advertising activities in 1956 Eisenhower campaign, similarly directing for Republican efforts in 1954 and 1958 congressional elections and in 1960 while on leave of absence (from BBDO to Campaign Associates) in Nixon campaign.



Mr. Mogul



Mr. Weiss



Mr. Kennedy

Emil Mogul, president of Mogul, Williams & Saylor, New York, elevated to board chairman. Mr. Mogul in 1948 founded agency then called The Emil Mogul Co. **Sidney Matthews Weiss,** executive VP of Mogul agency, elected president, succeeding Mr. Mogul. Mr. Weiss, formerly president of Lewis, Williams & Saylor, New York, joined Mogul when two firms merged in 1959. **Wray D. Kennedy,** senior VP, succeeds Mr. Weiss as executive VP. Mr. Kennedy also joined firm in 1959 when it merged with Lewis, Williams & Saylor.

For other personnel changes of the week see FATES & FORTUNES

Mutual fund interests will be investigated

FCC announced Friday (Dec. 27) it will hold inquiry or rulemaking on problem of cross-ownership of broadcast groups by mutual funds.

Announcement was made in letter to Metromedia Inc., which had sought waiver of multiple ownership rule in order to close purchase of WCBM-AM-FM Baltimore. Commission had approved $2 million purchase of Baltimore facility but conditioned closing on resolve of what it considered violation of multiple ownership rule. This concerned two mutual funds which have more than 1% ownership of common stock in Metromedia and in other broadcast groups (BROADCASTING, Dec. 9, 2).

Metromedia had called commission's attention to wide scope of problem, citing several mutual funds with interests in several networks and various groups, involving in one instance 91 stations (BROADCASTING, Dec. 23).

In its letter to Metromedia, commission said it could not give Metromedia waiver, but suggested it would remove condition if two mutual funds involved (Keystone, which holds 4.86% of Metromedia, with other station interests, and Fidelity Trend, owning 2.23% of MM voting stock, among other interests) would agree not to vote stock in Metromedia which violates multiple ownership rule or attempt to influence policies of companies concerned during pendency of proposed inquiry.

Music merger called off

Negotiations for acquisition of World Broadcasting System, pioneer transcription firm, by Commercial Recording Corp. of Dallas have fallen through. Paul F. Harron, principal owner of World, said his company would continue as independent operation.

In its original concept, deal would have resulted in merger of World and Commercial Recording as subsidiary of Peruvian Oil & Mineral Co., which is controlled by John Coyle, owner of KVIL Dallas and principal in Commercial Recording (CLOSED CIRCUIT, Dec. 23). After termination of negotiations with World last week, Mr. Coyle said Peruvian Oil would buy Commercial Recording and start expansion program.

WARNING! This monitor may prove that your present stereo generator doesn't meet FCC requirements. If so, Call Collins. WARNING!

Collins' new 900C-1 accurately measures and monitors your FM stereo and mono programming in accordance with FCC rules.*

Collins designed and built the 900C-1 to help you eliminate any doubt as to just what your stereo signal is doing. Should trouble pop up, the 900C-1 tells you precisely what it is. You don't waste any time theorizing. You can go right to the source and correct it.

The 900C-1 is a versatile piece of equipment. Just take a look at the measurement and monitoring capabilities it offers you: total peak frequency deviation measurement; individual modulation component deviation measurement; stereo signal demodulation for channel separation measurement; both monaural and stereo outputs for monitoring and proof-of-performance as required; wideband output for visual proof of separation with oscilloscope; AM noise level output for VTVM measurement; test points for main and pilot carrier frequency measurements.

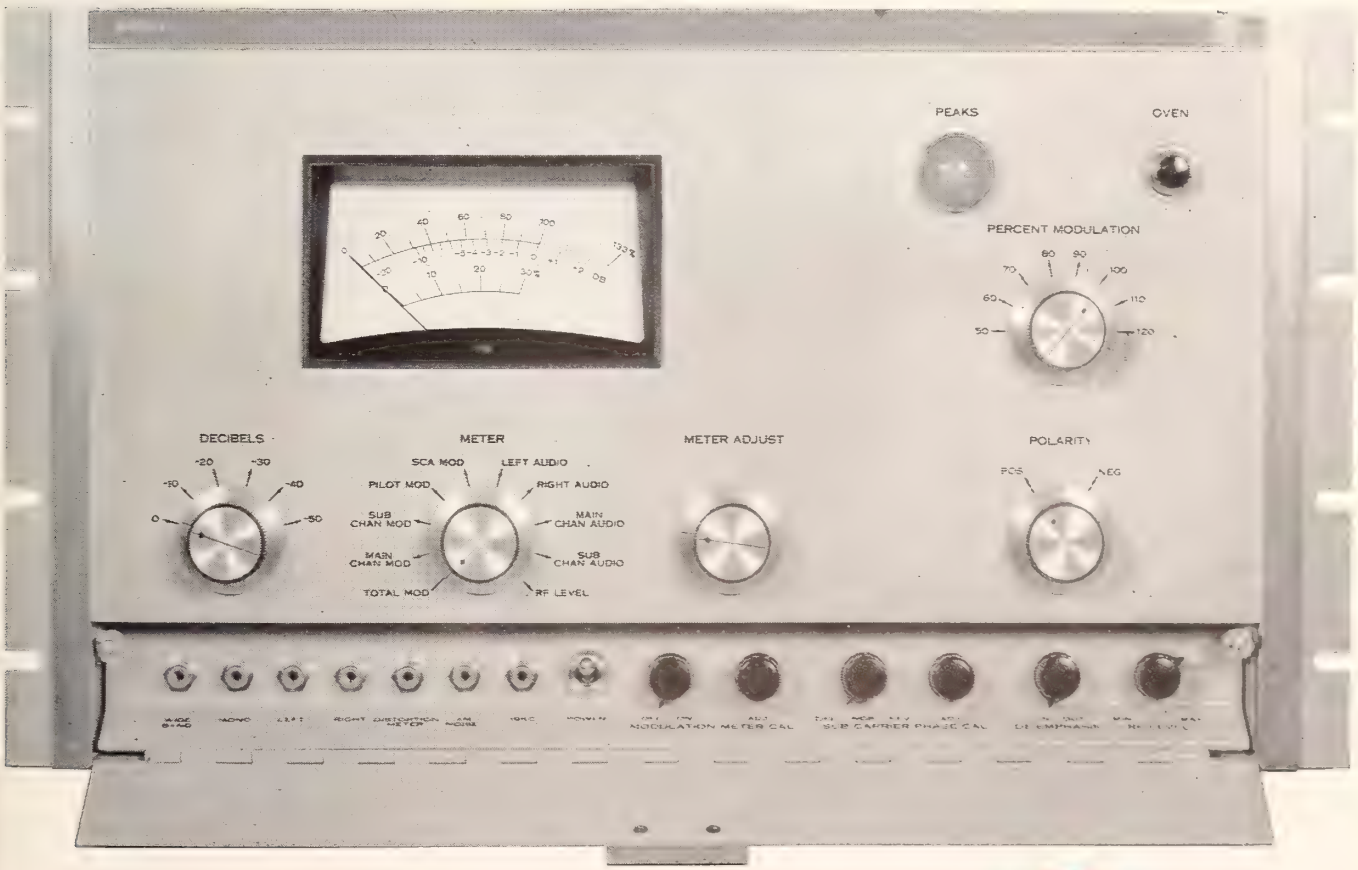
In addition to these capabilities, the new Collins 900C-1 offers you money saving operational features. It is fully transistorized. It uses only 50 watts of primary power. Heat dissipation is low and, through the use of conservatively rated components, you can count on long operating life.

Let us give you all the facts on how Collins' new 900C-1 FM stereo modulation monitor can serve your current needs. Call or write today.

* FCC type-approved for main channel monophonic; no existing rules for stereo type-approval

COLLINS RADIO COMPANY
• Cedar Rapids • Dallas • Los Angeles
• New York • International, Dallas

FINAL AUTHORITY



COLLINS

NEGROES

respond more aggressively to Negro voices. It's good business to include the Negro station in your general market buy. (They're usually low CPM in general market surveys.)

Our salesmen visit our stations.

Station Reps

BOB DORE

ASSOCIATES

11 WEST 42nd STREET, NEW YORK 36, N. Y.
CHICAGO LOS ANGELES SAN FRANCISCO

PERSONALITY

POWER

It packs a friendly punch. Stroll down the street with any of a dozen WSYR personalities. Watch the smiles light up people's faces; hear the known-you-all-my-life greetings from total strangers.

This friendly attitude is for **you**, too, when these personalities are selling for you. And that's why WSYR Radio is the greatest sales medium in Central New York.

So you see what happens:

Personality Power = Sales Power for you in the 18-county Central New York area. Instant friends for what you have to sell.

Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.
New York • Boston • Chicago
Detroit • San Francisco



DATEBOOK

A calendar of important meetings and events in the field of communications.

■ Indicates first or revised listing.

JANUARY 1964

Jan. 1—New **FCC engineering rules** requiring that third-class radio-telephone operator be present for routine transmitter operation if first-class operator is employed parttime.

Jan. 1—Effective date for the **FCC's** licensing fee schedule.

Jan. 3—Comments due on proposal to authorize on regular basis operation of **Midwest Program for Airborne Television Instruction Inc.** (MPATI) and to allocate six UHF channels for the purpose.

Jan. 3—Comments due on proposed expansion of **UHF table of assignments.**

Jan. 4-5—**Democratic National Committee** meets at Sheraton-Park hotel, Washington. Plans for national convention Aug. 24-28 in Atlantic City, N. J., to be discussed.

■ Jan. 6—Meeting of executive committee of **National Association of Broadcasters,** Madison hotel, Washington.

Jan. 6—**North Carolina AP Broadcasters Association,** High Point, N. C.

Jan. 6—**Hollywood Ad Club** luncheon meeting, 12 noon, at Hollywood Roosevelt hotel. James Nelson, creative vice president of Hoefer, Dieterich & Brown, San Francisco, speaks on "My Son, the Creative Director."

■ Jan. 6-7—**Future of TV in America Committee** of National Association of Broadcasters meeting, New Orleans.

■ Jan. 7—**National Association of Broadcasters'** finance committee meeting, Washington.

Jan. 8—Board of directors meeting of the **Kentucky Broadcasters Association,** 11 a.m., Louisville Sheraton hotel.

Jan. 8—Newsmaker luncheon, **International Radio & Television Society,** Grand Ballroom of Waldorf Astoria, New York. News analysis and forecast by a panel of Chet Huntley, Walter Cronkite and Ron Cochran.

Jan. 8-11—**Republican National Committee** meets at Mayflower hotel, Washington. Plans for national convention July 13-17 in San Francisco to be discussed.

■ Jan. 9-10—Radio Code Board of **National Association of Broadcasters,** meeting, Washington.

Jan. 10-11—**Arizona Community Television Association** meeting, Ramada Inn, Scottsdale, Ariz. Anyone interested in CATV and allied fields is welcome to attend. For additional information contact Arlo Woolery, KSUN Bisbee, Ariz., ACTA president.

Jan. 11-12—Twelfth annual **Retail Advertising Conference,** The Palmer House, Chicago. Among the subjects to be discussed are "How To Live With The Federal Trade Commission" and "How To Produce Effective Television Commercials At a Satisfactory Cost."

Jan. 13—Annual winter meeting of the **Rhode Island Association of Broadcasters.** Place to be announced.

■ Jan. 14—Debate between Subscription Television Inc. and the California Crusade for Free TV will take place publicly at a meeting of the Los Angeles chapter of the **National Academy of Television Arts and Sciences.** Subject of the evening discussion will be pay TV. Among the speakers are Sylvester L. (Pat) Weaver, STV president; Dana Andrews, new president of the Screen Actors Guild; and a representative not yet identified of the Crusade organization. Dan Jenkins of Rogers & Cowan, Hollywood public relations firm, is chairman of the ATAS session.

Jan. 17—Annual membership meeting of **Federal Communications Bar Association,** Sheraton Park hotel, Washington.

Jan. 17—Franklin Day banquet of **Poor Richard Club,** Bellevue Stratford hotel, Philadelphia. Leonard Goldenson, president of American Broadcasting-Paramount Theatres Inc., will receive club's Medal of Achievement citation.

Jan. 17—Board of directors meeting of the **Association of Maximum Service Telecasters (AMST),** Diplomat, Hollywood, Fla. (postponed from Dec. 5).

Jan. 17—**New York chapter of National Academy of Television Arts and Sciences** honors Jackie Gleason at its annual "close-up" dinner and show, Americana hotel, New York. Alan King is master of ceremonies.

Jan. 17-18—Midwinter meeting of **Oklahoma Broadcasters Association,** Enid. Paul Comstock, National Association of Broadcasters vice president for government affairs, will be featured speaker.

Jan. 20—**Hollywood Ad Club** luncheon meeting, 12 noon, at Hollywood Roosevelt. Richard Dinsmore, vice president and general manager of Desilu Sales, will speak on foreign market for American TV shows.

Jan. 21-23—**National Religious Broadcasters** convention, Mayflower hotel, Washington.

Jan. 21-23—Nineteenth annual **Radio-TV Institute,** co-sponsored by the Georgia Association of Broadcasters and the Henry Grady School of Journalism, University of Georgia, Athens. Program includes day-long debate with FCC Commissioners Kenneth Cox and Lee Loevinger, and hour and two-hour workshops on sales, sales promotions, rates and rate cards; FM and stereo; news and editorials; and a special copywriting clinic. Speakers include William McAndrew, executive vice president in charge of NBC News, and Dr. Frank Stanton, president of CBS Inc.

■ Jan. 22-23—Television Code Board of **National Association of Broadcasters,** meeting, Miami.

Jan. 24-26—Midwinter convention of the **Advertising Association of the West,** Bakersfield, Calif.

Jan. 24-26—**American Women in Radio and Television** board of directors meeting, Hilton hotel, New York.

Jan. 27-31—Annual winter meetings of **National Association of Broadcasters'** radio, television and combined boards, **Far Horizons** hotel, Sarasota, Fla.

■ Jan. 28—Annual business meeting of the **Advertising Research Foundation** at Hotel Gotham, New York.

Jan. 31-Feb. 1—Seventeenth annual convention of the **South Carolina Broadcasters Association,** Jack Tar Poinsett hotel, Greenville, S. C.

FEBRUARY

■ Feb. 2—Thirteenth annual **Communion Breakfast for Catholics in Television and Motion Pictures,** 11 a.m., at the Beverly Hilton hotel, following 9 a.m. High Mass at the Church of the Blessed Sacrament in Hollywood.

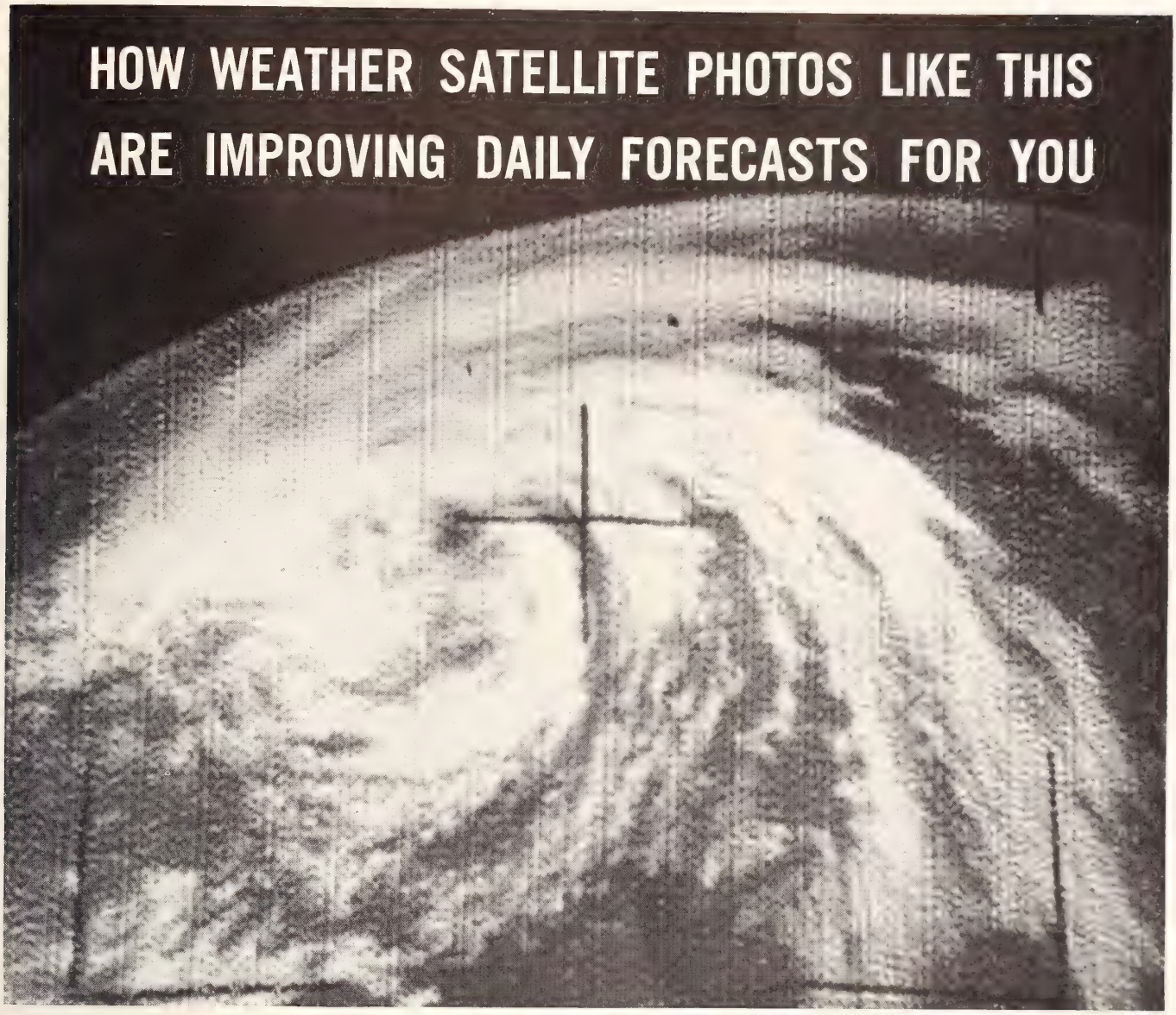
■ Feb. 3—**Deadline** for comments on rule-making to authorize six UHF channels for airborne ETV in six Midwestern states.

■ Feb. 3—**Deadline** for comments on UHF allocations tables proposed by FCC and National Association of Educational Broadcasters.

Feb. 3—**Hollywood Ad Club** luncheon meeting, 12 noon, at the Gaslight Club. Burton Brown, Gaslight Club president, will speak on the role of advertising in promoting his chain of clubs.

Feb. 3-5—Second annual **Electronic Marketing Conference of the Electronic Sales-Marketing Association (ESMA),** Barbizon Plaza hotel, New York.

HOW WEATHER SATELLITE PHOTOS LIKE THIS ARE IMPROVING DAILY FORECASTS FOR YOU



TIROS SATELLITE PHOTOGRAPH of a typhoon in the Pacific Ocean shows huge pinwheeling system of white clouds. Photo was taken from a height of 450 miles; cross in center and angles at corners are reference points.

Swift Bell System communications help the Weather Bureau collect and distribute weather information from outer space and around the world

The latest weather information is important to everyone.

It affects farmers and their crops, airlines and their passengers, businesses of all kinds. It affects people planning trips and vacations—in fact, everyone.

Knowledge about the weather begins with raw data collected around the world by observers, ships at sea, planes and most recently, satellites which can photograph large areas of the earth below.

To be useful, this data must be collected rapidly for analysis. Fast Bell System communications speed torrents of it into the National Meteorological Center near Washington, D. C., every hour around the clock.

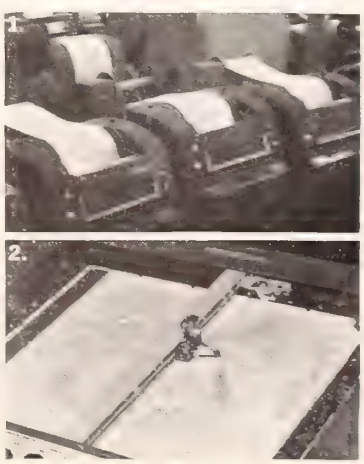
At the Center, the data is fed into a computer which analyzes it electronically. The computer's output is plotted automatically into maps of the weather conditions in the Northern Hemisphere—doing in a few minutes what previously took hours by hand.

The maps, as well as other reports and forecasts, are then flashed to field stations, where they form a basis for local and regional forecasts. The Bell System plays a major part in rushing these forecasts to such users as newspapers and radio and television stations.

With the help of fast, dependable Bell System communications, you get the benefit of the nation's progress in the techniques of collecting, studying and distributing weather information.

1. Weather information from the world over flows to Washington's National Meteorological Center and is printed out by banks of Bell System teletypewriters.

2. After a computer has processed the information, it guides this electronic plotter which automatically draws the all-important weather maps on which forecasts are based.



BELL TELEPHONE SYSTEM

Owned by more than two million Americans



OPEN MIKE®

Zionist pressures?

EDITOR: Will broadcasters bend to the will of pressure groups? This is a trade problem created by efforts of the Zionist movement to throttle all radio and television debates on public issues such as the Arab-Israel conflict, U. S. Middle East policy, the distinctions between Judaism and Zionism, the nature of anti-Semitism, etc.

KCOP(TV) Los Angeles showed considerable ingenuity recently when local Zionists—at the last moment—backed out of a scheduled debate that had been widely promoted. The station televised the show anyway, dramatically focusing on an empty chair to show that they had fulfilled their obligation in endeavoring to present both sides of the sensitive Zionist, anti-Zionist debate. Subsequently, KCOP aired a program on the Zionist position, paid for by a Zionist spokesman.

At this point the American Zionist Council, seeking to assure that there would be no further debates, issued a public proclamation calling for a boycott of debates with the American Council for Judaism, a national membership organization with an anti-Zionist outlook.

In New York this refusal of the Zionist to debate current issues has persisted for several years. Many of the pro-and-con type of public affairs radio and TV programs have had to pass up discussions of these issues. Zionist rationale for this strategy is clear. They have open access to radio and TV, so why should they help provide a platform for a dissenting opinion.

But broadcasters have a responsibility to offer listeners and viewers at least two sides of controversial issues. In all candor, they might ask themselves: Will we present only the pro-Zionist position on issues of the day? Will we knuckle under to Zionist pressure and boycott threats?

Some stations have replied with an impressive "No."—*Bill Gottlieb, publicity director, The American Council for Judaism, New York.*

(The American Council for Judaism describes itself as a "national organization founded on the basic proposition that Judaism is a religion of universal values—not a nationality.")

Spots produce smiles

EDITOR: May I have your permission . . . to reprint "Broadcasters produce the spots, Lufthansa produces smiles."? (BROADCASTING, Oct. 7).—*F. S. Tibbetts, general manager,* WFTL-FM *Fort Lauderdale, Fla.*

(Permission granted, with credit to this magazine.)

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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*Reg. U. S. Patent Office
Copyright 1963: Broadcasting Publications Inc.

Does Jonny-cake meal have to be stone-ground?

"Yep. There's no other fit way, except 'tween sharp-cut mill stones o' fine-grained Rhode Island granite . . . turnin' slow. Can't use anything but our Indian white-cap corn, either.

"Notice there's no 'h' stickin' up in the middle of 'Jonny-cake'? Sep'rates our griddle-cooked ambrosia from the yellow corn bread that some honest but mis-led souls call by a name soundin' the same. There's nothin like Rhode Island Jonny-cake!"

But, then, there's nothing quite like the Providence market, either. It reaches north, northwest and northeast into Massachusetts, and across to the Cape . . . west and southwest into Connecticut . . . a compact area with a billion consumer dollars to spend. Some people even say Providence is Rhode Island. People in television say **Providence is WJAR-TV.**



Your personal print suitable for framing — plus a sample of R. I. stone-ground Jonny-cake meal, with recipes — await your card or call.

FIRST TELEVISION STATION IN RHODE ISLAND

AN OUTLET CO. STATION **NBC** — Edward Petry & Co. Inc.

MONDAY MEMO from WILLIAM S. BROWN, Canada Dry Corp., New York

Canada Dry uses radio-TV to sell its mixers

Canada Dry's king-size network TV and radio buy and supplementary local TV and radio spot purchases concentrated over the holiday periods brought recollections to many radio advertising old-timers of the worldwide beverage company's long-time interest in broadcast media in the U.S.

It dates back to the late 20's, and amounts to what was practically a founding interest, not too long after the company's now-famous advertisement (the one that began "Down from Canada Came Tales of a Wonderful Beverage") appeared in the April 29, 1923, *New York Times.*

The advertisement itself heralded the practical beginnings of the company's then-recent American identity, coming out of its American incorporation a few weeks earlier.

There are early sketchy references to Canada Dry's buying radio time in the late 20's for commercial announcements on several radio stations in the metropolitan New York area. Station WODA Paterson, N.J. (an early forerunner of station WPAT), for instance, featured the "Champagne of Ginger Ales" in a series of remote broadcasts from the local armory where a food show was in progress. On WMCA New York (then located in the Hotel McAlpin), the early radio great, Norman Brokenshire, was said to have handled some of Canada Dry's first spot announcements.

The first documented example of a nationwide radio network program sponsored by Canada Dry appears to be in the late 20's, when the company began the sponsorship of the *Canadian Mounted,* an NBC Blue network presentation. About two years later, in 1932, the by-now-well-established company introduced to the nation's dial-twirlers via NBC's Red network a brash young comedian named Jack Benny. Early fans were later to recall that Jack "Nickle-Back-on-the-Bottle" Benny, as he came to be called (the reference being to the 5-cent deposit refund on the empty Canada Dry ginger ale bottle when it was returned), actually launched his reputation for being a prize skinflint.

Radio Pivotal ▪ By this time, radio was on its way to becoming a pivotal medium in Canada Dry's advertising thinking for the reason that it was showing itself to be an effective economical means of expressing the company's absolute insistence on quality manufacture.

Both Parry D. Saylor, president from 1924-35, and J. M. Mathes, who had as New York office head of N. W. Ayer & Son supervised Canada Dry's advertising since 1921 when a first American plant began operations, had come to share a strong proclivity for the broadcast medium. Mr. Mathes, who had been one of the founding group that in 1923 organized the American corporation, set up his own agency in 1933 with Canada Dry as his first client.

Although the great depression necessitated the company's cutting down on its plants for all but the most utilitarian types of advertising, some radio commercials extolling Canada Dry Ginger Ale appeared in the 1934-37 period. In 1935, R. W. Moore succeeded P. D. Saylor as president. By November 1938, as business conditions improved, Canada Dry signed up as sponsor of radio's original audience quiz show, *Information Please!,* via the NBC Red network. To this day, there are those who will swear that *Information Please!* was the all-time best.

The next network sponsorship Canada Dry undertook was that of *Sparkle Time* with Meredith Willson (of "Music Man" fame) and his "Talking People," a kind of sassy version of a classical Greek chorus. That was in 1946-47.

Now television was in its ascendancy and Canada Dry was not far behind. In April 1949, the company became one of the first in its industry to sponsor a full network program. The show chosen was *Super-Circus,* with co-hosts Mary Hartline and Claude Kirschner, on ABC-TV, and Canada Dry maintained its sponsorship through September 1952. National TV film syndications of popular fictional and adventure characters came into their own in 1952. By November of that year, Canada Dry signed up to sponsor the ABC telecasts of *Terry and the Pirates* in 51 key cities. In December 1953, Canada Dry switched over to *Annie Oakley,* adding 15 more cities to its telecasts in the bargain. That series ended 12 months later.

In October 1959, Canada Dry was back in the lists as sponsor of *Walt Disney Presents* on ABC-TV. This sponsorship was renewed for a second year until the program switched networks and changed from a black-and-white TV program to a colorcast.

It was in 1960 that a new picture of Canada Dry's maturing interest in TV and radio as effective advertising media began to emerge which it has repeated with rising emphasis and larger dollar budgets every year since. It was to "pick your spots" and buy accordingly and use the buy to reinforce and supplement themes struck in print media.

The national television aspect of "Canada Dry's Holidays 1963" campaign, waged for its mixers, was the largest such effort the company ever put forth. Scheduled in prime-time periods on the entire NBC-TV network, covering approximately 178 stations, the commercial announcements built around a "Three Cheers for Parties" theme were designed as participations contained within the shows themselves to assure top audience attention rather than as station or time breaks.

Running Dec. 10 through Dec. 23, the company's TV drive was waged during the period when preholidays food-and-drink buying was at its heaviest. The TV effort by itself reached more than 77 million TV homes and more than 155 million Americans.

In addition to these network "buys," a record number of local TV purchases reaching into practically every key bottler and division market was made during the same holiday season.

While it's too early to gauge results, advance indications already point to its having scored a record effectiveness.



William S. Brown, vice president in charge of market planning and analysis for the Canada Dry Corp., New York, joined that firm in 1925. That was only two years after Canada Dry set up operation in the U. S. Mr. Brown served as advertising manager at Canada Dry for many years, and in 1943 he was elected vice president in charge of advertising. He was named vice president in charge of marketing in 1958, and he was elevated to his present post in 1961.



McClellan Air Force Base* a vital part of the Sacramento market

*Project High Wire in which miles of electrical wiring is being reinstalled in F-100 jet fighters to modernize them.

and BEELINE RADIO KFBK enables you to reach all of Sacramento's 19-county market.

In this market, over a million people are responsible for one and a half billion dollars worth of retail sales. To get your share of these sales, your advertising message needs to be heard. And it is when you buy KFBK. It's only one of four Beeline stations — the key to California's rich inland valley and Western Nevada.

McCLATCHY BROADCASTING COMPANY

PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE

KOH • Reno **KFBK** • Sacramento **KBEE** • Modesto
KMJ • Fresno



CG can make you well in Indiana. If you want it to doctor sales for your drug products, prescribe it, through ATS.

John F. Dille, Jr., *President*



IN TV: WSJV-TV (28), South Bend-Elkhart; WKJG-TV (33), Ft. Wayne
RADIO: WTRC-AM and FM, Elkhart; WKJG-AM, Ft. Wayne
NEWSPAPERS: *The Elkhart Truth* (Eve.); *The Mishawaka Times* (Morn.)

CALL ATS TODAY!

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
December 30, 1963, Vol. 65, No. 27

RADIO-TV SWITCHES: $101 MILLION

- Some major agencies losing accounts fight back with mergers
- 1963 agency changes for broadcast accounts 15% ahead of 1962
- But total billings involved, $163 million, is practically same

An estimated $101 million in radio and television billing changed agencies in 1963, a total that represents an increase of $16 million—or about 15.9%—over the $85-million level in 1962.

Though radio and TV accounted for a greater share of the total billing that changed hands (about 63% this year compared to 53% in 1962), the total billing involved was only slightly more this year than last.

The compilation of account switches in 1963 showed a total of 71 accounts of national—and broadcast—interest affected. This compares to 70 in 1962.

In total, these accounts represented approximately $163.6 million in overall billings, an estimated $3.1 million increase over the volume in 1962.

The continued unsettlement in advertising accounts appears in BROADCASTING's yearly survey of changes. It takes on added significance when viewed against a background of more agency mergers.

Agencies Merge ▪ At least two mergers—that of North Adv., New York, and Lawrence C. Gumbinner advertising announced last week and Interpublic's recent moves toward acquisition of the New York operations of Fletcher Richards, Calkins & Holden—followed the loss of main-line accounts. American Tobacco moved its $12-million account—an estimated half of it in broadcast—from Gumbinner to BBDO, and Eastern Air Lines shifted more than $9 million in billings (over $2 million in radio-TV) from FRC&H to Benton & Bowles.

Such acquisitions and mergers as those placed in motion by Interpublic also tend to give rise to possible client conflicts which in time materialize as further account switches.

The continued importance of radio-TV in account switching was seen also in the "top 10" listing.

These top accounts which shifted this past year allocated approximately 69% of their advertising budgets to radio and television.

The top 10 broadcast accounts came to $46.45 million in 1963, or approximately the same level as the radio-TV top 10 billing the year before.

Rising Billing ▪ Though the volume of broadcast billing involved is on the rise, it's apparent from the study that a stabilizing influence on the number of switches is continuing. That stabilization began during 1962 after exceptional unrest in accounts occured in 1961 and in the early part of 1962.

Perhaps the surprising factor in 1963 compared to the immediate proceding years is the rise in incidence of agency mergers. Among the key consolidations:

▪ Post, Morr & Gardner combined with Keyes, Madden & Jones to form Post-Keyes-Gardner.

▪ Erwin Wasey, Ruthrauff & Ryan was placed under the Interpublic umbrella. At the time of that acquisition, it was estimated that Erwin Wasey and its affiliates had billings of about $80 million, of which approximately $25 million were in overseas offices. About $20.3 million of its domestic billing is in broadcast.

▪ Ellington & Co. and Donahue & Coe have announced their marriage. This merged operation—to be effective Jan. 1—will have total billings of about $50 million.

▪ Campbell-Ewald Co., Detroit, acquired all of the California operations of Fletcher Richards, Calkins & Holden, also effective Jan. 1. The addition represents 22 more accounts for C-E, whose billing already topped $100 mil-

Top radio-TV account switches in 1963

	Advertiser	Billings Radio-TV (in millions)	Billings Total (in millions)	New Agency	Former Agency
1.	Alberto-Culver	$ 7.7	$ 8.0	JWT	BBDO, Compton
2.	Colgate-Palmolive	7.2	8.0	D'Arcy, Esty	L&N, Bates
3.	Beech-Nut	7.2	8.0	B&B	Y&R
4.	American Tobacco	6.0	12.0	BBDO	Gumbinner
5.	Vick Chemical	4.4	5.5	Morse, Burnett	SSC&B, Morse
6.	Revlon	3.2	7.0	Grey	NC&K
7.	Quaker Oats	2.8	3.6	PKL	Compton, JWT
8.	Johnson & Johnson	2.6	4.0	SSC&B	Y&R, Ayer
9.	Liebmann Breweries	2.5	7.0	FC&B	JWT
10.	De Luxe Reading	2.5	4.0	D-F-S	Zlowe
	TOTALS	$46.45	$67.25		

These accounts switched to new agencies in 1963

ACCOUNT	TO	FROM	BILLINGS (in millions) TOTAL	RADIO-TV
Air France	FSR	BBDO	$ 1.5	$0.5
Alberto-Culver				
V-O 5 shampoo	JWT	BBDO	6.0	5.8
Command	JWT	Compton	2.0	1.9
American Bakeries	JWT		4.0	2.1
Taystee, Greenen cakes, breads in mid-west, CookBook bread and cake in southwest		Y&R		
Merita bread and cake		Tucker Wayne		
Taystee bread, cake in N. Y. Cushman retail cake stores		Wesley		
American Cyanamid				
Breck	Y&R	Reach, McClinton	2.0	1.8
Breck	Y&R	N. W. Ayer	3.0	2.6
American Home Products				
Aero Shave	C&W	Tatham-Laird	1.0	0.95
American Tobacco Co.				
Tareyton Filters	BBDO	Gumbinner	12.0	6.0
Beech-Nut chewing gum, cough drops, baby foods, Life Savers	B&B	Y&R	8.0	7.2
Hazel Bishop	Daniel & Charles	K&E	2.5	2.5
Block Drug Co.				
Green Mint mouthwash	C&W	SSC&B	1.2	1.0
Bon Ami	FSR	Dunnan & Jeffrey Wermen & Schorr	1.4	1.4
Braniff International Airways	Creative Group	C&W	1.5	0.06
E. L. Bruce Co.	North	Christiansen	1.0	1.0
Chesebrough-Ponds				
Cutex	JWT	DCSS	2.0	1.0
Q-Tips	Esty	Gumbinner	1.0	0.8
Colgate-Palmolive				
Ad detergent	D'Arcy	L&N	1.3	1.2
Vel	Esty	L&N	2.5	2.3
Quik-Solv	Esty	L&N	0.75	0.75
Fab	Esty	Bates	3.6	3.3
DeLuxe Reading Co.	D-F-S	Zlowe	3.5-4.0	2.5
Eastern Air Lines	B&B	Fletcher Richards, Caikins & Holden	9.0	2.2
Eldon Industries	Klau-Van Pieterson-Dunlap	Direct	0.88	0.5
Elgin National Watch Co.	Gumbinner	McCann-Marschalk	1.25	0.94
Fels & Co.	Zubrow	Manoff	3.0	2.4
Florida Citrus Commission				
oranges	C-E	B&B	2.2	1.1
Glamorene Inc.	Fletcher Richards, Calkins & Holden	Riedl & Freede	1.0	0.48
H. J. Heinz Co.				
frozen soup	DDB	Maxon	2.0	1.0
Helene Curtis				
Suave	M-E	JWT	2.0	1.2
Isodine Pharmacal	K&E	Reach, McClinton	1.5	1.4
International Harvester farm equipment	Foote, Cone & Belding	Aubrey, Finlay, Marley & Hodgson	2.5	0.75
Johnson & Johnson				
Arrestin, Dental Floss,	SSC&B	Ayer	0.75	0.6

lion (one-third in broadcast). As yet, the West Coast additions have not been reported in terms of dollar volume billing they represent.

▪ Interpublic was near the point of adding Fletcher Richards (New York) to its huge complex near the close of 1963 (BROADCASTING, Dec. 23). Interpublic already had some $130 million in broadcast billing—the New York broadcast activity of FRC&H would add still more of course.

▪ A new agency has been created by North Advertising, New York division of the Chicago-based agency, and Lawrence C. Gumbinner Advertising Agency. It will be known as Gumbinner-North Co. and will bill an estimated $18 million a year. (Also see story, page 21).

The largest account shift of 1963 in terms of total billing was the transfer of American Tobacco Co.'s Tareyton cigarettes from Gumbinner to BBDO.

In the changeover, Gumbinner lost about $12 million business ($6 million in radio-TV) and the loss undoubtedly was a factor in the agency's decision to merge with North Advertising's New York operation.

Other king-sized account changes involved Colgate-Palmolive, which moved about $8.15 million in business from Lennen & Newell and Bates to D'Arcy and Esty.

Beech-Nut, which assigned its $8 million ($7.2 million in broadcast) to Benton & Bowles from Young & Rubicam was another key switch.

Alberto-Culver, which moved $8 million of its business from BBDO and Compton to J. Walter Thompson, and Vick Chemical, which moved $5.5 million of business, assigning half of it to Burnett and half to Morse, also topped the list. A feature of this latter transfer was a maneuver whereby Morse was assigned business formerly handled by Sullivan, Stauffer, Colwell & Bayles, while Leo Burnett assumed responsibility for business that was being relinquished by Morse International.

Airlines figured prominently in switches in 1963. Air France moved its $1.5 million account from BBDO to Fuller & Smith & Ross; Braniff International went from Cunningham & Walsh to Creative Group; Eastern Air Lines transferred its $9 million from Fletcher Richards, Calkins & Holden to Benton & Bowles, and National Airlines moved twice — from McCann-Erickson to Papert, Koening, Lois during the early part of the year and from PKL to Kenyon & Eckhardt later in the year.

Ad Council campaign on automation is ready

The Advertising Council is ready to submit campaigns to the U.S. Department of Labor on the coming changes that automation will bring to the nation's work force.

Submission of the campaigns has been delayed by President Kennedy's death. But the council expects to present the plans within the next 30 days and bring the first ads before the public 60 days after they have been approved.

The campaigns have been divided into four categories:

▪ Stimulate communities and community organizations to work to recognize and meet their changing employment needs.

▪ Use business press to inform industry and business leaders of their obligations to employes thrown out of work

ACCOUNT	TO	FROM	BILLINGS (in millions) TOTAL	RADIO-TV
Tiquiprin, medicated powder				
Micrin	SSC&B	Y&R	3.0	2.0
Baby powder, baby shampoo	SSC&B	Y&R	0.25	0.05
Kitchens of Sara Lee baked goods	Foote, Cone & Belding	Hill Rogers	2.5	1.25
Lehn & Fink				
Tussy	C. J. LaRoche	Y&R	1.0	0.4
Dorothy Gray	Kudner	M-E	1.5	0.3
Liebmann Breweries				
Rheingold beer	FC&B	JWT	7.0	2.5
Matey bath products	KHC&A	John Shaw	2.0	1.8
Max Factor	Carson Roberts	Gever, Morey, Ballard	1.7	0.4
Treatment line, eye make up, pan-cake, pan-stik, hi-fi fluid, erace, creme puff, Swedish formula hand cream and finishing powder				
National Airlines	K&E	PKL	4.5	1.0
	PKL	M-E	4.0	1.0
Nationwide Insurance	Ogilvy, Benson & Mather	Sackheim	4.5	1.9
Nestle Co.				
Decaf instant coffee	W&L	M-E	0.675	0.6
			0.75	0.71
Noxzema Chemical				
shave cream	D-F-S	DCSS	0.75	0.71
skin lotion	D-F-S	SSC&B	0.75	0.71
Piel Bros.	PKL	Y&R	2.5	2.3
Pittsburgh Plate Glass glass division	Ketchum, McLeod & Grove	JWT	2.0	0.5
Procter & Gamble				
Lilt	Burnett	Grey	1.1	0.943
Pert	Burnett	Grey	0.6	0.6
Rayette (Aqua Net hair spray)	Tapinger Gladney	Direct	1.5	1.2
Quaker Oats Co.			3.5	2.8
Puffed Rice	PKL	Compton		
Puffed Wheat				
Aunt Jemima frozen foods	PKL	JWT		
Revlon				
Living Curl, eye makeup, Touch & Glow, lipstick and nail enamel, Satin Set, Intimate	Grey	NC&K	5.0	2.2
Silicare, Baby's Silicare, Bronze Lustre, Clean & Clear, Contempora, Clearaway, Persuade	Grey	W&L	2.0	1.0
Singer Sewing Machine Co.	JWT	Y&R	4.0	2.0
United Biscuit			1.65	1.29
Keebler Supreme	MJ&A	Lewis & Gilman	0.4	
Strietmann Supreme	MJ&A	Ralph Jones	0.85	
Supreme Bakery	MJ&A	Durey Ranck Adv.	0.4	
United States Rubber Co.				
Tires	DDB	Ayer	5.4	1.0
Chemical division, textiles	PKL	Fletcher Richards, Calkins & Holden	1.2	0.5
Vick Chemical Co.				
Tri-Span	Morse International	SSC&B	2.75	2.2
Sinex				
Va-Tro-Nol				
Clearasil	Burnett	Morse International	2.75	2.2
Lavoris oral spray				
Vapo-Steam				
Wander Company Ovaltine	Foote, Cone & Belding	Tatham-Laird	1.8	1.8
Westinghouse				
TV-radio division	M-E	Grey	1.2	0.8
Whitman & Son	Gardner	Ayer	1.0	0.6
W. F. Young Inc.	JWT	Gotthelf	1.2	0.9
Absorbine Jr.	Gotthelf	JWT	2.0	1.9

by automation and the advantages of retraining personnel rather than hiring new workers.

- Aim at workers whose jobs may become obsolete to get them conditioned to the need to learn new skills.
- Combat tendencies by teen-agers to quit school before graduation.

The campaigns were planned by the council, a public service organization formed by voluntary contributions of money, space and time from industry and advertising agencies, after the Labor Department presented it with the problem earlier this year.

Business briefly . . .

Texaco, The Oldsmobile Division of General Motors and the **Columbia Record Club** have purchased full sponsorship of CBS Radio's New Year's Day coverage of the Cotton Bowl game in Dallas. The broadcast will start at 1:45 p.m. EST. The game will pit undefeated Texas against once-defeated Navy. Sponsor agencies are: Benton & Bowles, New York for Texaco; Wunderman, Ricotta & Kline, New York, for Columbia and D. P. Brother & Co., Detroit, for Oldsmobile.

The Dow Chemical Co., through MacManus, John & Adams, New York, has purchased sponsorship in 11 nighttime programs over NBC-TV. The programs are: *Espionage, The Eleventh Hour, Monday Night at the Movies, Mr. Novak, International Showtime, The Lieutenant, The Joey Bishop Show, Saturday Night at the Movies, Temple Houston, Sing Along* and *Bill Dana.*

Gumbinner-North merger set for early 1964

The merger of the Lawrence C. Gumbinner Advertising Agency, Inc. with the New York division of North Advertising, Inc. of Chicago was announced by both firms last week.

Final details still are being worked out in the move that by early 1964 will see the consolidation of the two agencies' accounts. The agreement apparently does not end North's outlet in New York, since Don P. Nathanson, president of North of Chicago, and Harold Rosensweig, North's treasurer, will be members of the board of directors of the new Gumbinner-North Co.

Officers of the consolidated company will be Lawrence C. Gumbinner, chairman of the board; Milton Goodman, president and creative director; Bruce Dodge, executive vice president; Bert Goldsmith, vice president and chairman textile division; Sumner Wyman and Lester A. Delano, senior vice presidents. The company said that all other officers of both agencies will retain their jobs.

Among clients that North of New York brings to the merger are American Home Products: Boyle-Midway Division, Botany "500" suits and Remco Industries. Major Gumbinner clients are Chap Stick Co., Heublein Inc. and American Home Products: Whitehall Division.

Most commercials in November: toys & games

The pre-holidays push by toys and games manufacturers moved them into No. 1 position in November in terms of national spot and local television commercials on the air.

A compilation by Broadcast Advertisers Reports last week showed that sales messages for toys and games totaled 5.04% of all non-network commercials monitored by BAR on 231 stations in 73 leading markets in one week of November. In BAR's October report toys and games were No. 2, behind cereals.

The category of pain, cold and indigestion remedies placed second in November with 4.31% of the total, and cereals ranked third with 4%.

In all, BAR counted 156,348 non-network commercials a week in its November monitoring. This was 12,266 fewer than in October. Most of the drop-off was attributed to the fact that monitoring in some markets included the Nov. 22-26 period when stations pre-empted commercials in order to concentrate on coverage of events surrounding President Kennedy's assassination. In addition, the October report covered seven more stations in two more markets than the November report.

In all, the top 10 categories in November again represented about one-third of all non-network commercials for all 98 categories on the air.

Others in the top 10, behind the three leaders, were bread and rolls (3.14% of all non-network commercials); beer and ale (3.05%); soft drinks (2.89%); local automotive dealers (2.85%); petroleum products, batteries and antifreeze (2.71%); coffee and tea (2.56%) and publications (2.46%).

Anything close to English is acceptable

CUP-O-GOLD SALES INCREASE WITH TEEN-AGE CONTEST

"Youth will be served," says the old proverb, to which the Hoffman Candy Co. of Los Angeles and its advertising agency, Anderson-McConnell of the same city, might append a footnote that serving youth can sometimes be very profitable for the server.

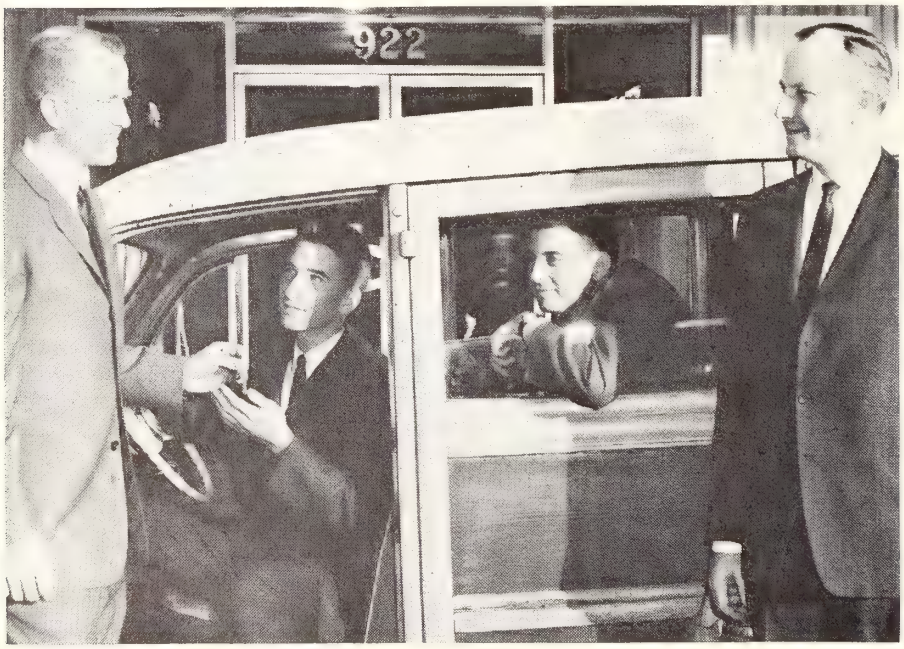
A case in point is the radio campaign for Hoffman's Cup-O-Gold candy bar—a $35,000 six-week schedule of 325 commercials a week, spotted entirely on programs with strong teen-age appeal to promote entries to the "Win Lots of Things" contest. Eye-catching, in-store dump bins with "take one" contest blanks implemented the air campaign.

Cashing in the popularity of surfing with California youth, the contest included 10 Dewey Weber surfboards in the 126 awards made each week and the grand prize was a "woodie" station wagon (a 1947 Ford). Station wagons are needed to transport surfboards to the beach and, as few teen-agers can afford new ones, the old "woodies" afford new ones. Those dating back to the days of wooden panels have become status symbols.

The six-week contest promotion ran on KHJ and KRLA Los Angeles, KEWB and KYA San Francisco, KMEN San Bernardino and KCBQ San Diego, all California. More than 2,000 entries came in and Cup-O-Gold sales shot up well ahead of expectations, according to Merv Oakner, A-M vice president and account supervisor.

"Exclusive catering to young adults is responsible for unprecedented success in the loading operation at the point of sale," he said. "Everything from the radio time buys to contest rules was angled toward youth, the big candy bar consumers."

Illustrating the "today's youth flavor" of the contest rules, Mr. Oakner cited such examples as "entries must be postmarked before 12 midnight, or we'll rat on you," "Entries must be in English or pretty close" and "Losers in the Crest survey are not eligible."



Dick Hoffman (l), president of Hoffman Candy Co., presents Cup-O-Gold grand prize winner, Lee Rogo, 16, with keys to "woodie" station wagon. Looking on is Doug Anderson (far right), president of Anderson-McConnell, Los Angeles, and backseat driver, Gene Behrman, agency account executive.

Noyes & Co. to merge with Kenyon & Eckhardt

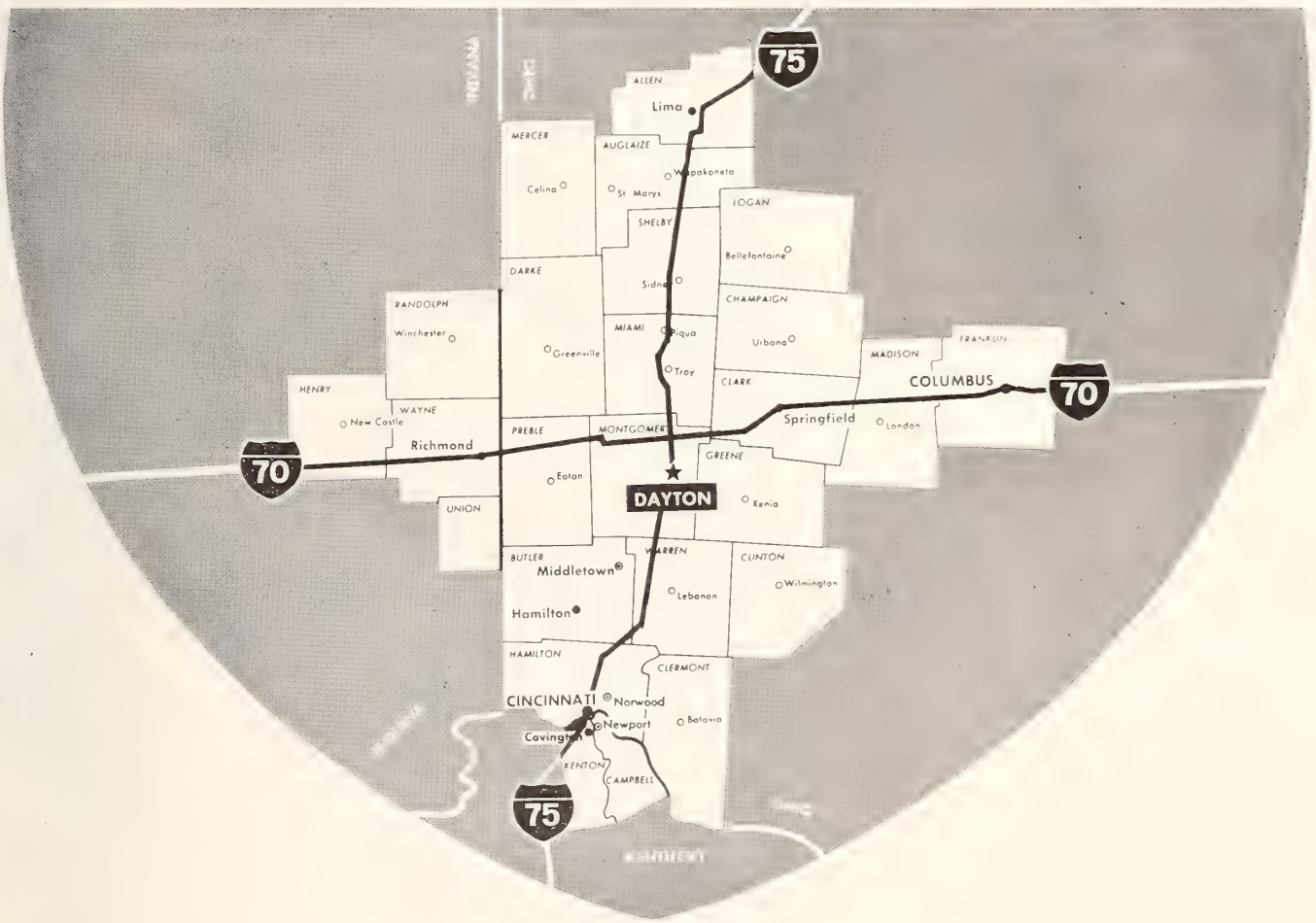
The merger of Noyes & Co., Providence, R. I., with Kenyon & Eckhardt, New York, effective Jan. 1, 1964, was announced last week. The move will add approximately $3 million to K&E's total billing.

Noyes is headed by Frederick C. Noyes, who will manage the new Providence office of K&E. Clients include the Marlin Firearms Co., G. C. Merriam Co., publisher of the Merriam-Webster dictionary, and divisions of the Firestone Tire & Rubber Co. and the General Electric Co. The Noyes organization was founded in 1921.

National Research denies FTC false ad charges

National Research Corp., Lafayette, La., has denied formal charges by the Federal Trade Commission that it made false advertising claims on radio and television for Enurol liquid and capsule

Welcome to Megacity 70 75



...the tenth largest consumer market in America

Within seventy miles of the intersection of Interstate routes 70 and 75 are the business centers of **seven** metropolitan areas . . . three and one-half million people . . . **tenth** largest consumer market in America!

Situated in the geographical center of Megacity 70-75 are the transmitters of WHIO-TV, AM, FM—**powered** to reach a huge segment of this concentrated audience with a total buying power of over **seven billion.**

Let George P. Hollingbery tell you how efficiently and economically you can reach it.

Megacity 70-75!

WHIO-TV • CBS • CHANNEL 7

WHIO

WHIO-AM-FM • DAYTON, OHIO

Associated with WSB, WSB-TV, Atlanta, Georgia, WSOC, WSOC-TV, Charlotte, North Carolina and WIOD-AM-FM, Miami, Florida

medication (BROADCASTING, Nov. 18).

National replied that it has never claimed Enurol would " 'prevent and cure' " arthritis, rheumatism and other aches, but only that it "relieves these ailments by relieving the pain and the cause of pain." The Enurol manufacturer maintained that the following advertising claims, challenged by the FTC, are true: that Enurol will (1) help rid the body of diseased and damaged tissue and aid in building new tissue; (2) enable a person to maintain good health and (3) is a new and scientific discovery and achievement.

Agency appointments...

▪ The Howard D. Johnson Co., Wollaston, Mass., has appointed Harold Cabot & Co., Boston, to replace N. W. Ayer, Philadelphia. Ayer, which will leave the restaurant firm in March of 1964, says total billings have been about $1 million (little of it in radio-TV). The agency also says the switch came because Howard Johnson's growth brought some of its products into competition with other Ayer clients.

▪ American Enka Corp. (yarns and fibers) has appointed Erwin Wasey, Ruthrauff & Ryan as advertising agency effective Jan. 1. Total advertising by the company, which is heavy in print, is more than $2 million according to the advertiser.

▪ The Commerce Drug Co., a division of Maradel Inc., announced last week the Ora-Jel account will move from Daniel & Charles to Ted Gotthelf Associates Ltd., New York. No broadcast plans have been announced.

▪ Charles Pfizer & Co.'s Leeming-Pacquin division has assigned its consumer advertising for Desitin products to Compton Advertising, New York. The Robert Becker Agency, which formerly handled the account, retains the medical-professional advertising.

Weatherman plays a role in Campbell winter push

The Campbell Soup Co., through BBDO, New York, has launched a winter campaign featuring spot radio, daytime commercials on the three TV networks and spots on Campbell's regularly sponsored shows: CBS-TV's *Lassie* and ABC-TV's *Donna Reed Show*. The full-line promotion is centered around long-range weather forecasts, presented over radio and TV as an intended planning aid for consumer purchase and stocking of soup.

Forecasts, prepared by Weather Trends Inc., New York, will give January weather predictions as well as a glance at February and March weather. The forecasts will predict colder periods and precipitation for seven regions of the nation.

Udall ready to spur Hill action on tobacco

Representative Morris K. Udall (D-Ariz.), critic of tobacco commercials that glamourize smoking for young people, has served notice that he has no intention of letting Congress ignore evidence linking smoking and health.

Representative Udall, author of legislation that would bring smoking products under the jurisdiction of the Food & Drug Administration—an act that would permit the agency to require "hazardous substance labeling"—said in a House floor speech Dec. 21 that he is awaiting reports on his legislation from the Department of Health, Education and Welfare.

Noting a recent rise in the price of tobacco stocks, the lawmaker said news stories report that tobacco industry leaders are convinced that Congress will not follow up a pending report of the U. S. surgeon general with legislation.

"I want it clearly understood," Representative Udall said, "that the tobacco industry leaders do not speak for me when they say that Congress will continue to ignore this problem. . . . I intend to follow up [the report] with renewed efforts to enact legislation to cope with a most serious health menace in this country."



PGW signs KFDX-TV

Peters, Griffin, Woodward Inc., New York, has signed as exclusive national sales representative of KFDX-TV Wichita Falls, Tex., effective with the start of the new year.

Signing the contract are (l to r): Howard Fry, vice president and sales manager of KFDX-TV; William J. Tynan, PGW Midwest TV vice president, and Lloyd Griffin, PGW president of TV.

Principals of Wichtex Radio and Television Corp., KFDX-TV's licensee, are Darrold Cannan Jr., Mr. Fry and Darrold Cannan Sr. The three are also officers of KFDM-AM-TV Beaumont, Tex., which has been represented by PGW since 1946.

A new 'per inquiry' gimmick: religious shows

A Florida advertising agency has offered radio stations a "per inquiry" religious program with participating stations told to "take full amount of contributions sent in less our 15% commission."

The offer is being made on a 13-week trial basis by Alfred L. Lino & Associates, St. Petersburg, on behalf of Reverend John Rawlings of the Lockland (Ohio) Baptist Church. In a form letter to stations, Arthur B. Cohen, radio-TV director of Lino, said the Lockland church's "radio ministry program . . . reaches into homes around the globe. We would like to expand our use of radio and this is why I am writing to you."

Mr. Cohen said his agency is attempting to evaluate stations which are to be added by the church program in this manner:

"We will send you a one-hour taped program each week for 13 weeks. These programs will be aired at a time when you think they will do the most good. During this 13-week trial period, all mail will be addressed to your station. You may take full amount of contributions sent in less our 15% commission. Then forward the correspondence to Reverend Rawlings so that he may place the names on his mailing list."

Les Combs, WSTU Stuart, Fla., received one of the letters and said it would be "very embarrassing to the entire industry" if any station accepts the offer. Kenneth Small, executive secretary of the Florida Association of Broadcasters, said that he did not know if any stations have accepted the Lino offer.

Rep appointments...

▪ WKIX Raleigh-Durham, N.C.: Advertising Time Sales as exclusive national representative, effective Jan. 1.

▪ WAYE Baltimore: Spot Time Sales, New York, as national representative effective Jan. 1.

quadruplex

new TV Tape Recorder

Compact...completely transistorized... compatible recorder at a budget price!



NEW TR-4

You can change your sights on low-cost TV taping equipment—it doesn't *have* to be incompatible! For the first time you can have budget equipment that's completely compatible with all standard quadruplex recorders. Fully transistorized for compactness and dependability, the TR-4 provides professional broadcast quality. This is a complete quadruplex machine for both record and playback. It's standardized and modularized for ease of installation and simplicity of operation. Uses standard modules (like those used in RCA's deluxe TR-22 Recorder). Has space for color modules. A compatible recorder at a compact price! Completely contained in one 33″ x 22″ x 66″ unit.

See the TR-4 before you buy something less!

RCA Broadcast and TV Equipment
Building 15-5, Camden, N.J.

RCA®

THE MOST TRUSTED NAME IN TELEVISION

HOW C-E DRY RUNS COMMERCIALS

Closed-circuit video tape system in Detroit permits agency to provide own staff and client with electronic tearsheets

The inventory of hardware for the modern advertising agency is no longer confined to the sophisticated realm of computers which automate the mountains of paperwork and media mathematics.

Now this hardware inventory also includes the video tape recorder and associated gear which may be employed to make electronic storyboards, to produce experimental commercials and to record or play back the finished commercial or program product—that of the agency's own or its competition—in the form of electronic tearsheets.

Campbell-Ewald Co., Detroit, in private showings last week to its own executives and staff, announced that it now owns and operates an extensive video tape system. The agency has installed a new all-transistorized Ampex VR-1100 to serve three principal conference rooms in two buildings and some two dozen separate monitors in executive, creative and account group offices.

Campbell-Ewald's closed circuit video tape system is dubbed "WCECO channel 6." It represents an investment of more than $100,000.

Buildings Linked ▪ Besides the Ampex machine, the system incorporates one studio camera chain, 35 mm and 16 mm projectors, and a variety of other related visual and aural communication equipment and remote controls. The system links many locations on various floors which the agency uses in the adjoining Argonaut and General Motors buildings. Subsequently it is possible that color TV modules and electronic editing features will be added.

Installed but a few weeks ago, and not disclosed generally to most G-E clients or staff until mid-December, the new video tape system already has been used for the experimental study of commercial production problems and to record competitive commercials off-the-air. Heretofore the agency has used the video tape facilities of WJBK-TV Detroit to screen its tapes. During the past year WJBK-TV has been able to feed tape previews into the agency's basic closed circuit system.

Campbell-Ewald this year has spent a total of some $34 million in the broadcast media, an increase of $2 million over 1962 and approximately one-third of all the billings it places for its various clients. Of the broadcast billing, $27.5 million goes into TV and $6.5 million into radio.

The agency's client list includes Chevrolet, Delco, United Motors Service, General Motors institutional, GM Acceptance Corp., Firestone, Marathon Oil, Moto-Mower, Florida Citrus Commission and Florist Telegram Delivery Association among others.

During the year C-E has made a total of 141 TV film commercials and 56 tape commercials for both network and spot use. Nearly one-third of the commercials for Chevrolet now are on video tape.

Surprise Segment ▪ C-E's new video tape system was unveiled for top agency officials Dec. 16. Executives at the special taped presentation included Henry G. Little, board chairman; Thomas B. Adams, president, and others. This showing included a surprise segment playing back a video-sound recording of the men as they entered the conference room for the presentation. The showing was repeated later for staff executives and others in the creative and account groups.

"From the standpoint of saving time, increasing our efficiency and improving our product, we think this video tape machine is a great addition to our arsenal of electronic weapons in the advertising wars," it was pointed out by Kensinger Jones, senior vice president and creative director of the agency.

Mr. Jones recalled that Fairfax Cone of Foote, Cone & Belding once pointed out the importance of people to an agency by noting that 95% of an agency's "inventory" went down on the ele-



Members of Campbell-Ewald's executive committee watch the conference room monitor of the video tape system. (L-r): Joseph J. Hartigan, senior vice president and chairman of the board; E. A. Schirmer, senior vice president; Thomas B. Adams, president, and Colin Campbell, executive vice president.

vator every night. "I'm glad Mr. Cone allowed 5% for equipment," Mr. Jones continued, "because without the necessary tools an advertising agency cannot possibly continue to produce the kind of advertising—particularly electronic advertising—that is necessary today."

Campbell-Ewald over recent years has endeavored to keep up with the electronic requirements of the art, Mr. Jones said, and "I think to some extent we have stayed ahead of the field."

More Machines ▪ The agency for several years has had a large bank of data processing machines on the seventh floor of the Argonaut building to handle general research and accounting needs. A Burroughs computer system is now being installed and will be ready late next year to automate billing and other procedures such as production schedules and traffic control as well as research and media analysis.

Mr. Jones noted that until now the agency had its share of the typical problems involved in getting agency and client people together to screen and approve the growing number of video tape commercials produced. "Today we can get a tape commercial in here and in five minutes from now we can show it to somebody," he said.

"This equipment is going to be of significant value in reducing man hours wasted both at the agency and on the part of the client," he added.

Outside screening not only has involved problems of time and place for large groups of people but also that of security where previews or approval of highly competitive product spots are involved, it was indicated.

Added Audience ▪ "Another thing that I think is important is that we have a lot of activities around here that are seen by limited audiences and they are activities that should be expanded. More people should know about them," Mr. Jones said. "Today we have this wonderful way of recording a meeting, visually and in audio form, so that it can be replayed and many more people can see those things which they should see."

Mr. Jones cited the value of the agency's video tape system for the creative department too. "We can experiment with a television camera and a tape machine," he said, "and we can try things, play them back, look at them, figure out what was wrong or right and improve it." This already has been done in experimentation with lighting and camera angles for new commercials for the Florida Citrus Commission.

"Then we also have the necessity in our business of knowing what the competition is doing," Mr. Jones explained. "With this tape machine we can monitor competing advertising." An example shown in the presentation: extracts from a recent Bob Hope program and a commercial for Chrysler Corp.'s Dodge Dart.

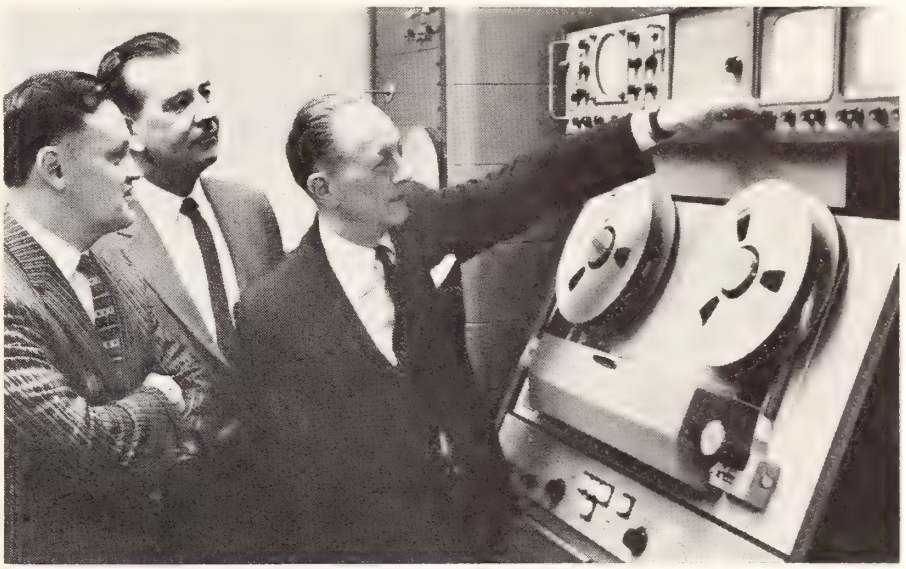
Vice President O. W. (Woody) Klose Jr. explained details of the agency's master control-television conference room on the 11th floor of the Argonaut building and the newly refinished main conference room in the General Motors building, designed chiefly for Chevrolet account use. All three of the conference rooms have associated master control rooms and full visual-aural gear, including 35 mm and 16 mm projectors, transcription and sound tape equipment plus remote control lighting, screens and other automated features.

Cinemascope Too ▪ The 11th floor conference room can accommodate 70 people and has a 25-foot Cinemascope screen as well as kitchen facilities for both serving guests and preparing food products for experimental work. The Chevrolet conference room features a stereo sound system incorporating 16 speakers. Campbell-Ewald has been testing stereo FM commercials for Chevrolet (BROADCASTING, July 29).

The closed circuit system can monitor off-the-air AM and FM as well as TV. The system functions internally on TV channel 6, a channel not used locally. Chief engineer in charge of the system is Al Eicher, who has been with the agency a year and was formerly part owner and chief engineer of WMIC St. Helen, Mich. He was with WNEM-TV Saginaw-Flint-Bay City, Mich., for five years.

Mr. Klose felt the final production of TV commercials at regular professional studios in New York or Hollywood may become more efficient and possibly less expensive since more members of the agency's creative staff will be able to become more familiar with the practical problems of production through experimentation with the closed circuit system. He noted that writers, for instance, as well as many others often are not present when the actual production is made.

The cost of producing a network minute commercial now runs around $10,000 to $12,000. Cost of time in the professional studio runs about $500 an hour. Playback fees for viewing tapes on someone else's machine runs $100 an hour. The cable linking WJBK-TV's video tape unit to C-E's system cost the agency over $3,300 a year. These are but a few of the basic economic factors in electronic advertising today.



O. W. Klose Jr. (r), vice president and director of broadcast creative, adjusts Campbell-Ewald's Ampex VTR in the agency's radio-TV control center as Kensinger Jones (l), senior vice president and creative director, and Hugh Lucas (c), vice president and director of radio-television, look on.

Humor gains attention, but does it sell goods?

Results of a recent advertising study, released last week in New York, indicate that humor is an effective attention-getter, but it cannot sell the product by itself. The study, announced in *Design Sense*, house publication of the marketing firm of Lippincott & Margulies, referred to a TV campaign using a humorous approach for a bread firm. Research showed that the public awareness of the brand increased greatly, but the public's buying attitude toward the product did not change appreciably.

The magazine also cited another firm's use of humorous cartoon characters on TV. After the characters had attracted the viewers' attention, live-action cut-ins of the product were used in the final sales pitch. The study was carried out to determine guidelines for the use of humor in marketing.

Big '64 issue: CATV regulation

OPERATORS URGED TO OPPOSE FCC'S PROPOSED RULEMAKING

The FCC's proposal for protecting television stations from microwave-served community antenna television systems shows signs of developing into one of the most controversial issues the commission will face in 1964.

The National Community Television Association Inc., is urging its members to hire communications attorneys and oppose the proposed rulemaking under which microwave grants for CATV operations would be conditioned on the systems' agreement to protect TV stations in their areas (BROADCASTING, Dec. 16).

The current issue of the NCTA *Bulletin* is warning CATV systems that all of them are involved, not only those among the one-third of the association's membership who are served by microwave. "If you are one of the two-thirds of the NCTA membership not served by microwave," the bulletin adds, the problem of FCC regulation "may face you tomorrow."

An NCTA official said "many thousands of dollars" are being sent by the CATV industry in an effort to develop "facts and figures" to present to the commission on what the impact of the proposed rules would be on CATV systems. He also said the NCTA would ask the commission for an extension of the Jan. 22 deadline for comments on the proposal. He said the organization's researchers could not meet that deadline.

Broadcasters Pleased ▪ Broadcasters, of course, welcomed the proposals when they were initially put forth in a rulemaking limited to the business radio service, last year (BROADCASTING, Dec. 17, 1962). The commission this month revised the proposed regulations, and proposed making them applicable to microwave grants in the common carrier as well as the business radio service.

Most commissioners appear to favor some form of CATV regulation. Only Commissioner Lee Loevinger, former head of the Justice Department's antitrust division, has expressed opposition. He is afraid that competition by CATV systems will be completely suppressed.

NCTA is opposed primarily to the delayed nonduplication proposal in the rulemaking. This provides that, if a station in a CATV system's Grade A contour requests it, the system would have to refrain from duplicating the station's programs for 15 days before and after the broadcaster carries them. The system would also have to honor a request to carry the station's programs.

The proposed regulations are less strict than those originally proposed. The commission had suggested prohibiting duplication of programs for 30 days before and after a station carries them. However, NCTA still feels the nonduplication proposal will put many CATV systems out of business by limiting the choice of programs they can offer potential customers.

Who Gets Hurt ▪ This question of economic impact is the crucial one, for the arguments of both sides of the issue. The commission says NCTA has not submitted proof of its contention that delayed nonduplication would cripple CATV systems.

And NCTA says there is no proof that a CATV system has ever had such an adverse impact on a television station as to hamper its ability to discharge its "obligations under the Communications Act."

The commisison, which has long been concerned about the need for protecting TV stations from CATV competition, is pressing ahead on the rulemaking route with renewed confidence as a result of the Carter Mountain case. In that decision, the court held that the commission had authority to condition microwave grants on the CATV systems' promise to protect TV stations in their area (BROADCASTING, May 27).

The commission is also studying a staff document contending that the agency has authority to regulate all CATV systems, regardless of whether they rely on microwaves, under existing statutes. The staff says there is no need to request additional legislative authority from Congress.

Talks Continue ▪ The commission, however, is still interested in reaching agreement with NCTA on draft legislation that would provide this authority and which both sides could support in Congress. The commission has asked NCTA representatives to meet with an FCC panel in another in a series of sessions that have been devoted to this question. The meeting, will be held "sometime" next month, according to NCTA officials, and will probably involve discussion of the proposed rulemaking, as well as legislation.

The commission will be represented by Commissioners Robert T. Bartley, who serves as chairman of the three-man FCC group, Frederick W. Ford and Kenneth A. Cox. NCTA will be represented by A. J. Malin, Rochester, N. H.; Martin Malarkey, Washington, D. C.; Bruce Merrill, Phoenix, Ariz.; and Eugene Schneider, Casper, Wyo.

The commission has, in effect, been regulating new CATV systems using business radio microwaves since it instituted the rulemaking in that area a year ago. It has conditioned grants on the systems' "voluntary" acceptance of conditions in the rulemakings.

LBJ Issue ▪ This situation came to nationwide attention early this month when the commission rejected a CATV system's request for waiver of the nonduplication condition so that it could compete fully with KTBC-TV Austin, the

Court supports FCC's authority on AM freeze

A federal court in Washington has given the FCC a clean bill of health on its AM freeze.

The U. S. Court of Appeals for the District of Columbia unanimously held that the FCC acted within its authority in refusing last year to accept any more applications for standard broadcast stations pending its review of AM engineering regulations.

Nine applicants, all of whom filed AM applications after the May 15, 1962 deadline went to court to force the commission to accept their bids, which were in conflict with applications already on the processing line. They claimed that they had followed the Broadcast Bureau's processing line cut-off date of May 25.

It also was claimed that the FCC's freeze was imposed without a hearing, contrary to the Administrative Procedure Act.

The appeals court held the commission's action was a procedural step, not bound by APA rules.

It recommended, however, that the FCC either ought to accept the nine applications or not to grant any applications already on the processing line in conflict with them.

The Dec. 20 decision was by Chief Judge David L. Bazelon, and Circuit Judges George T. Washington and William M. Bastian.



"Tell Me Not in Mournful Numbers was more than a public service contribution by the Public Affairs Department of KNXT. It was a public awakening to what is being quietly accomplished in the community... an indication to the television industry as to what can be done with the direct approach in the documentary-drama."
Arlene Garber, THE CITIZEN-NEWS (Hollywood)

"An extraordinary dramatized case study...by long odds the most distinguished work that any local station has produced this year...a splendid TV production by any standard."
Cecil Smith, LOS ANGELES TIMES

"...well done, skillfully enacted and thoroughly researched."
DAILY VARIETY

"The most fascinating hour of the new television season...high entertainment in a highly informative, soaringly adult package."
George Laine, SANTA MONICA EVENING OUTLOOK

On the evening of November 7, from 10 to 11 pm, KNXT broadcast "Tell Me Not in Mournful Numbers," a dramatized case history of the only "numbers syndrome" in psychiatric records: a 12-year-old Los Angeles girl who could think, write and speak only in numbers. The hour marked another important "first" for Los Angeles' leading television station.

These sample comments from the Southern California press, typical of the reaction of both reviewers and the viewing audience (an audience for the period larger than that of the other two network stations combined*), are apt indication of the calibre of this unprecedented local program.

KNXT CBS Owned • Channel 2, Los Angeles

*Based on ARB Telephone Coincidental Survey estimates, subject to qualifications which KNXT will supply on request.



if you were a

TEXAN

You wouldn't hire just anyone to host your jazz show . . . you'd find an authority to get intimate with 2,000,000 jazz-loving Texans who enjoy the best in contemporary music.
THE JAZZ SHOW is different. Host Dick Harp makes it different. He's the Southwest's true authority, having devoted more than 20 years to jazz . . . owner of the fabled "90th Floor" hangout for jazz buffs . . . producer of classic jazz albums. Harp presents modern jazz music, discussed in layman's terms and capped by interviews with top artists. Three nights a week, Texans hear the intimate Sound of the Southwest on THE JAZZ SHOW . . .
We'd be happy to slip in a spot or two for you.
Call Petry for details . . . it'll make you feel like a Texan.

WFAA
820 RADIO
THE SOUND OF THE SOUTHWEST

WFAA-AM-FM-TV
Communications Center – Dallas/Broadcast services of The Dallas Morning News/Represented by Edward Petry & Co., Inc.



station owned by President Johnson's wife and two daughters and now held in a trust (BROADCASTING, Dec. 16).

The CATV system, TV Cable of Austin, complained that a competitor, Capital Cable Co., was not bound by the same condition and, therefore, had an unfair advantage. Capital Cable, however, unlike TV Cable, had chosen to operate by off-the-air pickups and cable rather than accept the conditions required of systems that accept microwave grants.

The FCC's problem was further complicated by the business connections between Capital and KTBC-TV. Capital has its antenna atop the station's tower, and LBJ Co., licensee of the station, has an option to buy 50% of the CATV.

TV Cable said in its request for waiver that while the FCC is imposing limitations on the operations of the cable company's business, "purportedly for the purpose of protecting the local television broadcast station," that station and Capital Cable were uniting "to provide wholly unrestricted CATV to the community."

The commissioners were annoyed at the spot in which TV Cable placed them. The fact that the Johnson station was involved projected the case into national headlines. But the commissioners maintained that TV Cable had voluntarily accepted the condition and that the commission had no choice but to deny the request for waiver. Some 15 other CATV systems had accepted the same condition along with a microwave grant in the past year. And the commission felt there was no reason to start reversing itself in Austin. Commissioners realized, however, that rejection of the waiver request could be regarded as being motivated by a desire to protect the interests of the President's family.

Loevinger Dissent ▪ The lone dissenter to the commission's decision was Commissioner Loevinger. And his brief statement could serve as the text of the NCTA's opposition to the commission's CATV rulemaking. He said that no showing was made establishing the need for restricting TV Cable's operation "to preserve" KTBC-TV.

"The commission assumes here, as it has elsewhere," Commissioner Loevinger continued, "that the burden is on the CATV operator to demonstrate by evidence that his operation should *not* be subject to limitation in favor of the local television station."

He called this approach "wrong in principle" and said "limitations should not be imposed upon the operation of enterprises unless and until some need has been established that is related to the public interest. . . . In the absence of any evidence the presumption should be in favor of free and competitively untrammelled enterprise, rather than regulation."

FM gaining strength in competition with AM

The competitive nature of FM to AM is growing stronger with the increasing number of FM receivers appearing in the market, a Fort Worth area survey has shown. The survey also indicated that although the educational and income levels of FM listeners are high, their tastes in music are far from dedicated to the classics alone.

The FM survey was conducted by the radio-television department of Texas Christian University during the summer months of this year. It was sponsored by WBAP-FM, KFJZ-FM and KXFM(FM), all Fort Worth. The three stations are affiliated with AM outlets.

The survey reported that 70% of the persons contacted had FM receivers and that an additional 15% planned to purchase sets within the year. The report did not indicate the size of the cross-section on which these figures were based.

According to the report 62% of the respondents had attended college and 35% placed themselves in the over $10,000 a year income bracket. But education and affluency didn't indicate stuffiness since 55% preferred semi-classical music, 40% show tunes, 37% popular standards and 25% classical.

FM, according to the survey, has presented its own image and survey respondents who "preferred FM would not bother with standard AM formats."

KBMT(TV) has opposition to short-spacing plans

KBMT(TV) Beaumont, Tex., has applied to the FCC for permission to move its transmitter site, short-spacing KSLA-TV Shreveport, La., with the belief it can better its economic position. The move, contrary to being a possible anathema, has aroused much opposition including criticism of KBMT's program policy.

The Association of Maximum Service Telecasters, KSLA-TV and KPAC-TV Port Arthur, Tex., have questioned the KBMT application. AMST objects to short-spacing KSLA-TV (both KSLA-TV and KBMT are on channel 12) by about 18 miles on the grounds of sound engineering principles.

AMST said that the minimum mileage separation requirements of the FCC rules should not be waived except in such cases as it definitely has been shown that the public interest would be served. AMST feels that KBMT did not make any showing that the public interest would be served.

KSLA-TV also complained of the proposed inroad of mileage separation, and said that KBMT offered no evidence that a transmitter site change would

Collins, Henry on ETV

NAB President LeRoy Collins and FCC Chairman E. William Henry appear with John F. White, president of National Educational Television, on the one-hour *Open Mind* program on WNBC-TV New York on Jan. 26. The program, which was taped in New York a fortnight ago, is devoted to a discussion on "Educational Television in a Commercial World." Dr. Eric Goldman of Princeton University is moderator of *Open Mind*.

solve the station's financial problems, suggesting that perhaps the economic difficulties spring from its programing policy, not location. KSLA-TV pointed out that KBMT also failed to offer proof that it had made programing studies for the new area it would serve. KPAC-TV also raised the question and added that in its opinion KBMT has failed to meet its promised quota of local live programing in its present locale.

In its application KBMT said that it could possibly increase local programing if it could increase revenues.

ABC Radio adds six new affiliates

ABC Radio last week reported forthcoming Jan. 1 affiliations for six independent stations: KUDL Kansas City, Mo., WABI Bangor, Me., WAGM Presque Isle, Me., WPOR Portland, Me., KGBC Galveston, Tex. and KTRM Beaumont, Tex.

Signal strengths and frequencies for the stations: KUDL, 5 kw daytime, 500 w night at 1380 kc; WABI, 5 kw at 910 kc; WAGM, 5 kw at 950 kc; WPOR, 1 kw daytime, 250 w night at 1490 kc; KGBC, 1 kw daytime, 250 w night at 1540 kc; and KTRM, 1 kw at 990 kc.

KPFK(FM) hikes subscriptions

KPFK (FM) Los Angeles, which is supported by contributions from listeners and other interested individuals and organizations, has raised its annual subscription fee from $12 to $15 as the first step in a 1964 campaign to wipe out the station's "deficit dragon." The noncommercial station is owned by the Pacifica Foundation.

In an open letter on the inside cover of the KPFK biweekly program bulletin for Dec. 23-Jan. 5, Jerome Shore, manager, writes: "This is one of many steps we plan to take in 1964 to solve our gnawing financial problems. Our constant pleas for funds have been all too apparent. Monthly expenses tend to exceed our normal monthly income. Vigorous efforts will be made to bring these items more into line. We have confidence that this can be done."

Supreme Court gets two television cases

The United States Supreme Court was asked last week to review two TV cases which involve allegations of improper off-the-record contacts with the FCC during consideration of the initial proceedings before the commission. Both had been pending review by the Supreme Court before, but had been returned to the lower court when ex parte scandals were uncovered by the House Legislative Oversight Committee.

Seeking review are Sangamon Valley Television Corp. and the State of Illinois, on the FCC's 1957 action in removing channel 2 from Springfield, Ill., and moving it to St. Louis and Terre Haute, Ind., and WORZ Orlando, Fla., on the FCC's 1957 grant of channel 9 in that city to WFTV(TV) there.

In the Sangamon case, it was charged that a principal of KTVI(TV) St. Louis had lobbied to have channel 2 moved from Springfield to that city and assigned to his station. In a rehearing, the FCC found that this was so, but held nevertheless to its original decision to deintermix Springfield by moving its sole VHF channel. The U. S. Court of Appeals in a split, 2-1 decision last June upheld the commission's reasoning. Petitions for rehearing en banc by the appeals court were denied last September and November.

Sangamon and Illinois claim the FCC acted arbitrarily and capriciously in adopting, for the second time, an order deleting the only VHF channel from Springfield in contravention of the equitable distribution section of the Communications Act. (Sec. 307b).

In the Orlando channel 9 case, WORZ is appealing from an appeals court order of last July which did not reverse the FCC but ordered it to hold an oral argument taking into account allegations that a principal of WFTV had talked to the late Commissioner Richard A. Mack during the original comparative hearing which resulted in the grant to WFTV in 1957. The court in a per curiam ruling then said also that questions regarding the qualifications of WORZ principals should be considered. It refused a plea for a rehearing en banc last September.

WORZ claims that in the original hearing and again in the rehearing on the ex parte charges the commission majority reversed its own examiners and that FCC seems destined to reaffirm its early rulings favoring WFTV. The commission has ordered the oral argument to be held March 2, 1964.



if you were a

TEXAN

You'd have the biggest news show on radio with an hour and a half of complete, in-depth reports . . . a fresh approach to news programming. For the morning drive time, NEWSCOPE, featuring three back-to-back half hours of constantly up-dated, authoritative information from around the corner and around the world. Nothing really new for WFAA, the 41-year-old giant of Southwest broadcasting . . . just a new format to make sure our folks are ear-witnesses to history. The kind of things Texans are accustomed to hearing from WFAA. The *news* sound for the Southwest. Want to feel like a Texan . . . and impress Texans? Call Petry.

WFAA

820 RADIO

THE SOUND OF THE SOUTHWEST

WFAA-AM-FM-TV Communications Center-Dallas/Broadcast services of The Dallas Morning News/Represented by Edward Petry & Co., Inc.



THE FIRST SESSION OF CONGRESS

Ratings, commercials, editorials were main subjects of congressional concern, but no radio-TV laws were passed

For a congressional session that wasn't expected to be very active in broadcasting matters, the first year of the 88th Congress became well involved with radio and television.

The House Commerce Committee, whose members were probably more animated in this area than any other group on Capitol Hill, plunged into the year's biggest broadcasting issues and:

- Conducted a spectacular investigation of broadcast ratings that forced audience research's most agonizing reappraisal since the television screen replaced radio in the living room (BROADCASTING, Feb. 11, et seq).
- Together with a fired-up National Association of Broadcasters, derailed an FCC effort to regulate commercials (BROADCASTING, Nov. 11).
- Leaped into one of the touchiest issues of all—whether and how broadcasters ought to editorialize and what the FCC's role should be in deciding what is fair.
- Failed to prevent the FCC from instituting a schedule of license fees, which go into effect Wednesday (Jan. 1), although the matter now has been taken to court (BROADCASTING, Dec. 16).

Three tough problems Congress got into—commercials, editorials and license fees—were seen by some lawmakers as questions of power. In their view the FCC was trying to usurp authority belonging to Congress. This was most evident when the House Communications Subcommittee tried to prevent the FCC from regulating commercials and charging license fees without specific statutory authority.

The issue, a perennial in Washington, was discussed at length but certainly not settled.

There were other Capitol Hill developments related to broadcasting. Representative Emanuel Celler's (D-N. Y.) House Judiciary Committee investigated concentration of ownership in news media, but postponed its hearing after a few sessions because of priority given civil rights legislation (BROADCASTING, March 18).

The Senate Communications Subcommittee approved two new FCC commissioners and a dozen incorporators of the Communications Satellite Corp. The unit also tried to get the incorporators to declare when they expected their government-chartered monopoly on space communications to begin paying for research leading to a working space satellite system for television and messages (BROADCASTING, April 25).

The 'Quiet Session' ▪ Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, the unit with legislative responsibility in broadcasting, said last January he thought that the 87th Congress (1961-62) had taken care of major broadcasting matters and that things might be quieter in the 88th. The 87th enacted legislation that included the all-channel TV set law, authorized $32 million in federal grants to educational television and created the Communications Satellite Corp. (BROADCASTING, Oct. 1, 1962).

The record of the 88th is so far clear of any enactments on broadcasting, but as some congressmen have said, a Congress may be measured as well by what it does not do.

Among things this Congress has not done:

- It has not resolved questions on ratings, which it has been considering since 1957. But it has reopened discussion whether broadcast ratings services do what they say they do and has given broadcasters an opportunity to try to clean house—their own and the raters' (BROADCASTING, May 27, 20).
- It has not passed a suspension of Section 315, although slightly differing means have been approved by the House and Senate subject to some final agreement by the House (BROADCASTING, Dec. 16).
- It has not given broadcasters guidelines on editorializing, but has said it is awaiting a primer promised by the FCC (BROADCASTING, Dec. 16)
- It has not passed a measure to prevent the FCC from regulating commercials, but a bill is heading toward the House floor. The FCC, meanwhile, is reconsidering its course (BROADCASTING, Dec. 16).
- It has not passed a bill setting uniform time standards although legislation has been approved by the Senate Commerce Committee (BROADCASTING, Sept. 2).
- It almost didn't give the FCC operating funds for the fiscal year that be-



The House Special Subcommittee on Investigations' probe of broadcast ratings held the legislative spotlight this spring as shown by the attention being given here to one of the investigators, Rex Sparger (l) by Charles P. Howze Jr. (c), staff director, and Victor A. Sholis, vice president and director, WHAS-AM-TV Louisville, Ky., who testified on the failings of ratings.

gan July 1. The appropriation was signed by President Johnson on Dec. 21.

▪ A report on sex and violence on television awaited from the Senate Juvenile Delinquency Subcommittee since May 1962, is being held up for another round of hearings to bring the record up to date early next year (BROADCASTING, Dec. 23).

▪ The House refused to lift a rule that, unlike Senate procedure, bars cameras and microphones from public committee sessions (BROADCASTING, March 11).

The Commercial Clash ▪ From the standpoint of many broadcasters, their major work on Capitol Hill was to head off the FCC's foray into setting standards for the length and frequency of commercials. In a year when more than half the 49 state broadcaster associations sent representatives to Washington to discuss their problems with state congressional delegations, most of this effort was to keep the FCC's hands off commercials.

The work bore dividends. Powerful support came from the two House members most concerned with broadcasting legislation—and FCC matters. Representatives Harris and Walter Rogers (D-Tex.), the Communications Subcommittee chairman, made critical speeches and challenged the commission's claim of authority.

Representative Rogers introduced HR 8316, a bill later passed by the committee, that would prohibit the FCC from making rules on the very points the commission had proposed. Representative Harris backed up his chairman with a ringing speech to the Arkansas Broadcasters Association that not only criticized the FCC's stand, but predicted the commission "may very well drop this matter" (BROADCASTING, Sept. 9).

And from the Senate came more support. The appropriations committee warned the FCC to encourage self-regulation by broadcasters.

Another Look ▪ Now that the FCC has concluded its oral argument, it appears to be giving the matter a very long second thought. In fact, Chairman E. William Henry now refuses to discuss the issue at all (CLOSED CIRCUIT, Dec. 23). HR 8316 has been cleared for floor action, but where it goes next may be up to the FCC.

Broadcasters also went to Washington to explain their feelings about editorializing. Many testified that the practice was vital if broadcasters were to truly serve the public interest. They cited the demise of newspapers competition as further proof that licensees should continue to provide outlets for local views.

But the discussion of editorializing quickly broadened. A Senate hearing on Section 315 suspension became a forum for charges by Senator Strom Thurmond (D-S. C.) that networks slanted news—especially on race. Other Southern lawmakers echoed the charge.

The FCC, trying to provide some guidelines, issued a public notice July 26 that seemed to add to the controversy, by telling Broadcasters to go into their communities to seek out opposing views, the FCC said the fairness doctrine "looks to substance rather than to label or form . . . whether . . . [it] is presented under the label of 'Americanism,' 'anti-communism' or 'states' rights'.". There was also an impression that the FCC would require stations to give free time to groups that said they could not pay for the opportunity to express their point of view on the air. The FCC has said it advises stations this is not necessary if a station is satisfied it has aired opposing views.

The House Communications Subcommittee plans further hearings, although it went on record as favoring editorializing "if conducted fairly" (BROADCASTING, Dec. 16).

The FCC's rulemaking to levy charges for the filing of applications for licenses (BROADCASTING, May 6) earned it more attention from Representative Rogers, who offered legislation to prevent the initiation of fees without specific authority from Congress. The commission turned down his request to suspend its fee schedule until hearings could be held on his bill, but court action by nonbroadcast licenses in Chicago may block the fees yet.

No Section 315 Relief ▪ Broadcasters appeared to have easy sailing when they sought suspension of Section 315 for the presidential and vice presidential races earlier this year, but after the legislation cleared the House in June and the Senate in October HJ Res 247 bogged down at the House Commerce Committee where it needed only a final check for two minor Senate amendments.

Since then, however, the entire question of joint television appearances by presidential contenders was raised anew by the assassination of President Kennedy. He had backed a suspension of Section 315, but his successor, President Johnson, has made no statements about his 1964 campaign plans. The bill remains on the House committee's agenda.

Senator Vance Hartke's (D-Ind.) proposal to strike Section 315 from the

Baker to direct Broadcast Rating Council

Dr. Kenneth Baker, media research consultant widely known in broadcasting, has been named executive director of the newly incorporated Broadcast Rating Council Inc., effective Jan. 1.

The appointment was announced last week by Donald H. McGannon of Westinghouse Broadcasting, chairman of the research committee of the National Association of Broadcasters and also of the council.

Mr. McGannon said Dr. Baker will have an assistant, probably with primary experience in the accounting and auditing field to complement his own extensive research background. While offices for the council are being sought in New York, Dr. Baker will work temporarily from the NAB research department offices in the Time-Life Building there.

Dr. Baker was NAB research director from 1946 to about 1950, set up the NAB research library, represented the NAB on the committees of the old Broadcast Measurement Bureau and finished BMB's second and final study. He left NAB to open Standard Audits and Measurement Services Inc. (SAMS), which conducted a national radio coverage study in the early 1950's.

He subsequently was a vice president of Market Research Corp. of America, served with William B. Smullin's Cal-Ore TV Inc. stations on the West Coast for five years and was in charge of media services for MRCA before opening his consulting firm a few months ago.



Dr. Baker

The rating council will meet Jan. 8 in New York.

books altogether (S 1696) won new support in the Senate as six Democratic colleagues joined him as co-sponsors.

Broadcast ratings, briefly scrutinized by Congress in 1957-58 got a thorough inspection from investigators on the staff of Representative Harris's Special Subcommittee on Investigations. Their work culminated in hearings early this spring that rocked the raters and some broadcasters.

Despite revelations that a few small research firms weren't doing everything they claimed (or broadcasters claimed for them), there were brave hints that the hearing fuss would blow over once the A. C. Nielsen Co., once considered the standard of broadcasting research, stood up to the investigators.

Nielsen stood up, but not as well as had been expected. After 10 days of testifying company witnesses failed to impress the subcommittee, which charged the firm with attempting a "snow job." Three former Nielsen employes said some fellow workers could not, and did not follow rigid procedures that the company had said they did. They also showed how Nielsen meters could be gimmicked. The performance left doubts that even Nielsen's ratings were as accurate as claimed.

Although the subcommittee has issued no report on its findings, members have said publicly that it's apparent much was wrong in the research field and broadcasters would have to be responsible for initiating reforms. The FCC and the Federal Trade Commission followed through with statements on this theme.

The NAB and Radio Advertising Bureau have pledged plans for improvement and have agreed to sponsor a study of research methodology. They also were to report to the subcommittee on their progress before the end of 1963.

And Other Developments ▪ Representative Celler's hearing on media ownership concentration was developing a record on monopoly and concentration trends in the newspaper business, and he had just about started pointing his finger at newspaper-owned broadcasting stations when the civil rights issue was dropped in his lap. He has some work left on that score, but has since promised a prompt return to the media ownership hearing.

Also on the subject of broadcasting ownership, this magazine bi-yearly report on congressmen showed 23 of them or their relatives held ownership in stations (BROADCASTING, May 6).

A proposal by Senator William Proxmire (D-Wis.) to prohibit the FCC from taking official notice of such ownership when considering applicants is still before the Senate Commerce Committee (BROADCASTING, Dec. 9).

The FCC reported that Democrats told them they spent $12 million in 1962 general and primary elections; the Republicans reported $7.5 million (BROADCASTING, June 10, et seq).

Broadcasters seeking camera and microphone access to House committee hearings enlisted Representative Harris's support, but despite their combined plea, the proposal was pigeonholed by the House Rules Committee (BROADCASTING, March 11).

The FCC, which requested $16.5 million for fiscal 1964 operations, ended up with $15.6 million, which was still $650,000 more than it had in fiscal 1963 (BROADCASTING, Dec. 16).

The Senate, after hearings were conducted by its Commerce Committee, approved President Kennedy's nominations of Kenneth A. Cox and Lee Loevinger to the FCC (BROADCASTING, March 18, June 10).

The Senate Internal Security Subcommittee conducted closed door hearings on the Pacifica Foundation, licensee of listener-supported FM stations in California and New York, probing for possible "Communist infiltration" (BROADCASTING, Jan. 28, 14). The FCC has since continued to hold up renewals of the station licenses.

Save that check charge

One check can cover a multitude of filing fees, the FCC ruled last week.

The commission's schedule of filing fees will take effect Jan. 1, and the agency had been asked if one check or money order could be submitted with a number of applications rather than individual payments for each application.

In ruling that one lump sum will suffice, the FCC said that multiple applications accompanied by one remittance should contain an itemized list detailing the exact amount of money alloted to each of the applications.

Changing hands

ANNOUNCED ▪ *The following sale of station interests was reported last week subject to FCC approval:*

▪ KBAK-TV Bakersfield, Calif.: Sold by Reeves Broadcasting Corp. to Harriscope Inc. for sum reported in excess of $1.5 million. Harriscope, composed of Burt I Harris, Irving B. Harris and Donald P. Nathanson, owns 70% of KFBB-AM-TV Great Falls, Mont.; 60% of KTWO-AM-TV Caspar, Wyo.; 100% of

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	Financial 6-6460	JAckson 5-1576	CRestview 4-8151

KLFM Long Beach and 33⅓% of KKAR Pomona, both California. Reeves Broadcasting retains WUSN-TV Charleston, S.C., and WHTN-TV Huntington-Charleston, W. Va. KBAK-TV, founded in 1953, operates on channel 29 with CBS affiliation. Broker was Jack L. Stoll & Assoc.

APPROVED ▪ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 57).

▪ WKIX-AM-FM Raleigh, N.C.: Sold by Hugh E. Holder, James G. W. MacLamrock and Ralph G. Price, each owning one-third, to Mr. Holder, 30%, and Henderson Belk, 70%, for $552,500 for 71%. Mr. Belk owns WIST-AM-FM Charlotte, N.C.; WORD Spartanburg and WQXL Columbia, both South Carolina. WKIX began in 1947, operates on 850 kc with 10 kw daytime and 5 kw nighttime. WKIX-FM is on 96.1 mc with 29 kw.

Commerce fund request approved by House

The House of Representatives has approved a $319,000 request for funds to operate the Commerce Committee in 1964. Commerce is the House committee with primary legislative responsibility for the FCC.

The 1964 budget was $40,500 more than that voted for 1963 committee operations and will pay for additional staffing of its subcommittees, a committee spokesman said. He noted that the committee often returns a "sizable" amount of its previous year's budget to the House, and that this probably would occur again early next year.

FCC-broadcaster 'debate' set for GAB institute

The Georgia Association of Broadcasters will feature a day-long "debate" between two members of the FCC and broadcasters at the association's 19th annual radio-TV institute in Athens, Jan. 21-23.

Theodore Pierson, prominent Washington attorney and outspoken foe of the FCC's strong regulation policies of recent years will moderate the session. Commissioners who have agreed to field broadcasters' questions for a full day (Jan. 23) are the FCC's two newest members—Kenneth A. Cox and Lee Loevinger.

The National Association of Broadcasters for several years has had its FCC panel at the annual NAB convention limited to about two hours of questions and answers, with most of the questions submitted in advance.

GAB is expecting 250 broadcasters and students for the institute on the University of Georgia campus. It is cosponsored by the Henry Grady School of Journalism. Frank Stanton, president of CBS Inc., is tentatively scheduled to address the institute banquet Jan. 22. Other speakers include William McAndrew, executive vice president NBC News; Harold Neal, president of ABC-owned stations; David Klemm, WXYZ Detroit, and Jack Thayer, WHK Cleveland. Barry Sherman, WQXI Atlanta, is institute chairman.

NLRB sides with labor twice, management once

WNAK Nanticoke, Pa., does not come under the jurisdiction of the National Labor Relations Board, the board ruled last week in an advisory opinion. WNAK's annual gross business is less than $100,000, the minimum for NLRB to exert jurisdiction in disputes with labor, the board pointed out in refusing to consider a charge of unfair labor practices lodged against WNAK by the National Association of Broadcast Engineers and Technicians.

However, two other NLRB decisions went against broadcast stations in Kansas City, Mo., and Fort Smith, Ark. The NLRB adopted a September initial decision by Examiner Stanley Gilbert finding KCMO-AM-TV Kansas City guilty of unfair labor practices by refusing to bargain collectively in good faith with the American Federation of Television and Radio Artists. The stations refused to furnish the union with copies of contracts with individual employes who were members of AFTRA.

In a separate decision, NLRB Examiner Fannie M. Boyls found KFSA Fort Smith, Ark., had engaged in unfair labor practices by "threatening reprisals" against announcers who authorized the Local 1304 of the International Brotherhood of Electrical Workers to represent them. The examiner said KFSA has "interfered with. restrained and coerced its employes in the exercise of rights guaranteed them . . ." by federal laws.

KFSA, the decision alleged, refused to bargain with the local after the IBEW became the authorized bargaining unit for KFSA announcers in May 1963.

Cincinnati radio surveyed

A radio audience survey of the Cincinnati metropolitan area has been completed by Farson, Huff & Northlich Inc., Cincinnati advertising and public relations agency.

The study was conducted with aid of faculty members and students of Xavier University, Cincinnati and Miami University, Oxford, Ohio, under the direction of Bernard K. Pawlus, director of broadcast media for the agency.

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COLLINS ISN'T RUNNING NOW

Doesn't paint himself out of political arena; says he'll give personal views on public issues

LeRoy Collins, president of the National Association of Broadcasters, said last week that he did not expect to run for the U. S. Senate from Florida and that "I am not making any plans to do so."

The NAB president, during an interview on WTTG(TV) Washington's *Opinion in the Capital* telecast Sunday (Dec. 29), did not close the door on a possible race against incumbent Senator Spessard Holland (D-Fla.), however. Governor Collins said that he had told Senator Holland, a close personal friend, that "if I start making plans to run against him he will be the first to know."

He said that "I don't expect to run" but that he has always refused "to paint myself into a corner" and say that he would not again seek a political office "under any circumstances." Governor Collins was interviewed last Thursday (Dec. 26) for the program telecast on Metromedia Inc.'s WTTG by Mark Evans, Metromedia vice president, and Lawrence Laurent, radio-TV columnist for the *Washington Post*. The Collins interview also was telecast by Metromedia stations in New York (WNEW-TV) and Los Angeles (KTTV[TV]) and by KTVU(TV) San Francisco.

(With Governor Collins refusing to disavow a possible race against Senator Holland, several Florida papers last week printed speculative articles on the possibility of a contest between the two. On Thursday, the *Miami Herald* published the results of a 16-county survey of voters on a Collins vs. Holland race. Senator Holland came out the winner but the paper said if the NAB president enters the Democratic primary, a hotly contested race would develop.)

Asked by Mr. Laurent what he considered his role to be as NAB president, Governor Collins replied that he felt he should express his personal views on matters of public importance and that "I do not hesitate to do this." Broadcasters, he said, must not be motivated alone by the "immediate commercial impact" their actions cause.

On the cigarette and smoking controversy, Governor Collins said "I stand exactly where I stood before" in urging the industry to discourage through its codes cigarette advertising appealing to minors.

Broadcasters, he said, have a special responsibility to move against commercials urging "children to start the habit" of smoking. This responsibility, he said, "is not a great deal unlike the one we exercise, for example, in the area of advertising whiskey"—banned by the NAB codes. This self-imposed ban on liquor advertising has given broadcasters "added stature and a position of integrity," Governor Collins said.

Following the TV session, Governor Collins said he was not suggesting that radio and television should ban all cigarette advertising.

Proud Of Columbia ▪ Governor Collins said that he is proud of the speech he made in Columbia, S. C., attacking the position of Southern leaders on civil rights (BROADCASTING, Dec. 9). Several influential broadcasters, including members of the NAB board, have attacked the NAB president for making what

Collins replaces Xmas cards in the post office

LeRoy Collins, president of the National Association of Broadcasters, was the subject of continued correspondence—both pro and con—among broadcasters last week (BROADCASTING, Dec. 23, 16). The dispute centers around public statements by the NAB president, some critical of broadcasting and others termed "political."

On the critical side, Willard Schroeder, general manager of WOOD-AM-TV Grand Rapids, Mich., and member and former chairman of the NAB radio board, renewed an exchange of letters with the NAB president questioning the governor's statements. Among those backing the NAB president was Joseph L. B. Brechner, president, WFTV(TV) Orlando, Fla., who in a letter to William B. Quarton, chairman of the NAB executive committee, said:

"I regard Governor Collins as a man of the highest calibre. I feel the country is better for his expressed views, whether popular or otherwise. I feel that he has brought to the NAB a new depth which suggests that the president of our association is not merely a professional executive and paid lobbyist without strong convictions. . . .

"To a degree, Governor Collins has created a new image and respect for broadcasting. . . . His willingness to be realistic in facing broadcast issues in the public interest when we ourselves may be queasy in our reactions, has, perhaps, made his effectiveness on behalf of broadcasters greater—not less."

Also backing the governor:

▪ Richard J. Scholem, general manager, WTIG Massillon, Ohio, to BROADCASTING: "Mr. Collins is a national figure with a good mind of his own . . . a man with the courage to tell his fellow Southerners that integration is inevitable and right . . . a man with the integrity to admit that everything broadcasters and broadcasting does is not divine or even correct, and by so doing win respect for broadcasting as a truthful, mature medium.

"Let it be known here and now that in the near future WTIG Massillon, Ohio, and WISR Butler, Pa., will be joining the NAB for the first time. One of the major reasons is that NAB now has not a follower but a leader. . . ."

▪ Edward Lamb, industrialist and owner of WICU-TV Erie, Pa., former member to NAB, to Mr. Collins:

"The whole attitude of America toward the broadcasting industry was changed with your election as president and spokesman for the organized broadcasters. As you brought to the broadcasters association a sense of dignity and public service responsibilities, you earned for this industry a great degree of respect.

". . . Frankly, you must be recognized as the best thing that has ever happened to the private broadcasting industry in the United States. If you remain with the NAB, I am sure I speak for many who will consider it an honor to be associated with the association. . . ."

▪ William J. Hall, president and general manager, WCHN-AM-FM Norwich, N. Y., to Mr. Quarton:

". . . I am proud that the NAB has a man as president who is not afraid to speak his mind, whether it be before a segregationist audience in South Carolina or other special interest groups whose toes might be stepped on. . . . [I] would hope that the NAB board and membership would as a matter of principle affirm their support of him. . . ."

▪ Pierre A. La Vigne, Woodbine, Md., identifying himself as in his

they termed a "political speech" in Columbia and two days later on states' rights in Los Angeles.

"I have absolutely no regrets whatsoever" on the Columbia speech, he said, and pointed out that he has been "flooded with a great many expressions of warm praise." He said that "four or five" Southern stations had resigned (there were seven [BROADCASTING, Dec. 23]) from the NAB because they disagreed with what he said in Columbia, but that "several others" joined the association as a result.

(William Quarton, WMT-TV Cedar Rapids, Iowa, and chairman of the NAB board, said last week that a majority of the NAB members prefer that Governor Collins not make speeches which can be considered political in nature. Mr. Quarton also is chairman of the NAB executive committee which meets next Monday [Jan. 6] with Governor Collins.)

The NAB president said during the Metromedia interview that Representative Oren Harris (D-Ark.), chairman of the House subcommittee which investigated broadcast ratings, has been "most laudatory" of industry efforts to clear up the audience measurement dilemma. Governor Collins said he is proud of the way industry leaders have reacted to the shortcomings in audience measurements and their use exposed by the congressmen.



LeRoy Collins (c), president of the National Association of Broadcasters, discusses politics and broadcasting during an interview with Mark Evans (r), vice president for public affairs of Metromedia Inc., and Lawrence Laurent, radio-TV columnist of the 'Washington Post.'

He said that "violence for violence's sake" is almost completely eliminated on television and that an honest appraisal of the situation will show this to be the case. He said the Senate subcommittee which plans January hearings on the subject will find very little to complain about.

He charged the American Bar Association's Canon 35 excluding cameras and microphones from the courtroom is "obsolete and archaic" and the ABA has no right to make such a blanket ban. The NAB's position, he said, is that the presiding judge should have the sole authority to permit or exclude cameras from trials.

14th year as an on-the-air performer:

"[Governor Collins] is to be commended for having the courage of his convictions and voicing them in spite of militant opposition. . . . I feel that the NAB could use more free-thinking executives of Governor Collins's calibre who have the dedication to express personal concepts even though they may be unpopular. . . ."

Logic "Assailable" ▪ Mr. Schroeder's letter to Governor Collins, with copies sent to all members of the NAB board, was his second critical of the NAB's public criticism of the broadcasting industry. Citing several sentences from the governor's reply to his first letter (BROADCASTING, Dec. 16), Mr. Schroeder told the NAB president that his "logic is assailable in that you seem to presume that the universe that hears your speeches is composed entirely of broadcasters."

Criticism, the WOOD general manager said, is "a necessary preliminary to betterment but self-criticism is a private, not a public affair." He pointed out that doctors regularly are found guilty of malpractice and attorneys are disbarred. "Yet, in my lifetime, I can't recall when the respective presidents of the American Medical Association and the American Bar Association have given voice to the shortcomings of medicine and law as you have to those of broadcasting," Mr. Schroeder wrote.

Governor Collins had told Mr. Schroeder that "it is no less my job as president of the NAB to encourage the best and discourage the worst in broadcasting." In criticizing cigarette advertising which appeals to minors generally and Lucky Strike commercials specifically, Governor Collins said broadcasting's faults should be "specifically identified" and not "vaguely treated."

Mr. Schroeder countered that such "persistent public criticism of the broadcasting industry is destructive and will not attain the improved goals that the great majority of us are constantly striving to reach."

Pat Goodover of KARR Great Falls, Mont., urged that a practical broadcaster be named president of the NAB—and suggested E. B. Craney as the proper man. Mr. Craney, former broadcaster who recently sold a chain of stations in the Mountain States, "is not afraid to speak out plainly in broadcasters language." Mr. Goodover said broadcasters "should not be in the position of educating the head of the NAB, but rather should have a leader who knows and recognizes the problems of broadcasters and will not create further problems for them."

WNHC-TV gets favorable ruling from Guenther

FCC Hearing Examiner Walther W. Guenther last week ruled in an initial decision that Triangle Publications Inc. can move its transmitter for WNHC-TV New Haven, Conn., to a point about 3.7 miles northeast of Meriden on Mount Higby. The shift in the station's coverage area would add more than 90,000 potential viewers in its Grade A contour.

The WNHC-TV transmitter move has been opposed by WWLP(TV) Springfield, Mass., licensed to Springfield Television Broadcasting Corp., and WHNB-TV New Britain, Conn., whose licensee is Connecticut Television Inc.

Mr. Guenther said that if the New Haven channel 8 outlet installs a directional antenna it will be able to avoid undue interference. The initial decision recommended that the station be allowed to use the directional antenna and also advocated the raising of WNHC-TV's antenna from 720 feet to 780 feet.

LOEVINGER'S SCHOOLS OF THOUGHT

Consistency in FCC action governed deciding drop-in vote

The frustration of those whose hopes were dashed when the FCC rejected the controversial drop-in proposal was compounded last week. Commissioner Lee Loevinger, who cast the swing vote in the 4-3 decision to deny reversal of that order (BROADCASTING, Nov. 18), said that he would have favored the drop-ins if he had been on the commission when the issue was originally decided, in May.

But he voted to affirm the decision rejecting the proposal, he said last week, because of his belief in the importance of consistency and stability in commission actions. He said the case was such a close one that he did not think upsetting the commission's decision—on which interested persons "had the right to rely"—was warranted.

The commissioner expressed his views in a concurring statement issued in connection with the commission's order containing its reasons for denying petitions of ABC and others for reconsideration. The commission had announced its 4-3 vote in the proceeding, which involved the proposal to drop short-spaced VHF channels into seven markets, on Nov. 15.

Commissioner Loevinger held the swing vote on the issue of reconsideration since he had taken the place on the commission of former Chairman Newton N. Minow, who voted with the original majority in the 4-3 decision rejecting the drop-ins. Commissioner Loevinger joined the commission in June.

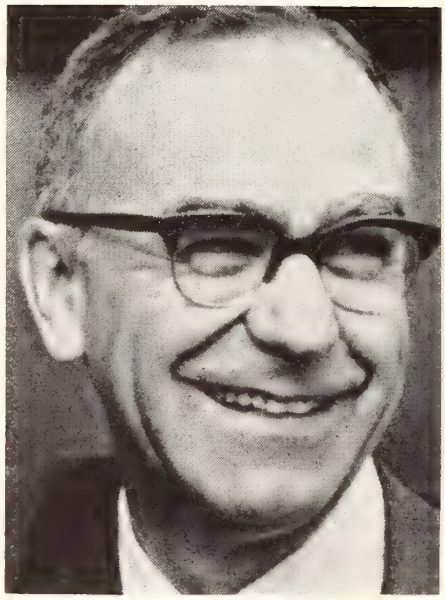
Markets Involved ▪ The markets that had been ticketed for the drop-ins were Johnstown, Pa., channel 8; Baton Rouge, La., channel 11; Dayton, Ohio, channel 11; Jacksonville, Fla., channel 10; Birmingham, Ala., channel 3; Knoxville, Tenn., channel 8; and Charlotte, N. C., channel 6. Each of the markets has two VHF stations.

The commission's order rejecting reconsideration leaves open the possibility of a third VHF channel being assigned to Baton Rouge. The order noted that channel 11 is now assigned to Houma, La., and that the proposal for assigning the frequency to Baton Rouge is actually for a "move-in" rather than for the creation of a new VHF assignment. It said such a move-in probably would not have an adverse effect on the UHF development, since no UHF stations are operating in Louisiana.

The order added that although the proposal for a short-spaced VHF assignment would be denied, it might be possible to relocate channel 11 in a site where spacing requirements would be met and from where the channel could serve both Houma and Baton Rouge. The two cities are 65 miles apart.

In denying reconsideration, the commission said the arguments of ABC and other petitioners were outweighed by the factors cited in the original decision—that is, that drop-ins would hinder the development of UHF television and that passage of the all-channel receiver law had changed the situation since the drop-in proposal was first advanced, in 1960, as a means of providing additional service to areas in critical need of it.

ABC's Situation ▪ The FCC had also said the need to help ABC was no longer as pressing as it had been. One of the aims of the original proposal was



Commissioner Loevinger
Public relies on principles

to make additional VHF stations available for affiliation with ABC, which trails NBC and CBS in such affiliations.

The commission's order last week also disposed of two new points advanced by advocates of the drop-in proposal. One involved a proposed compromise under which those receiving grants to operate on the new VHF channels would be required to maintain dual UHF-VHF stations for a certain number of years, then give up the VHF channel. The commission said this proposal would, like the original drop-in proposal, "undermine" the goal of giving UHF television every chance to develop.

The other new argument maintained that the commission would preclude local owners from operating the new television services to be made available since only multiple owners or large corporations would have the financial strength to launch and operate UHF stations. The FCC said the consideration of who would own the stations is "speculative" and doesn't override the need for aiding UHF development.

Loevinger's Position ▪ Commissioner Loevinger, who reviewed the history of the proceeding and analyzed the arguments on both sides of the issue, said that "it's apparent the demonstrable facts are not conclusive . . . and that any determination requires a judgment as to the future.

"The considerations are closely balanced and any advantage on either side is very slight," he added. "Nevertheless, with respect to the situation confronting the commission at the time of its final decision herein, it seems to me that the [dissenting] statement of Commissioner [Kenneth A.] Cox is more persuasive on the merits than the statement of the commission or of Commissioner Minow [who issued a concurring opinion].

"Although it is doubly difficult to project a decision as to such a hypothetical situation, I now incline to the view that had I been on the commission at the time of its final decision herein I would have favored the position of the dissenters."

But, he said, that doesn't resolve the issue. "The final decision of the commission itself has changed the situation. Those who are interested in the matter, including manufacturers of equipment, have had the right to rely and claim to have made plans in reliance on the commission's action. . . ."

He noted that the only change in circumstance since the commission's original decision was a change in personnel. And although there are situations in which personnel changes might warrant a change in the commission's position, he said, "there has been no change in philosophy or school of thought with respect to this matter, and there certainly has been no accumulation of experience."

Public Interest ▪ Furthermore, he said, "I believe there is a strong public interest in being able to rely upon the principles adopted and the positions taken by such an agency as the FCC which requires that these not be changed without a clear finding that the public interest in a different principle or position requires the change. In view of the nearly even balance of considerations involving the merits of this matter, I conclude that the determinative factor is and should be the maintenance of stability and consistency in commission action."

Commissioner Cox, who with Commissioners Frederick W. Ford and Rosel H. Hyde formed the minority on the issue, issued a dissenting statement. He said "the illogic of the commission's position is highlighted" by its consideration of the Baton Rouge situation.

He said the commission majority

appears to say that a VHF assignment in Baton Rouge would be satisfactory—"though it is clear that a VHF assignment [in that city] at standard spacing will bar this market to UHF development as surely as a short-spaced drop-in." He said the majority opinion doesn't explain why "eliminating one of the potential openings for UHF operation is not one-seventh as serious a blow to UHF development as the seven-market proposal before us."

AMST Motion Denied ▪ The commission, in its order, gave its reasons for denying the motion of the Association of Maximum Service Telecasters that Commissioner Cox refrain from participation in the case. AMST, which opposed the drop-ins, based its request on the ground that Commissioner Cox had been previously connected with the case as chief of the Broadcast Bureau.

AMST said that although the proceeding was rulemaking, standards applicable to adjudicatory matters should be applied since the case involves "the resolution of private claims to a valuable privilege." The association relied heavily on the court decision in the Sangamon Valley deintermixture case, which concerned ex-parte charges against parties involved.

The commission, however, said the Sangamon case decision "did not preclude the commission from obtaining information from its staff . . . and it did not require the separation of functions" the law requires in adjudicatory matters.

"Moreover, the commission said, "We are firmly of the opinion that Commissioner Cox's participation in this proceeding has not resulted in any basic unfairness' or violation of due process."

Commissioner Cox did not participate in the commission's deliberations leading to that part of the order which had the endorsement of his six colleagues.

UA TV application set for hearing

The second of United Artists Corp.'s three major-market UHF television applications was set for hearing by the FCC last week.

Channel 65 in Cleveland is at stake in the comparative hearing set for United Artists Broadcasting Inc. (UA's broadcast division), Cleveland Telecasting Corp. and the Superior Broadcasting Corp. UA also has applications pending for channel 44 in Boston and channel 23 in Houston, the latter being in hearing with a conflicting application by TVue Associates Inc.

In designating the mutually exclusive Cleveland applications for hearing the FCC said that it must determine whether UA has "the requisite qualifications" to be a licensee. The commission noted that the parent firm has been "involved in numerous antitrust actions, including a major civil antitrust suit brought by the U. S. in which United Artists Corp. was adjudged to be in violation of laws. . . ." Although the UA broadcast division was not then extant, the FCC said, the agency must "look behind the corporate veil . . . and notice the character of the parent corporation."

Engineering, financial and ownership questions, the commission said, must be answered by Cleveland Telecasting and Superior Broadcasting at the hearing.

NAB committee meetings heavy

January will be a month of meetings for committees and boards of the National Association of Broadcasters, culminated by Jan. 27-31 sessions in Sarasota, Fla., of the NAB radio, television and combined boards.

The heavy schedule will begin next Monday (Jan. 6) with a meeting of the NAB executive committee in Washington. The executive committee, composed of the chairmen and vice chairmen of the NAB boards and combined board, will meet with NAB President LeRoy Collins—with the latter to be a principal agenda subject. The committee is expected to seek from Governor Collins a commitment on his future plans (see page 36 and BROADCASTING, Dec. 16).

Governor Collins, who had suggested the executive committee meeting prior to the furor over recent speeches made by the NAB president, also has been questioned by board and committee members on critical public statements he has made on broadcasting as well as speeches considered "political" in nature by many.

On the same day the executive committee meets in Washington, the NAB's Future of TV in America Committee will gather in New Orleans for a two-day session under Chairman Dwight Martin, WDSU-TV New Orleans. This committee is charged with making recommendations to the TV board later in the month on pay television and community antenna systems.

New NAB Code Authority Director Howard Bell will meet for the first time with the radio code board in Washington Jan. 9-10 and with the TV code board Jan. 22-23 in Miami. Mr. Bell, who became code director Dec. 1, is expected to outline a specific program in connection with the codes.

The finance committee will meet in Washington Jan. 7 to put the final touches on the NAB's budget for the



next fiscal year, which begins April 1. The NAB currently is operating with a record budget of nearly $2 million, which is expected to go even higher for the coming fiscal year.

Committees which will meet in Sarasota in conjunction with the meetings of the boards include the general fund, building and convention committees.

Media reports...

Vox nova ▪ A new AM station, KGBA, went on the air Dec. 19 in Santa Clara, Calif. The station is owned by George B. Bairey and is a fulltimer, 1 kw, operating on 1430 kc.

TWA award winner ▪ Don Riggs, of KDKA-TV Pittsburgh, last week won the television/radio class award of the annual writing and picture competition sponsored by Trans World Airlines for his hour documentary about pioneer airmen who contributed to the development of modern aviation. TWA this year did not award any entries in the television news, newsreel film or news writing categories.

NBC addition ▪ NBC Radio announced last week that KFDI Wichita, Kan. is scheduled to start network affiliation Jan. 1. KFDI, which operates at 1070 kc with 10 kw day and 1 kw night, is owned by Mrs. Bernice Lynch. The station's corporate name is Wichita Great Empire Broadcast Co. It is currently unaffiliated.

CBS adds station ▪ WDBF Delray Beach, Fla. was scheduled to join the CBS Radio Network Dec. 29. The formerly unaffiliated station, operating on 1420 kc with 5 kw day and 500 w night, is owned by the Sunshine Broadcast Co.

From secretaries, too

Broadcasting's coverage of the events surrounding the assassination of President Kennedy has been praised by the Press Secretaries Association of the U.S. Senate which adopted a resolution commending all news media and singling out broadcasting for "tact and skill" and for voluntarily undergoing great financial loss.

PROGRAMING

ABC KAYOS FRIDAY FIGHTS

Pummeled by decreasing audiences, unfavorable publicity, loss of big bouts, boxing takes count

ABC confirmed reports last week that it plans to cancel weekly telecasts of boxing bouts before or at the end of the current season, touching off speculation that national TV exposure of the sport on a regular basis would end.

Neither the network nor the chief sponsor, the Gillette Safety Razor Co., was willing to discuss the move on the theory that publicity might cause certain ABC-TV affiliates to drop the telecasts, which are carried on Friday, 10-10:45 p.m., EST. An ABC-TV spokesman said it had not been decided when the cancellation would take effect, but it was understood it could be as early as April.

Boxing had been one of the popular segments on television between 1952 and 1959, during which time at least two national programs were carried on the air. Since 1959 only ABC-TV has carried boxing bouts, either on Friday or Saturday evening.

Among the reasons which are said to have contributed to the decision to terminate weekly telecasting of bouts nationally are the diminishing interest in the sport, the scarcity of capable boxers needed to sustain a regular TV series, unsavory publicity for the sport and the economics of television.

Observers noted that in recent years the TV audience for regular bouts has decreased substantially. They stressed that the major championship attractions, with a few exceptions, were lost to closed-circuit theater television more than a decade ago. In the interim period, boxing has not developed fighters below-the-championship level to the extent that a sizable audience could be assured on a weekly basis.

Audience Figures ▪ It was pointed out that research shows that in 1952 boxing telecasts reached an average 5 million homes and in 1955, an average 8.5 million homes. In 1962, the figure dropped back to 5 million. But the significance of these figures is this: in 1952, 5 million homes represented about 31% of the available TV audience, while in 1962 it represented only slightly more than 11%. This illustrates sharply that the number of boxing viewers has not kept pace with the rapidly expanding television audience, a factor that is considered by the potential sponsor of fight telecasts.

Gillette has been active in sponsoring boxing on TV for more than a decade and this year has been underwriting the weekly show on ABC-TV along with the General Cigar Co.

Though ABC-TV officials remained silent on future plans, reports circulated that the network and Gillette are discussing the possibility of replacing the boxing telecasts with another sports program on Friday evenings.

Outlook ▪ The future of boxing on TV appears uncertain at this time. It is conceivable that from time to time, a bout of below-the-championship ranking of widespread appeal can obtain network exposure as a special. Another possibility is for local telecasts in a few of the major markets where boxing clubs exist. But the consensus of sports and television authorities last week was that regular network telecasting of boxing is doomed.

The first regular telecast of a boxing bout (Max Baer-Lou Nova) was carried by NBC in New York on June 1, 1939 to an estimated audience of 20,000 gathered in restaurants, hotels and other public places. In December 1947 the first Joe Louis-Joe Walcott bout was carried on several stations in the East to an estimated audience of 1 million viewers. Six months later when Louis and Walcott tangled again, NBC arranged a seven-station line-up, consisting of New York, Boston, Schenectady, N.Y., Baltimore, Washington, Philadelphia and Richmond, Va. An audience estimated at 6 million was attracted. For that bout, a Philadelphia theater was the site for a large-screen presentation, paving the way for subsequent closed-circuit telecasts

RTNDA head criticizes Ruby trial radio-TV ban

Refusal to permit radio and television to cover the trial of Jack Ruby, admitted killer of the accused assassin of President Kennedy, is a defeat for the American people, the president of the Radio-Television News Directors Association said last week.

Ed Ryan, RTNDA president and general manager of news for WTOP Washington, said the association regrets the decision to bar cameras and microphones (BROADCASTING, Dec. 22)—"a victory for the present leadership of the American Bar Association." Live coverage of the trial, now scheduled next February in Dallas before Judge Joe Brown, would contribute to and not detract from the proceedings, he said.

In a general attack against the ABA's Canon 35 banning radio-TV from the courts, the RTNDA president said broadcasting has helped to bring the people closer to the legislative and executive branches of government "but the courts remain for the most part remote, unfamiliar and inaccessible." The ABA's stand that "sensationalism" would result from radio-TV coverage of the Ruby trial and the precept behind Canon 35 are false, Mr. Ryan said, and "the public will ultimately repudiate the

archaic nonsense of the ABA Canon 35.

"There is nothing about broadcasting and televising that detracts from the essential dignity of any proceeding, or distracts participants or witnesses, or creates misconceptions in the public mind." TV and radio have become the "eyes and ears of the people," he said, and to insist that these "eyes and ears be barred from our courtrooms, of all places, is an affront to reason."

Tele-Tape absorbs Vicoa facilities

Tele-Tape Productions has announced its acquisition of Video Industries Corp. of America (Vicoa) in a stock transfer arrangement which merged all of the latter's equipment holdings into the Tele-Tape firm. Unofficial estimates placed the value of stock transferred at less than $200,000.

Tele-Tape, the surviving company, will retain its corporate title. The firm produces remote television shows, closed circuit programs and commercials. It currently does on-location shooting for ABC-TV's *Hootenanny* and other network specials.

In the merger, Tele-Tape acquired six 4½-inch Marconi image orthicon cameras, four Ampex Videotape recorders and two mobile TV "studios." Value of the equipment was said to be considerably more than the estimated transfer price; however, Video Industries reportedly had been operating unprofitably.

Tele-Tape has maintained offices in New York and Chicago and has based its equipment in Ridgefield, N. J. The company now intends to keep a portion of its equipment in Chicago.

William J. Marshall Jr., Tele-Tape board chairman, said the company would now operate in every section of the U. S. except the West Coast and Southwest, and hopes eventually to enter those markets.

Herridge to produce dramas for Metropolitan

Metropolitan Broadcasting Television plans to present at least six taped one-hour original dramas on its seven television stations during 1964, Bennet H. Korn, president, has announced.

The dramas will be produced by Robert Herridge, whose past credits include *The Seven Lively Arts, Studio One Summer Theater* and *Camera Three*. The first play, which will be telecast in January, is titled "A Requiem for John Brown," which will be written as well as produced by Mr. Herridge. It will be followed by "The Sensualist," based on Dostoevski's *The Brother's Karamazov*, and "The Mourning World of Walt Whitman," based on the life and writings of the poet.

All the plays will be shown twice in a week on the Metropolitan stations and will be available in other markets via syndication. Metropolitan owns and operates WNEW-TV New York; KMBC-TV Kansas City, Mo.; KTTV(TV) Los Angeles; WTTG(TV) Washington; KOVR (TV) Sacramento-Stockton, Calif.; WTVH (TV) Peoria, Ill., and WTVP(TV) Decatur, Ill.

Mr. Herridge said the series will aim to create "a television theater" with a unifying theme and purpose.

The Golden Age, a recent Broadway entertainment about the Elizabethan Age, is available from Metropolitan for national syndication.

Metropolitan, which obtained exclusive television rights to the show, televised it on its own stations Dec. 22.

Triangle gets radio too

Triangle Stations announced today Dec. 30 it has acquired exclusive radio rights to the 1964 Grand Prix sports car race at Sebring, Fla., in March. The purchase gives Triangle full broadcast privileges for the event, since it already had acquired exclusive television rights. The company plans to offer the race for syndication in both radio and television.

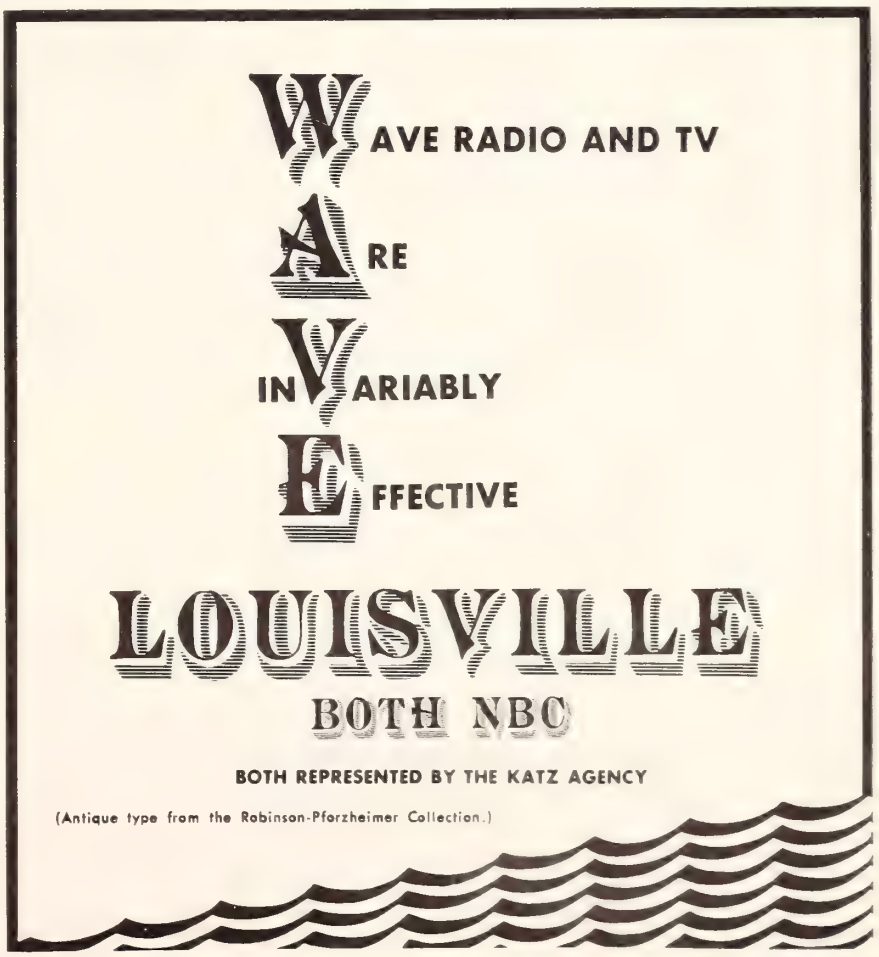
28 TV programs in ARB's top 10s

A total of 28 television programs figured in eight top 10 rankings reported by the American Research Bureau last week. The lists, from the ARB national report for the week of Oct. 9-15, show the network programs with the biggest audiences in each of six demographic categories in addition to the customary "homes reached" and "persons reached."

Fourteen of the shows are on CBS-TV, eight are on ABC-TV and six on NBC-TV. The demographic categories are (1) men, (2) women, (3) teenagers, (4) children, (5) household heads and (6) housewies.

One program, *Beverly Hillbillies* (CBS), placed in all eight top 10's; it was first in six, second in two (number of men reached, number of household heads reached). *Bonanza* (NBC) was No 1. in the two categories not led by *Hillbillies* and placed second in five other categories, missing only one (children reached). *Dick Van Dyke* (CBS) also scored in all top 10's except the one for the children's audience.

Five shows that failed to make the top 10 in "homes reached" did make the list when the rankings were according to "persons reached": *Disney's Wonderful World* (NBC), *Donna Reed*



Show (ABC), *Lassie* (CBS), *Jackie Gleason Show* (CBS) and *Petticoat Junction* (CBS). They replaced *Candid Camera* (CBS), *Dr. Kildare* (NBC), *Hazel* (NBC), *Virginian* (NBC) and *Lucy Show* (CBS), which made the top 10 homes reached but not in persons reached.

The five that scored in both homes and persons reached were *Red Skelton Show* (CBS) and *Hillbillies, Bonanza, Van Dyke,* and *Griffith.*

Among others that made demographic top 10's were *NFL Football* (CBS), *Perry Mason* (CBS), *Gunsmoke* (CBS) and *Lawrence Welk Show* (ABC) among men and household heads; *Mason, Welk* and *What's My Line?* (CBS) among women and housewives; *Donna Reed* and *Ozzie and Harriet* (ABC), *Grindl* (NBC), *Outer Limits* (ABC), *McHale's Navy* (ABC), *My Three Sons* (ABC) and *Patty Duke Show* (ABC) among teen-agers, and *My Favorite Martian* (CBS) and *Flintstones* (ABC) and *Disney's World, Donna Reed, Lassie, Ozzie and Harriet, Outer Limits, My Three Sons* and *Patty Duke Show* among children.

The demographic breakdowns are a new feature of ARB's national reports this year. The reports to clients give this information for the top 25 programs.

Hargis protests anti-right link to assassination

The Christian Crusade, a religious organization oriented toward conservative politics, feels the television networks gave right-wing adherents an unnecessary and unfair drubbing during the coverage of the events surrounding the assassination of President John F. Kennedy. It has asked the FCC to take measures to insure that rebuttal is provided during prime time.

The request was in an open letter to FCC Chairman E. William Henry from Billy James Hargis, Christian Crusade's president. Mr. Hargis claimed that recent statements by Chairman Henry, stating that the commission did not plan any easing of its policy on fairness, made it necessary for him to bring the treatment of conservative politics by the networks to the commission's attention.

Mr. Hargis said that soon after President Kennedy's assassination "several of the extremely liberal television commentators" indicated that conservative elements had been responsible for the murder. "I personally heard Bill Ryan of NBC-TV, Frank McGee of NBC-TV and Edward P. Morgan of ABC-TV trying to blame the anti-Communist elements in Dallas for the assassination . . ." Mr. Hargis wrote. He added that "as you [Chairman Henry] know" Mr. Morgan is paid by the AFL-CIO and has made frequent attacks against anti-Communists.

In the interest of the July 26 clarification statement of the fairness doctrine, Mr. Hargis said, the networks should provide equal time "or at least some fair consideration to the leaders of the anti-Communist causes and conservative movements across the U. S. to comment on the tragic assassination. . . ."

Mr. Hargis also said that the Voice of America should provide equal time since it was his knowledge that the VOA had made broadcasts in Europe which indicated that anti-Communist factions caused President Kennedy's death.

More kids' specials

Helitzer, Waring & Wayne, New York advertising agency which commissioned a one-hour TV musical, *Cowboy and the Tiger,* carried on ABC-TV on Thanksgiving and on Dec. 8, announced last week it will commission "two or three" new TV specials for children in 1964.

Mel Helitzer, president of HW&W, said the specials should combine music and comedy and added that each show will be tried out before children's audiences off-Broadway or in out-of-town theaters before it is produced for TV. The agency commissioned *Cowboy and the Tiger* for its clients—the Transogram Co. and American Doll & Toy Corp. Other co-sponsors were the Nestle Co. and Miles Laboratories.

DGA-SDIG merger fails to materialize

Negotiations for a merger between the Directors Guild of America and the Screen Directors International Guild have broken down after five months and have been terminated, according to President George Sidney in a letter to the DGA membership. "The DGA national board," he wrote, "is convinced that a merger between the organizations is impossible at this time."

DGA was formed several years ago through a merger of the Screen Directors Guild and the Radio and Television Directors Guild, and its 2,200 members direct broadcast programs and theatrical motion pictures. SDIG's 800 members are active chiefly in the production of TV commercials and industrial films, mostly in the East.

Another merger, with Assistant Directors Local 161 of the International Alliance of Theatrical Stage Employes in New York, has gone through, following approval by the DGA membership. Milton Felsen, business manager of Local 161, will move with his staff to DGA's New York offices, but they will continue to service script clerks, now a part of Local 161 and remaining for the present with the IATSE.

30 more telecourses were available in '63

An increase in the number and use of educational recorded telecourses this year has been reported by the National Instructional Television Library.

The number of courses rose from 272 to 312, while the agencies which produce the films increased from 67 to 72. The biggest increase was in elementary educational courses, which rose from 120 to 157. Secondary courses increased from 58 to 62 and in-service courses rose from eight to 10. However, the number of college courses dropped from 65 to 52.

Of the 312 courses available, 136 were exchanged for a cumulative total of 532. The 44% exchanged was a substantial increase over the 31% exchanged last year.

The telecourses are described in the 1964 edition of *Instructional Television Materials: A Guide to Films, Kinescopes, and Videotapes Available for Televised Use,* and can be obtained from the National Instructional Television Library, 10 Columbus Circle, New York.

Film sales . . .

36 post-1948 20th Century-Fox features (Seven Arts Associated): Sold to WCBS-TV New York.

Century II (Twentieth Century-Fox): Sold to WJBK-TV Detroit; WAGA-TV Atlanta; WITI-TV Milwaukee; WHEN-TV Syracuse, N.Y.; and KIMA-TV Yakima, Wash. Now sold in 42 markets.

Century I (Twentieth Century-Fox): Sold to WHEN-TV Syracuse, N.Y.; KIMA-TV Yakima, Wash. and WKOW-TV Madison, Wisc. Now in 60 markets.

Dobie Gillis (Twentieth Century-Fox): Sold to WJBK-TV Detroit and WAGA-TV Atlanta.

Biography (Official Films): Sold to KHOL-TV Holdrege-Kearney, Neb.; KOLN-TV Lincoln, Neb.; WKRG-TV Mobile, Ala. and WESH-TV Daytona Beach-Orlando, Fla. Now sold in 184 markets.

Battleline (Official Films): Sold to WAVE-TV Louisville, Ky.; WAFG-TV Huntsville, Ala.; WDAY-TV Fargo, N.D.; WNCT(TV) Greenville, N.C.; KOMU-TV

Columbia, Mo. and WYTV(TV) Youngstown, Ohio. Now in 126 markets.

Dick Powell Theater (Four Star): KRDO-TV Colorado Springs; KREX-TV Grand Junction, Colo., and WKBW-TV Buffalo.

Stagecoach West (Four Star): Sold to KTVK(TV) Phoenix, Ariz.

Rifleman (Four Star): Sold to WAII-TV Atlanta and KREX-TV Grand Junction, Colo.

The Law and Mr. Jones (Four Star): Sold to KING-TV Seattle.

Volume 3 (Seven Arts): Sold to WKJG-TV Fort Wayne, Ind.

Volume 7 (Seven Arts): Sold to WCAU-TV Philadelphia and WJAC-TV Johnstown, Pa.

Volume 8 (Seven Arts): Sold to WCBS-TV New York; WBBM-TV Chicago; WCAU-TV Philadelphia; WBAY-TV Green Bay, Wis., and WGAL-TV Lancaster, Pa.

Science Fiction Features (Allied Artists): Sold to WKBW-TV Buffalo; WTTG (TV) Washington; WGHP-TV High Point, N. C.; KAVE-TV Carlsbad, N. M.; and KSBW-TV Salinas, Calif. Now sold in 107 markets.

UPI releases annual newsfilm highlights

UPI Newsfilm has released its 12th annual half-hour films reviewing the names and events in the news and sports during the past year.

Both films include late-minute developments, such as Pope Paul VI's announcement he would visit the Holy Land and, in sports, regular-season movies of the New York Giants and Chicago Bears, who met Sunday (Dec. 29) for the National Football League title.

The films run 26½ minutes each, with spaces allotted for sponsor messages. They are available to all television stations. UPI said requests for the films are running nearly 20% higher than last year.

SDX sets separate categories

Separate honors for radio and television editorials have been added to the list of Sigma Delta Chi Distinguished Service Awards. The 1963 awards of the professional journalism society will be presented in Phoenix, Ariz., May 2, 1964.

Prior to this year the SDX honors for broadcast editorials were a single category, drawn from either radio or TV. Entry blanks for the competition are available at the fraternity's office, 35 East Wacker Drive, Chicago.

LEARNING NOT EARTHBOUND

Westinghouse Electric proposes aerial classrooms covering nation at lower cost than ground system

A proposal to use airborne television stations to serve 99.5% of the nation's 44 million students has been made by Westinghouse Electric Corp.

Nationwide educational television at an annual cost of 55 cents per student per channel by flying stations, compared to $1.53 per pupil per channel for a ground station system is the main thrust of the Westinghouse plan. Capital costs would also be less, Westinghouse states—$163 million compared to $392 million.

The ground station plan is that proposed by the National Association of Educational Broadcasters which has estimated that ETV needs 900 to 1,200 channels to effectively serve national school needs.

Two Decades Ago ▪ The Westinghouse plan—proposed almost 20 years after the same idea, known as Stratovision, was suggested to serve as relay stations for the then newly emerging TV industry—would have 66 airplanes flying at above 20,000 feet in 33 zones. In order to provide six different educational programs for each zone, 18 UHF channels would be required; suggested are channels 66 through 83.

The Westinghouse comments were filed with the FCC last week in response to two FCC proceedings, both dealing with educational television allocations.

One is the rulemaking on the question of reserving UHF channels for ETV; the other is on a request by the Mid-West Program on Airborne Television Instruction (MPATI) to make permanent its two-year experimental program of serving six midwestern state school systems with airborne TV broadcasts (BROADCASTING, Jan. 21). MPATI, now using channels 72 and 76, has asked that it be given six channels instead of only the two it has been using. Westinghouse furnished the equipment used in the MPATI experiment.

Deadline for comments in both rulemaking proceedings is Feb. 3.

Dual Programs ▪ The six educational channels in each zone, Westinghouse noted, would be duplicated in each of

WGBI
CBS
scranton·wilkes barre

(Panoramic radio in Eastern Pennsylvania, radio that sells, the station that motivates and sells its listeners, the audience with important buying power)

takes pleasure in announcing that Mort Bassett and Co. will represent them nationally starting immediately.

Why Daystar is banking on a return to escapism

"Next year's top rated TV shows are going to be in the escapist adventure category, designed to provide pure entertainment with a rousing wallop and a pinch of spice," Leslie Stevens, president of Daystar Productions, predicted last week.

"This is no reversion to senseless violence, but a retreat from true violence into harmless fiction. The 'show of the year' for the past several years has been a candid documentary shot full of human anguish. In the hospital shows we have anguished with a thousand heart-wrenching crises. In the lawyer shows we have struggled with stress. In the graphic realism of 'modern' television we have seen a sock in the jaw result in what a sock in the jaw really results in—broken teeth, bleeding lips, contusions, shock, retching, vomiting, trembling and terror."

Mr. Stevens contrasted this with the classic fights from "the hey-day of the movies. John Wayne and Ward Bond battled each other reel after reel. They crashed off balconies, smashed tables and chairs over each other, landed socks on the jaw and pile-drivers to the pit of the belly which, if handled realistically, would have resulted in instant death. Instead, out of this wild and wooly carnage, knee-deep in kindling-wood wreckage, the combatants emerged with a Band-Aid over the left eyebrow.

"The fights of yesteryear were fun," the TV producer declared. "They were legendary. They were, in a word, fictional. The real revolution that's going on in television is the demand of the audience for fiction. The great plot is one with twists, turns and bafflements. The real hero is the invincible solver of problems."

Anti-hero ▪ In place of the "real hero," what TV has been giving us is the "anti-hero," Mr. Stevens commented. "He trips on the stairs and bleeds on the way to the hospital. He is not fictional. He's a part of ordinary life, visible in the streets all day long, drama without theatricality, content without form. We've had our fill of this. Now the pendulum is in full swing toward the needed relief of pure theatricality—total fiction."

To prove his point that today's TV viewer is seeking escapist entertainment, Mr. Stevens might have cited Daystar's own *Outer Limits,* a science fiction series about as remote from realism as one could go and doing very nicely in its Monday evening hour on ABC-TV. Instead, he pointed to James Bond, Ian Fleming's indestructible secret agent, "who smashed box-office records in the far-out 'Dr. No.' "

Mr. Stevens is backing his theory with action as well as words. Now in production is the pilot film for a Daystar series called *John Stryker,* destined for CBS-TV, which is financing the pilot. Richard Egan in the title role and Dee Hartford as his executive secretary are the only continuing characters in the series, affording ample opportunity for name guest stars from week to week. The cast of the pilot, for example, includes such names as Vivica Lindfors, Burgess Meredith and trumpet player Al Hirt. To which could be added another well-known name, that of its writer, Marion Hargrove. Walter Grauman is directing and Mr. Stevens is the producer.

Another series which Daystar has in preparation for the 1964-65 season is *The Invisibles,* a spin-off of the current *Outer Limits* which Mr. Stevens describes as an exotic series dealing with a government intelligence agency exploring the fringes of crime. A third projected series is *Lovers and Madmen,* a title which almost certainly will be changed before it gets on the air. This deals with supernatural phenomena and "could be described as eerie, but is not at all what we usually think of as science fiction," Mr. Stevens said; "It's more of the ghost story sort of thing." Both *The Invisibles* and *Lovers and Madmen* are planned for ABC-TV. Like *Outer Limits,* these programs are joint ventures of United Artists-Television, Villa di Stefano Productions and Daystar. *John Stryker* is a UA-TV-Grauman-Daystar venture.

TV Tours ▪ Daystar has another project in the works, completely different from the foregoing. This is *Hometown, USA,* a series of TV tours of various American cities, large and small, each guided by a well-known person who calls the place his hometown. The project is still in the formative stage, with no person or city definitely set, but Mr. Stevens offered such hypothetical examples as President Eisenhower on Abilene, Tex., or President Truman on Independence, Mo., Mary Martin on Dallas, Louis Prima on New Orleans "and you can take it from there for yourself. We're tremendously excited about this one. We think it will have a strong nostalgic appeal for oldsters and a change for youngsters to see the origins of people they've heard about and read about, and great entertainment for everybody. We're doing this by ourselves, without any co-production or financial ties with anyone else and we think it's going to be something that we and television can well be proud of."

To help guide its program de-

the 33 zones, without co-channel or adjacent channel interference. In most cases, it stated, co-channel separation would be between 500 and 600 miles.

The airplanes would provide coverage for a radius of about 200 miles (125,000 square miles), Westinghouse said. Two planes, each broadcasting on three channels, would operate in each zone.

The Westinghouse proposal also compared its airborne suggestion with closed circuit TV systems. Using a proposal made for the state of Virginia, it estimated that the airborne system would involve operating costs of 77 cents per pupil per channel, compared to $4.61 for the same performance on a closed circuit basis.

An alternative to packing aircraft with transmitter and program equipment (weight, about 14,500 pounds) for direct transmission to school receiving stations is also suggested by Westinghouse. Each of the 33 ETV zones would have one ground station equipped with all programing equipment. The composite program would be beamed via microwave to the flying transmitter which would receive, amplify and retransmit the programs on broadcast frequencies.

CBS-TV plans to expand 'Repertoire Workshop'

An expansion of CBS-TV's *Repertoire Workshop,* designed to provide an outlet for new talent in all areas of the performing arts, was announced last week by the network.

Each of the five CBS-owned television stations will produce seven episodes, which will more than double the 16 shows produced last year.

In addition to the CBS-owned stations, eight Eastern Educational Network television stations have contracted to show the programs. The EEN TV

cisions, Daystar surveys community leaders regarding their TV likes and dislikes.

Next month the second ANTENNA (Analysis of Nationwide Television Entertainment and News, a Nonprofit Association) questionnaire will go into the mails to some 10,000 civic, social and cultural leaders in several hundred communities across the country. The first one, distributed nearly a year before (BROADCASTING, Feb. 18), asked 44 questions regarding the recipient's viewing habits and his or her opinion of various types of entertainment and information, outside the home as well as on the TV screen. It is probable that the 1964 edition of this annual poll will be of equal length.

Areas ignored or skimmed over on the first go-round will be gone into in some depth this time, Mr. Stevens said last week.

He conceived the idea of polling the opinions of community thought-molders as a guide to his own production plans. At that time, he pointed out that every business courting public patronage considers research an essential activity, "every business but show business, that it."

Frivolous ▪ "Show business," Mr. Stevens said, "is completely frivolous. Instead of audience research, it spends its money on producers' hunches and it's no secret that even the most successful producers have their failures, far too many of them. Well, Daystar is going to be different. We feel it's just good business sense to do a little research to find out whether we're spending our production dollars as wisely as they might be."

Now, nearly a year later, Mr. Stevens thinks the ANTENNA survey is worth continuing, despite the expense involved in preparing the list of educators, editors, government officials, clergymen and other leaders who get the forms as well as in developing the questionnaire itself. He is encouraged by the fact that more than 2,100 of the first questionnaires were filled out and returned, a more than 38% return despite the time involved for the recipient to answer the many thought-requiring questions. The second ANTENNA mailing will go to 10,000 persons, nearly double the 5,600 receiving the first one.



Daystar's Stevens
Backs his theories with action

Some topics touched on in the first survey—pay TV, for instance, will also be included in the second one, to see whether there has been any substantial change in public opinion in the past 12 months. The second ANTENNA will also enter fields not dealt with the first time, such as educational television and daytime television.

"We're interested in all phases of television, not exclusively prime-time entertainment," Mr. Stevens explained. "We're interested in radio, too, and perhaps next year we'll devote a section of our questionnaire to that subject.

"But right now, daytime television seems especially worthy of investigation. Are the nation's housewives who make up most of the daytime audience for television satisfied with what they watch? Are the daytime ratings as high as they could be? Or is there a place, a desire, a need for a different kind of daytime TV fare? These are questions any TV producer would like to have answered, and we at Daystar hope ANTENNA II will provide us with at least some guideposts pointing the way toward those answers."

To reward the people who answered the first ANTENNA questionnaire and to encourage them to participate in the second one, Daystar has mailed to each respondent a certificate of active membership.

stations are WGBH-TV Boston; WENH-TV Durham, N. H.; WCBB Augusta, Me.; WMEB-TV Orono, Me.; WMHT Schenectady, N. Y.; WNED-TV Buffalo; WQED Pittsburgh, and WETA-TV Washington.

WGA signs 3-year contract

A new three-year contract between the Writers Guild of America and the major producers of theatrical motion pictures was concluded Dec. 13 after a 17-hour final negotiating session extending well past the midnight expiration of the earlier contract. The new pact calls for extra payments to a writer whose original motion picture material is used as the basis for a TV series.

It may be reopened on the question of pay TV, should this become important before the end of the three-year term. The pact may also be reopened after two years for a re-examination of minimum salary rates, which are not increased in order to hold down the cost of domestic motion picture production and not increase the economic inducement to make pictures abroad. The agreement became effective Dec. 13 and runs through Dec. 12, 1966.

Editorial conference set for N.Y. in July

The second annual National Broadcast Editorial Conference will be held July 6-8 at the Arden House in New York. It will be held in association with the National Association of Broadcasters and the Radio-Television News Directors Association, under the auspices of the Columbia University Graduate School of Journalism.

These plans were reported by Ralph Renick of WTVJ(TV) Miami, 1964 conference chairman, following a New

York meeting of the steering committee Dec. 13. He said the two-day conference will cost $75 a person. The fee covers room, food and transportation to and from Arden House, the former Harriman estate now being operated as a conference center by Columbia University.

The conference is planned as a national forum on broadcast editorializing. The first such session, last July, was co-sponsored by the Georgia Association of Broadcasters and the University of Georgia's Grady School of Journalism.

Mr. Renick reported that Roger Turner, WMCA New York, had been named program chairman for 1964 session and that five members have been added to steering committee: Robert Lambe, WTAR-AM-TV Norfolk, Va.; William Monroe, NBC News; Ed Ryan, WTOP-AM-FM-TV Washington and current RTNDA president; Harold Niven, NAB, and William Wood, Columbia School of Journalism.

Other members are Messrs. Renick and Turner, and John Corporon, WDSU-AM-TV New Orleans; Dale Clark, WAGA-TV Atlanta; Richard Cheverton, WOOD-AM-TV Grand Rapids, Mich.; Byron Cowan, WSAC Fort Knox, Ky., and Richard Mendenhall, who is ex-officio member as chairman of last year's conference.

Goldwater to 'Meet the Press'

NBC announced last week that Senator Barry Goldwater (R-Ariz.) will appear on the Jan. 5 *Meet the Press* (NBC-TV, 6-6:30 p.m. EST and NBC Radio, 6:30-7 p.m. EST).

Lawrence E. Spivak, producer of *Meet the Press,* said two other Republicans, Governor William Scranton of Pennsylvania and Governor George Romney of Michigan, have also agreed to appear on the show early in 1964. Mr. Spivak said other Republicans who have been mentioned as top choices for the presidential nomination have agreed to appear on the program later in 1964.

Live LBJ coverage

President Johnson's first State of the Union Address to Congress Jan. 8 will be carried live on all radio and TV networks. The speech before a joint session of the House and Senate will be broadcast by ABC, CBS, MBS and NBC.

FINANCIAL REPORTS

RCA HITS NEW PROFIT HIGH IN 1963

Color TV, NBC, data processing provide 'impetus to growth'

RCA sales and profits in 1963 reached new heights topping all previous annual statements in the company's 44-year history encompassing last year's record showing. The impressive gains were made despite a 10% decline in defense contracts.

In a yearend statement, Brigadier General David Sarnoff, board chairman, said sales for 1963 would be approximately $1.78 billion, a 2% increase over 1962. Profits after taxes climbed 25% from $51,535,000 last year to an estimated $65 million.

The yearend statement is subject to final audit. Definite figures for the 1963 fiscal period will be available Feb. 27, 1964.

Earnings per common share are projected at $3.55-3.60 which compares with $2.84 in 1962.

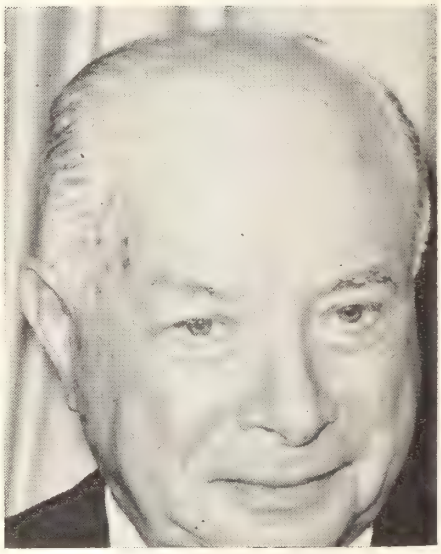
Chairman Sarnoff said the final three months of 1963 would be the best in point of profits in RCA's history and will mark the 11th consecutive quarter of profit gain over the like periods of preceding years.

Fourth-quarter business based on the difference between RCA's full-year projection and the company's nine-month statement shows profits of $21 million after taxes on sales of $466 million.

RCA shareholders will vote Jan. 29 on a proposed three-for-one stock split (AT DEADLINE, Dec. 9).

Color TV, NBC ▪ Mr. Sarnoff selected color TV sales, NBC earnings, and revenues from electronic data processing operations as those areas which had provided "decisive impetus to growth" through the year.

"Profits from the sale of color apparatus and related color services," he said, "increased by 70% over the previous year . . . and accounted for a major share of the record earnings from the sale of all RCA consumer products."



Brigadier General Sarnoff

NBC's contributions to the profit picture were described as "substantially greater" than in 1962, the broadcasting company's former record year. NBC-TV and its owned stations each had record-breaking profits, and NBC Radio logged its highest profits since 1950.

He said RCA is "holding firmly" to its projected profitability in 1963's fourth quarter for its electronic data processing activities.

Mr. Sarnoff noted NBC-TV's color programing leadership, citing over 2,200 hours colorcast by the network in 1963. NBC-TV's nighttime schedule for the year was 70% color.

He stated that in 1964 "the most vigorous single growth product in the nation's consumer market will be color television." He estimated total color set sales for 1964 between 1.2 million and 1.5 million. With consumer demand for

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color sets running ahead of supply, he said the sales volume "will depend largely on the industry's ability to meet that demand."

RCA has taken steps to increase color tube production in 1964, he said. Production in 1963 has been on a three-shift, six-day-a-week basis.

Mr. Sarnoff expects 1964 to be "a year not of boom but of stable growth for the economy of the United States." In this period, he added, "RCA expects to achieve record business and profits."

Chairman Sarnoff called it "a measure of RCA's diversified strength" that commercial and industrial gains had more than counteracted the company's 10% drop in defense business in 1963.

RCA Victor home instruments recorded a 15% sales increase over 1962, the previous high year, and dollar volume of all TV set sales was the highest ever for the company.

Ampex files statement for Mandrel acquisition

Ampex Corp., Redwood City, has filed a registration statement with the Securities & Exchange Commission for 1,511,230 shares of capital stock to be used in the acquisition of Mandrel Industries Inc., Menlo Park, Calif., and Houston (BROADCASTING, Oct. 28).

In its registration statement, Ampex said it will use the stock to acquire 80% or more of the outstanding stock of Mandrel on a 9 for 10 basis (nine shares of Ampex for 10 shares of Mandrel). The transaction is estimated at about $29.5 million.

Ampex has 7,827,442 shares of capital stock outstanding and Mandrel, 1,550,044.

Mandrel's principal business is geophysical services for earth and ocean exploration. It also produces precision photoelectric color sorting machines for food processing. Mandrel's sales last year totaled $21,293,604 and its net income was $1,263,374. It has 2,000 employes, with 1,600 in the United States.

Ampex, with 5,700 employes, earned $5,005,000 for the fiscal year ended April 27 on sales of $93,271,000.

SEC schedules hearing on Townsend request

The Securities & Exchange Commission has scheduled a hearing Jan. 20, 1964 on the request for exemption of the Townsend Corp. of America, which owns two broadcast stations, and Townsend Management Co., both of Short Hills, N. J.

TCA owns WKDA Nashville and 85.2% of KNOK Fort Worth.

The SEC exemption is being requested, it was reported, to affect a plan of merger involving TCA, TMC, and Resort Airlines Inc. The merger follows a 1961 court order which resulted from an SEC investigation. The plan proposes to merge TMC and Resort Airlines (which has disposed of its airline business) into TCA.

SEC's monthly stock summary

The Securities & Exchange Commission has reported the following stock transactions by officers and directors of broadcasting and allied companies in its November issue of *Official Summary* (all common stock unless otherwise indicated):

CBS Inc.—William S. Paley, sold 4,100, retains 717,380; bought 890 in trusts, holds 3,810; also holds 144,383 in holding company.

Reeves Broadcasting Co.—Morris Schechter, bought 500, holds 800.

Storer Broadcasting Co.—Harry R. Lipson purchased 1,000; holds 2,000.

Taft Broadcasting Co.—Donald L. Chapin, exercised option to buy 1,157, holds 1,914; Roger B. Read, exercised option to buy 1,157, holds 1,510; Charles P. Taft, sold 100, holds 16,054.

Warners to re-evaluate its TV programing

The public taste has become more demanding for film programs for television, just as it has for theatrical motion pictures, Jack L. Warner, president of Warner Brothers Pictures Inc., believes. This has made it necessary, he says in W-B's annual report, to "re-evaluate carefully [the company's] television programing."

In his report for the fiscal year ended Aug. 31, Mr. Warner announced that the board has declared a dividend of 12½ cents a share, payable Feb. 5, 1964 to stockholders of record Jan. 16, 1964. The annual meeting of stockholders will be held Feb. 5, Mr. Warner also announced.

Warner Bros. has three programs on TV: *Temple Houston*, on NBC; *77 Sunset Strip* and *Bugs Bunny Show*, on ABC. In preparation are three series: *Wendy and Me*, starring George Burns and Connie Stevens; *No Time for Sergeants*, based on the hit stage and screen comedy, and *The Paper Year*, a series about newlyweds.

12 months ended Aug. 31:

	1963	1962
Earned per share*	$ 1.17	$ 1.56
Revenue	93,736,834	86,254,867
Costs and expenses	83,037,615	71,489,104
Provision for federal income tax	5,000,000	7,200,000
Net income	5,699,219	7,565,763

*Based on 4,850,052 shares outstanding, compared to 4,830,052 at same time last year.

CBS 2-for-1 split approved

CBS proposal to split stock two-for-one (BROADCASTING, Nov. 18) was overwhelmingly approved at special meeting of stockholders Dec. 20. Certificates on new shares will be mailed on Feb. 15 to stockholders of record Jan. 17. At week's end CBS stock stood at 75¾.

National General up 30%

Consolidated earnings of National General Corp., large Western theater chain operator which also owns 38% of National Telefilm Associates and a number of CATV systems, were up 30% for the year, Eugene V. Klein, president, has annnounced. The company also is backing Theatre-Color-Vision Corp., which uses the General Electric Talaria large screen TV projection system.

12 months ended Sept. 24:

	1963	1962
Earned per share*	$ 1.00	$ 0.77
Gross income	48,912,798	45,808,084
Consolidated earnings	3,459,600	2,641,084**

*Based on 3,331,825 average shares in 1963 and 3,312,190 average shares in 1962.
**Excluding $637,876 in nonrecurring special items.

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COMSAT SATELLITE BY '65?

Designs for operational commercial system being sought

A one-way TV channel in 1965 linking the U. S. and Europe on an experimental-operational basis via a synchronous satellite is a distinct possibility if the plans of the Communications Satellite Corp. are carried out.

This is one of the promises held out by Comsat in issuing invitations Dec. 22 for the design of an operational commercial satellite communications system.

The call for design proposals implied that a commercial TV global link should be in operation in 1966, with global coverage in 1967 for intermediate altitude systems; and in 1967 initially and 1968 globally for synchronous systems.

The intermediate altitude system calls for a number of satellites in random orbit from 5,000 to 12,000 nautical miles above earth; the synchronous system calls for several satellites at 19,300 miles above the earth, (equivalent to 22,300 statute miles). This would keep the satellites over a fixed spot on earth since the satellites and the earth would rotate at the same speed.

All Purpose ▪ In making its invitation public and referring to the possibility of a synchronous satellite in 1965, Comsat said the stationary relay would also be capable of carrying facsimile, data or 240 two-way voice circuits (BROADCASTING, Dec. 23).

Proposals are invited by Feb. 10, 1964.

The designs shall be for an active repeater with an operating life of at least three years. They shall be capable initially of "one-way transmission of a commercial monochrome television signal, or on an alternate basis with the transmission of two-way, 4 kc channels." By 1966-68 designs should permit a minimum per satellite of 270, two-way channels; by 1969, 400 two-way 4 kc channels; by 1970, 600; 1971, 800, and 1972, 1,200.

For design purposes, Comsat spells out these assumptions on the number of satellites which should be capable of being launched either singly or in clusters: random intermediate altitude system, 18 satellites at 90° inclination; phased intermediate altitude system, 12 satellites in two orbit planes of six each at 90° inclination; stationary system, six satellites. Frequencies specified are 5925-6425 mc for the up link; 3700-4200 mc for the down link. These bands are among those approved for satellite communications at Geneva last month.

The following companies have received the Comsat invitation: RCA, Bendix, General Dynamics, GE, General Telephone & Electronics, Hughes Aircraft, IT&T, AT&T, Lockheed Aircraft, Martin Co., Motorola, Philco, Raytheon, Space Technology Labs and Westinghouse.

Ampex plans addition at Colorado Springs

Ampex Corp., Redwood City, Calif., which has announced plans to introduce more than 30 new products in the current fiscal year, also said it will manufacture some of them at the firm's planned 100,000 square foot plant in Colorado Springs.

The plant site will be the fourth Ampex manufacturing facility in the U. S. Construction of the Colorado Springs plant will begin in the spring.

An additional 150,000 square-foot addition at the firm's Redwood City Headquarters is also under consideration by the board of directors.

ABS opposes WWL's high power petition

Countering the enthusiastic voices of clear-channel AM operators, the Association on Broadcasting Standards is sticking to its policy statement adopted last November that clear-channel power greater than 50 kw would ultimately be detrimental to all radio service.

The revoicing of the policy was in an opposition to a petition by WWL New Orleans, which asked the FCC to institute a new clear channel, high power rulemaking. The WWL requested rulemaking proposed socio-economic and engineering studies, and a joint industry-government effort to lay groundwork for high-power operation (BROADCASTING, Nov. 18).

ABS told the commission that it is "fundamentally opposed to the authorization of 'superpower' for standard broadcast [AM] stations in the U.S." Contrary to any evidence of need, ABS said, indications are that powers greater than 50 kw could prove detrimental to other stations. The November policy statement of ABS said the association "strongly supports the intent of Congress that optimum radio service must be assured for all people of the U.S. and that any attempts to destroy or degrade the present fine radio service must be vigorously opposed."

WWL's petition for rulemaking was also "vigorously opposed" on the grounds that the station failed to supply necessary "facts, views arguments, and data deemed to support the action requested" as required by commission rules.

There is also on record a clear channel rulemaking filed by the Clear Channel Broadcasting Service, which represents stations licensed to class I-A frequencies. WWL expressed no opposition to that rulemaking proposal except as it would provide greater power to all 25 clear-channel frequencies. A recent court decision upheld an FCC action which provided for duplication of 13 of the clear channels and WWL's proposal involved only the 12 nonduplicated frequencies. There are presently on file five applications for experimental high power operation and other stations have expressed their intent to make similar filings. ABS also opposes experimental operations.

All-channel committee hears report on UHF

The executive committee of the Committee for Full Development of All-Channel Broadcasting met in New York Dec. 20 and heard progress reports on various facets of UHF activities.

FCC Commissioner Robert E. Lee, who is chairman of the all-channel committee, reported he had discussed with representatives of the Treasury, Commerce and Justice Departments the possibility of their support for legislation to eliminate the excise tax on all-channel receivers. It is hoped that repeal of the excise tax would bring prices of all-channel sets more in line with prices of VHF sets and thus stimulate sales of the former.

The report was given to a meeting on activities of the committee on consumer information, which has produced informational film designed to explain UHF to dealers, service men and the general public. It will be available shortly for showing to interested groups.

Technical topics...

Fair equipment ▪ Thirty-eight transistorized video/pulse distribution amplifiers have been manufactured by International Nuclear Corp., Nashville, for use by the New York Telephone Co. in the 1964 New York World's Fair. The telephone company must handle all fair communications, including live TV relays for nationwide color telecasts, and the INC equipment will enable it to utilize more TV circuits than ordinary.

New plant ▪ Mackenzie Laboratories has opened a new factory at 1367 North Fair Oaks Avenue, Pasadena, Calif., following completion of arrange-

ments by Louis Mackenzie to personally acquire the assets of Mackenzie Electronics, which had headquarters in Hollywood. Mr. Mackenzie said that production of the tape repeater line is already under way and a full supply of spare parts is available for immediate shipment.

Switching system ▪ A custom studio switching system, type TVS-89, manufactured by the EMI division of Capitol Records, has been delivered to WECT (TV) Wilmington, N.C. The system consists of a modern console and plug-in electronic modules and enables the TV studio engineers to select any of 19 input signals for sequencing into three channels of TV output lines. The installation was coordinated by Bill Elks, technical operations director at the TV station.

Instant censor ▪ The newest model of the Spotmaster 500A series—cartridge tape recorders made by Broadcast Electronics Inc. of Silver Spring, Md.—features a program delay unit that can be used both to censor interviews and to permit a specific time lag between origination and broadcast. Dubbed the Model 500A-DL, the new model can delay material from 6 seconds to 16 minutes.

INTERNATIONAL

France to start 2d TV network in April

PROGRAMING TO DIFFER FROM THAT OF FIRST NETWORK

France's second television network will begin regular programing in the Paris and Lyons areas in April 1964. Lille and Marseilles will be covered a little later.

The new network will broadcast 21 hours a week. Mondays through Saturdays it will be on the air at 8 p.m. and close down at 10:30 p.m. On Sundays, programs will be shown from 2:45 p.m. to 5:15 p.m. and from 7:15 p.m. to 10:30 p.m.

The evening newscast will be on the air at 10:30 p.m., half an hour later than the first network's news program. The visual material will be the same but the newscasters will be different.

There will be a big difference in programing between the two networks. The new one will have mainly feature films, dramas, sports and variety shows scheduled as follows:

Sunday: drama series, film, variety show.

Monday: feature film.

Tuesday: variety show.

Wednesday: play.

Thursday: sports.

Friday: serious feature film or social investigation documentary.

Saturday: alternately, drama and variety.

A special evening of second network inaugural programs was screened between 5 p.m. and 11 p.m. in the Paris area Dec. 21. From now until April 18 the second network will be on the air for two hours Saturday and Sunday evenings.

Canadian TV accounts for 30% of ad billings

Canadian television advertising accounted for about 30% of total advertising agency billings in that country in 1962, the Canadian Association of Advertising Agencies has reported. The growth of TV advertising in the last decade was a major factor in advertising, exceeding percentage-wise the growth in the Canadian economy in the same period.

Total billings of Canadian advertising agencies in 1962 amounted to $279 million, against $265 million in 1961. Of the 45 members of CAAA, 30 agencies accounted for 91% of total business handled. The CAAA agency members conduct about 85% of all advertising through agencies in Canada. The report shows gross revenue of the agencies at $38,036,000 for 1962. Two-thirds of agency revenue goes to salaries. Profit ratio to gross billings has been declining in the past decade from 1.87% to 1.17% in 1962. There are indications that the decline has now been halted.

Publication billings dropped in the decade from about 78% of the total to 50.7% last year, while TV billings rose from zero to 28.6%, radio billings dropped from 18% to 9.6% and other billings rose from about 5% to 7.9%.

Fox TV gets rights to Canadian shows

Twentieth Century-Fox TV has acquired Canadian distribution rights for 10 television series produced by Glen A. Warren Productions, Toronto.

Programs added to the Canadian library of Twentieth Century-Fox under the agreement are *Hot Sports Seat*, a half-hour sports panel series; *Kiddo*, children's programing in half-hour segments; *Wrestling*, hour-length wrestling programs, and *Hi-Time*, one-hour dance program.

Also included are *Homemakers Exercise*, calisthenic instruction segments; *I Wish You Were Here*, travelogue series; *Around the World*, ethnic programing in 15-minute segments; a projected bowling series and *Punch and Johnny*, sports discussion programs.

Canadian radio-TV up

Both radio and television advertising were up in the first nine months of 1963 over the previous year, according to an estimate of broadcast expenditures compiled by Elliott-Haynes Ltd., Toronto market research firm, and published in the Toronto weekly *Marketing*. Radio advertising was up 17.67% to $17,229,388, while television advertising increased by 15.83% in the year to $43,073,608. Drugs and toilet goods accounted for $10,728,037 on television, up 35.71%, with foods and food products next largest TV advertiser group with $9,977,359, up 4.43%. Foods and food products was the largest radio advertising group with $4,981,335 in the January-September 1963 period, up 22.77%, while drugs and toilet goods ran second on radio with $2,133,055, up 6.51%.



Abroad in brief...

Latin connections ▪ Ridgway, Hirsch and French Advertising, St. Louis, is now offering complete marketing services in 22 key cities in Central and South America through affiliation with the Associated Agencies of Latin America. The Latin experts can provide thorough data on their market situations to U.S. advertisers unfamiliar with the area.

British set fees ▪ The number of combined radio and TV licenses throughout Britain and Northern Ireland increased by 67,491 during October bringing the total to 12,731,101. There are now 3,151,927 radio only licenses including 561,965 for car radios.

BBC-TV sales double ▪ International sales of BBC-TV programs have almost doubled in one year. For the six months ended Sept. 30 sales were at 90% of the volume for the complete year before this period, says BBC Television Enterprises; the corporation's export unit.

Artists' application ▪ A group of 126 leading British producers, writers, actors, actresses and other people concerned with the arts is applying for an ITA commercial television contract. The group has $12.6 million backing to start operations if granted a contract. The group is London Independent Producers Ltd. whose chairman is film producer Sydney Box.

Aussies buy U. S. shows ▪ William Morris Agency has announced television sales of more than $1.5 million to Australia. New deals were made on such shows as *The Real McCoys, The Dick Van Dyke Show, The Andy Griffith Show, Wyatt Earp, The Danny Thomas Show, The Barbara Stanwyck Show, The Mitch Miller Show* and *Don't Call Me Charlie.*

Nine countries see NBC's 'Coming of Christ'

NBC International last week announced that nine countries had purchased for Christmas season viewing its *Project 20* award-winning program, "The Coming of Christ."

New customers are in the Philippines, Holland, Mexico (Monterrey) and Federal Nigeria. Australia, Hong Kong, Ireland, Cyprus and West Germany have bought the program for a repeat showing.

NBC-TV showed the half-hour color program for the third time in the U.S. Dec. 22. Produced by Donald B. Hyatt in 1960, the program tells of the birth and life of Christ as depicted by great paintings.

DATELINE: Germany

by DON R. CUNNINGHAM, Foote, Cone & Belding

Prime-time spots don't exist in Russian roulette system

Let's you and I join the German TV viewing public for a moment. It is 7:00 p.m. We have just seen the news program on, say, the Frankfurter Rundschau. Now get ready for a half-hour program—probably a foreign (i.e. American) show dubbed in the German language.

But first, a word from 10 sponsors.

Get a tight grip on your chair. For you are about to receive some 10 different commercial messages, back-to-back. After the program, you will see another block of 8 to 10 commercials. And that will be all the commercials you will see today.

Sound fantastic? Yet this is the pattern that occurs every day in Germany. Correction: every day except Sunday, when no commercials are broadcast.

To understand the reason for so limited a use of TV time for advertising, you must be familiar with the German concept of "protecting the consumer from the advertiser." An elaborate complex of restrictions exists on the form, content and extent of advertising in Germany.

It is the extent of advertising allowed that creates the major problem for TV advertisers, for there just isn't enough TV time to go around. Demand far exceeds the supply. In fact, last year orders for TV time exceeded total available time by 500%.

Such a seller's market leads to a unique TV buying situation. For example, during August all orders for the full 12 months of the coming year must be placed by the advertisers interested in using TV. These orders must be placed by brands. Dates must be specified. Such orders are on a firm, noncancellable basis.

Pity The Adman ▪ However, the advertiser never gets the number of spots he orders. If he should order, say, 100 he will be lucky to get 50. (And he won't get 100 by ordering 200—the stations are too canny for that.) Nor can the advertiser expect to get commercials on the dates he wants. He must simply wait and hope for the best.

I will leave to your imagination the budgeting problems this Russian roulette system creates for the advertiser and his agency.

Generally by November the stations have completed the enormously difficult job of rationing the available time for the coming year among the TV advertisers. At that time the advertiser may negotiate for changes in dates. But he can seldom improve his frequency. And from the time he accepts the station's offer, he is locked in for the coming year.

Thus TV in Germany lacks flexibility. Sponsor identification with any program is impossible, since commercials are simply inserted in magazine fashion. The limited time availability makes 60-second commercials a rarity (most are 30's). Each advertising message appears adjacent to many others.

Yet for all the limitations, restrictions, complications and frustrations, TV in Germany has one great, unbeatable feature: it works!

Sets in use during the commercial programing times in Germany are near the highest levels of the day. As nearly as can be determined, the audience remains before the set during the com-

Don R. Cunningham spent four years in Germany, where he opened and managed the German office of Foote, Cone & Belding. Clients of FC&B in Germany include some of that country's major users of TV: General Foods, Haus Neuerberg (affiliated with the R. J. Reynolds Tobacco Co.), Unilever and Zellwatte (Kleenex products). Mr. Cunningham has recently moved to the Los Angeles office of FC&B, where he is a vice president and management representative.



mercials and views the advertisers' messages with a high degree of interest.

Most important: highly sophisticated marketers like Unilever, General Foods and many others in Germany have documentary evidence of the selling effectiveness of TV, and order all the time they can get.

Canadian rules to be rewritten

A complete overhaul of Canadian radio and television regulations under the Canadian Broadcasting Act is being started by the Board of Broadcast Governors at its Jan. 14 meeting at 425 Sparks Street, Ottawa, Ont.

The BBG has circulated a revised series of regulations for radio and television, and is holding public hearings at which each clause of the regulations is to be discussed. The regulations deal with programs, advertising, political broadcasts, program logs, Canadian content, advertising of alcoholic beverages, advertising of food and drugs, network broadcasting, financial reports, foreign language broadcasting, and reserved time for programs of the nationally owned Canadian Broadcasting Corp.

While Canadian program content has been a requirement for some years on television, radio broadcasters are now also to be required, within 60 days of the end of a station's fiscal year, to give a statement showing how much Canadian talent was promoted. Canadian TV stations are required to show at least 55% Canadian program content in each four week period, with at least 40% Canadian content in evening programs.

Advertising under the regulations is limited for radio stations to 250 minutes between 6 a.m. and midnight, with total of 1,500 minutes a week. On television the formula is more complicated, with a limit of 20 commercials for a total of 16 minutes in any one hour period.

De Gaulle opens new French radio-TV center

General Charles De Gaulle, president of France, has formally opened the new headquarters of the state controlled French radio and television service (RTF) in Paris.

The 22-story building, located in the quai de Passy, houses 3,700 employees of RTF and has 10.3 miles of corridors.

All the central administrative offices and many radio and TV studios of Radio et Télévision Françaises are located in the new building including those of its overseas broadcast sections.

Hopalong series riding the Australian range

Fremantle Internatonal Inc. reports that *Hopalong Cassidy* has extended his long gallop to take in the homes of a vast international audience. The distribution firm has reported new sales of both the half-hour and one-hour versions of the western series.

In Australia, GTV Melbourne has contracted for first runs of the one-hour series, and HSV Melbourne has signed for 52 reruns of the half-hour segments. Another Australian station, ATN Sydney, has purchased 52 first runs of the hour series.

The series is running now in Japan, and Fremantle says it has never failed to run in at least seven countries at one time.

FATES & FORTUNES

BROADCAST ADVERTISING


Mr. Axtell

J. W. (Bill) Axtell, publicity-promotion director for past four years at KRLD-AM-FM-TV Dallas-Fort Worth, Tex., named advertising and promotion director of WJBK-TV Detroit, effective Jan. 2. Before joining KRLD, Mr. Axtell was advertising and publicity manager of Montgomery Ward, Dallas.

Donald A. Colvin and **H. Dale Henderson** elected VP's of Houston office of Ketchum, MacLeod & Grove, Pittsburgh-based agency. Mr. Colvin, who also was appointed general manager of KM&G's Houston office, joined agency in 1955. Mr. Henderson has been with KM&G's PR department since 1954.

James R. McManus and **Fred Wellmerling,** account executives in contact department of Young & Rubicam, San Francisco, elected VP's of New York-based agency. Mr. McManus, also media director, joined Y&R in 1946 as messenger. Mr. Wellmerling joined Y&R in 1958 from Tidewater Oil Co.

Arthur Knott, general manager of advertising division of Container Advertising Corp., Denver, appointed general sales manager of KHOW, that city.

Keith Holden, formerly VP of Take Ten Inc., appointed radio-TV director of Scott & Scott Adv., Chicago.

Thomas Casey, account director, and **Joseph C. Franklin,** research director in Campbell-Mithun's Chicago office, elected VP's. Mr. Casey joined C-M in 1963 as account director, formerly was merchandising director at Needham, Louis & Brorby for three years. Mr. Franklin joined C-M in 1961.

Norman H. Perreault Jr. appointed assistant VP and Eastern sales manager of Robert Richer Representatives, New York-based radio sales representative.

Jack Ayers, formerly product manager for Planters peanut butter at Standard Brands Inc., New York, joins Papert, Koenig, Lois, that city, as account executive on Aunt Jemima frozen products. **Bill Suessbrick,** senior account executive on Royal Deserts at Ted Bates, joins PKL as account executive on Quaker Puffed Rice and Wheat.

Robert Rogers, former marketing director of Cracker Jack Co., appointed assistant to Bernard Gould, president of Boyle-Midway division of American Home Products Corp., New York.

D. Edward Weston Jr. resigns as director of advertising and sales promotion for Studebaker Corp.'s automotive division at South Bend, Ind. Resignation was result of Studebaker's recent decision to move its automotive manufacturing activities to Hamilton, Ontario, and to curtail its automotive ad-

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Recovery described as 'way ahead of the course'

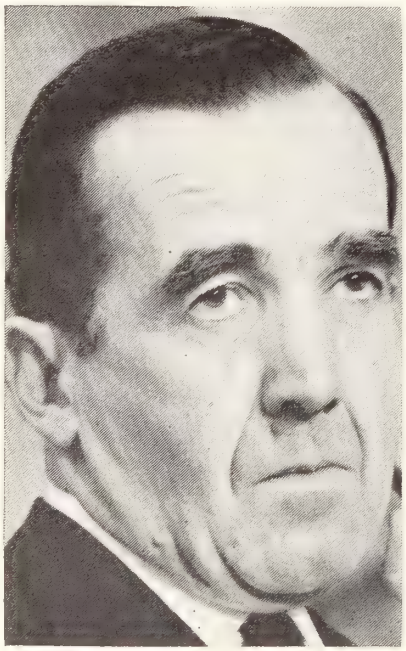
Edward R. Murrow, director of the U. S. Information Agency, is "way ahead of the course" in his recovery from a lung operation, an aide said last week.

According to Reed Harris, Mr. Murrow's executive assistant, the former CBS News correspondent and vice president in charge of public affairs is now working four to five hours a day and is participating in White House briefings. His name was noted on a list of President Johnson's appointments Dec. 19.

After working the Saturday before Christmas, Mr. Murrow departed for his farm in Pawling, N. Y., where he was to enjoy a full recuperative rest during the holidays, Mr. Harris said.

That week marked the conclusion of radiation treatments Mr. Murrow had been taking since the removal of his left lung, found to be cancerous during an operation in Washington to free a blocked bronchial tube three months ago (BROADCASTING, Oct. 14).

Mr. Murrow is again "carrying major decisions" of the USIA, Mr. Harris said Thursday (Dec. 26). Top agency officials have been giving him highly condensed reports of current problems since his return to work Nov. 12. At first he was coming in to sign important papers and receive classified information that could not be transmitted by telephone, but gradually Mr. Murrow has been gripping the agency's reins more firmly, Mr. Harris said.



Mr. Murrow

With his time still at a premium, the former broadcast newsman has made no public appearances, nor are any planned. Mr. Harris said Mr. Murrow might continue to forego speeches for another 60 to 90 days.

And the familiar Murrow voice—what does it sound like now?

Mr. Harris says Mr. Murrow has had to relearn to breathe and it's unlikely he'd be inclined to take on a half-hour speech right now. But the deep, rumbling, resonant Murrow tone is intact.

vertising and marketing programs. He has not announced any future plans.

John F. Shima, formerly media group head at Kenyon & Eckhardt, New York, joins Papert, Koenig, Lois, that city, as media supervisor.

Robert E. Smith, formerly with sales staff of NBC-TV, joins New York sales staff of Vic Piano Associates, national radio-TV sales representative.

Barry Pollock, formerly on staff of *Murphy Martin with the News* on ABC-TV network, joins WGMA Hollywood, Fla., as assistant sales manager.

Russell R. Anspach, formerly account supervisor at Hicks & Greist, joins Lippincott & Margulies Inc., New York-based marketing consultants and designers, as account manager.

John Griffin, account executive at Roger O'Connor Inc., New York, promoted to national sales manager. Mr. Griffin previously had been with The Bolling Co. before joining O'Connor last April when radio-TV sales representative firm was organized.

Richard B. Hackenberg, formerly with Sears, Roebuck & Co., joins Clinton E. Frank Inc., Chicago, as assistant account executive.

Jane Turnbull, previously copywriter for National City Bank of Cleveland, joins creative department of Earle Ludgin & Co., Chicago advertising agency.

Len Tronick returns to Edward Petry & Co., New York-based radio-TV sales representative firm, as television salesman. Mr. Tronick served as television salesman at Petry organization between June 1962 and October 1963. He joined firm in 1962 after working as salesman with Venard, Rintoul & McConnell, New York.

William D. Grondwater and **Leon Ronnel,** account supervisor and writer, respectively, on Continental Airlines account at J. Walter Thompson Co., Chicago, move with account to agency's Los Angeles office Jan. 2. Transfer follows move of airline headquarters to Los Angeles from Denver.

George Smith and **Lee Gannon,** both formerly of Teleguide, closed-circuit TV network servicing 45 Manhattan hotels, join New York sales staff of Roger O'Connor Inc., national radio-TV sales representative.

Stuart Newmark promoted to account supervisor at Foote, Cone & Belding, Los Angeles, to head up account groups on Hughes Aircraft and Hughes Tool Co.'s aircraft division. He continues as PR director for agency.

Russell Z. Eller, director of advertising at Sunkist Growers, named general program chairman of 1964 convention of Advertising Association of the West, to be held July 5-9 at Sun Valley, Idaho. **Earl Glade Jr.,** manager of KBOI-AM-FM-TV Boise, Idaho, is chairman of AAW's 1963-64 club progress awards competition.

Frank Rhylick, creative director of Wade Adv., Los Angeles, elected VP of Chicago-based agency.

Donna Bailey joins WACE Springfield, Mass., as sales merchandising and promotion coordinator.

Robert Greenstein, media planner at Grey Adv., New York, joins WAII-TV Atlanta as sales service manager.

Edna K. Hanna, writer-publicist, joins Noel Schram & Associates, Washington advertising and public relations firm, as director of radio-TV copy and publicity. She previously served as promotion-publicity director for KGUN-TV Tucson, Ariz.

R. Burton Huffman, formerly art director of Charter VI Corp. and North American Aviation Inc., joins Michael W. Gradle Inc., Encino, Calif., advertising agency, as art director.

Donald R. Spires, formerly with Bronner & Haas Inc., Chicago, joins M. M. Fisher Associates there as account executive.

Geoffrey Martineau appointed creative director of Geyer, Morey, Ballard, Chicago. He formerly was creative group head of Leo Burnett, that city.

Louis J. Rossillo, formerly with WNCN(FM) New York, joins WQXR-AM-FM, that city, as account executive.

Michael J. Kelly, formerly in charge of grocery advertising for *This Week Magazine,* joins Chicago office of BBDO as director of marketing services. Other BBDO appointments: **Ransom Dunnell,** formerly of Clinton E. Frank, named director of radio-TV production; **Don Osten,** of St. Louis office of Gardner Adv., joins BBDO's Chicago media de-

partment, replacing **Jim North,** who has moved to agency's New York office: **Frank Coyle,** also of Gardner, to BBDO as media supervisor; **Gene Miller,** formerly of Potts-Woodbury Inc., Kansas City, to BBDO-Chicago as TV producer; and **Robert B. MacDonald,** of Wade Adv., to BBDO's Chicago office as media buyer.

Andrew P. Potos, formerly with sales staff of WITI-TV Milwaukee, joins Storer Television Sales, Chicago.

Allan A. David, TV producer and formerly head of his own agency, joins Sander Rodkin Adv., Chicago, as account executive.

Theodore M. Wrobel named account executive at WABC New York. Mr. Wrobel formerly was sales representative for Metromedia Television Sales, Philadelphia.

Virginia Carruth, research analyst at Kudner Agency, New York, named to newly created post of group research supervisor.

Mary Wells, formerly associate copy director and new products director at Doyle Dane Bernbach, New York, joins Jack Tinker & Partners, that city, as senior partner.

George Fabian, research account executive at Young & Rubicam, New York, appointed to agency's research department as associate director of media research.

Irv Haag, copywriter and account executive with W. B. Doner & Co., Chicago, resigns to open his own freelance office there at Suite 2650, Board of Trade Bldg.

John R. Callow, formerly of Storer Television Sales, New York, joins sales division of Mutual Broadcasting System, that city, as account executive.

Howard E. Sproull Jr., former sales promotion and product manager for The Andrew Jergens Co., Cincinnati, joins Strauchen & McKim Inc., Cincinnati advertising and PR agency, as account executive and marketing manager, including market research.

Gerhard Lang named senior art director, and **Phillip E. Moonan,** account executive at Gann Adv., Scranton, Pa. Mr. Lang formerly served as national advertising director for Dairy Dan Inc. Mr. Moonan joined Gann from Paul Carroll & Associates, Beverly Hills, Calif., where he was account executive.

Donald R. Clark joins staff of KCBS-AM-FM San Francisco as national sales representative.

Joseph B. Hinerfeld, previously account executive at BBDO, New York, joins account staff of Wermen & Schorr, Philadelphia advertising agency, and also as member of plans board.

ARF appointments

Advertising Research Foundation, New York, has added six persons from member companies to its technical committee and added three committee chairmen to its planning commmittee.

Added to technical committee are **Alvin A. Achenbaum,** VP and director of marketing research at Grey Adv.; **Thomas H. Dunkerton,** VP and research director at Compton Adv.; **Stanley T. Frame,** director of marketing research for new products division of National Biscuit Co.; **David Inouye,** VP and director of research at Dancer-Fitzgerald-Sample; **John E. Murphy,** director of marketing research at Coty Inc.; and **Arthur S. Pearson,** director of market research for grocery products division of Ralston Purina Co.

Appointed to planning committee are **Malcolm A. McNiven,** chairman of behavioral research committee; **Robert S. Weinberg,** chairman of operations research discussion group, and **William Weilbacher,** chairman of technical committee.

Jack Keane, with Fletcher Richards, Calkins & Holden, New York, for past eight years in copywriting and group head positions, promoted to copy chief.

Jean Wade Rindlaub, VP and member of board of directors of BBDO, New York, retires Tuesday (Dec. 31) after 33 years with agency. Mrs. Rindlaub, a BBDO director for 10 years and VP for 20, joined agency in 1930 from Lancaster, Pa., where she was on advertising staff of Armstrong Cork Co.

Robert Jones, Herbert Kerner and **Robert Taft** join creative services division of Cunningham & Walsh, New York, as staff writers. Mr. Jones had been with Ogilvy, Benson & Mather; Mr. Kerner with Lawrence C. Gumbinner Adv., and Mr. Taft with Gilbert & Felix, all New York.

Earl L. Cranston, traffic manager of White King Inc. (manufacturer of soap, bleach, detergent etc.), Los Angeles, elected president of Traffic Managers Conference of California for 1964. He joined White King in 1948.

Jack R. Tolzien and **Thomas Johnson,** both formerly of Campbell-Mithun, Minneapolis, join Gardner Adv., St. Louis, as art director and creative research supervisor, respectively. **Thomas E. Wehrle,** of Ernst & Ernst, certified public accountants, St. Louis, joins Gardner as special projects accountant. **Fred C. Czufin,** creative group supervisor at Gardner's New York office, elected vice president.

Henry M. McCance, for past three years field promotion executive for Johns-Manville Corp. at Cunningham & Walsh, Los Angeles, joins PR department of Nides-Cini Adv., that city.

Ralph Rydholm, previously with copy department of Post-Keyes-Gardner, and **Mac M. Churchill,** of Young & Rubicam, Chicago, join Chicago headquarters staff of Edward H. Weiss and Co. as copywriters.

Robert F. Carney, board chairman of Foote, Cone & Belding, New York, named director of advertising division of Legal Aid Society's 1964 campaign for funds.

Roger Johnson, with WTVN(TV) Columbus, Ohio, for past three years, promoted to commercial operations director, responsible for all commercial advertising schedules and copy.

THE MEDIA


Mr. Campbell

A. Hartwell Campbell, VP and general manager of WNCT(TV) Greenville, N. C., resigns to devote full time to his own broadcasting interests, WGTM Wilson, N. C., which he recently purchased, subject to FCC approval. **Marion (Hank) Tribley,** WNCT operations manager and assistant general manager, and **John G. Clark,** sales manager, promoted to new executive posts at Roy H. Park Broadcasting Inc., licensee of WNCT. Mr. Tribley becomes acting general manager, and Mr. Clark was appointed general sales manager. Both have been named to station's management committee.


Mr. Croes

Kenneth R. Croes, general sales manager of KERO-TV Bakersfield, Calif., appointed acting general manager, replacing **Arthur Mortensen,** who has resigned, effective Jan. 15, to become head of newly created TV division of Golden West Broadcasters, San Francisco (BROADCASTING, Dec. 23). Mr. Croes has been with KERO-TV since outlet went on air in September 1953, has served in capacities of news director, program director and general sales manager.

Roger Jeffers, for past two years local sales manager of WHOP Hopkinsville, Ky., promoted to assistant manager. **Katherine Peden,** WHOP station director for past six years, accepts appointment as Kentucky's first woman commissioner for Department of Com-

Leach to direct Gardner's Intergard division


Mr. Leach

Gardner Adv., St. Louis - based advertising agency, announced last week it has established new international division to offer consolidated global services to its clients.

John H. Leach has been named managing director of new Intergard division, based at agency's corporate headquarters in St. Louis. Top assistants are **J. Bruce Swigert,** U. S. international manager, also in St. Louis, and **Derek Read,** European international manager, in London. Mr. Swigert is responsible for activities in Western Hemisphere and Far East, while Mr. Read will direct development in common market countries, Africa and Near East.

Gardner President and Chairman Charles E. Claggett said company's decision to expand internationally was based on feeling that "soon the successful American corporations' approach to marketing will move from a domestic/export approach to a wholly global basis."

Company's latest move was viewed as logical step to its recent organizational efforts that have led to agency outlets in Great Britain, France and Italy and affiliation with advertising agencies in 63 other locations.

merce. She will continue her association with WHOP as sales consultant.


Mr. Sherman

Donald J. Sherman, account executive at WTRY Troy, N. Y., appointed general manager of KCEY Turlock, Calif. Mr. Sherman joined WTRY in 1961 after two years as local sales manager of WENE Binghamton, N. Y. Previously, he was program director at WAFB-TV Baton Rouge, La.

Robert Humphreys, sales manager of KSRV Ontario, Ore., promoted to station manager. **Clint Bellows,** with KSRV sales since 1955, appointed sales manager, replacing Mr. Humphreys.


Mr. Bodden

Robert J. Bodden, part owner of WSWW Platteville, Wis., and general manager of 1-kw outlet since it went on air in 1955, elected vice president and general manager.

Frank Ward, formerly general manager of WVON Cicero, Ill., appointed assistant to Egmont Sonderling, president of Sonderling Stations (WOPA-AM-FM Oak Park, Ill.; KDIA Oakland, Calif.; WDIA Memphis, Tenn.; KFOX-AM-FM Long Beach, Calif., and WWRL New York, purchase of which is subject to FCC approval).

PROGRAMING

Herb Klynn, president of Format Films, has announced dissolution of that company and formation of Herb Klynn & Associates, with headquarters continuing at North Hollywood studios. **Henrietta Jordan** is VP and administrative assistant under new set-up, with **Ray Thursby** as production coordinator. **Rudy Larriva** has been named staff director, and **Joe Siracusa** as editorial supervisor. New company will continue in production of live action and animated TV commercials, business-sponsored films and theatrical productions.

Warren S. Park Jr. appointed program director of WOSU-TV Columbus, Ohio.


Mr. Neiman

Walter Neiman, program director at WQXR-AM-FM New York, appointed to newly created post of station operations manager, effective Jan. 1. **Martin Bookspan,** station's director of recorded music since 1956, named music director. **Eleanor N. Sanger,** member of WQXR staff since it was founded 27 years ago and for past two years program consultant on part-time basis, retires Jan. 1. Mrs. Sanger formerly served as program director. Mr. Neiman, who joined WQXR in August 1953, will, in his new capacity, have supervisory control of programs and all other staff activities except sales.

Lewis M. Marcy, vice president of McCann-Erickson and former sales executive with NBC-TV, elected vice president of Subscription Television Inc., Santa Monica, Calif.

Reverend William F. Fore, director of visual education department at Methodist Board of Missions, appointed executive director of Broadcasting and Film Commission of National Council of Churches, New York, effective Feb. 1. Mr. Fore will have overall responsibility for religious radio-TV and film production and distribution in behalf of 31 major Protestant and Eastern Orthodox communions cooperating through National Council, and also have charge of BFC's broadcast training program for churchmen.

Cliff Anchor, VP of Anchor-Schwartzkopf Radio Productions, San Francisco, and representative of South African Broadcasting Corp., assumes added responsibilities as program director of KBCO(FM) San Francisco.


Mr. Doty

Robert F. Doty, local sales manager of WTVT(TV) Tampa-St. Petersburg, Fla., assumes added duties as operational coordinator. In his new assignment he will implement and accelerate operational efforts in production, public service, public affairs, news, programing and promotion. Mr. Doty has served as WTVT local sales manager since 1957.

Peter Johnson, formerly producer with David Wolper Productions, has formed his own firm, Peter Johnson Productions, with headquarters at Goldwyn Studios, Hollywood. Immediate plans call for March production of pilot for half-hour TV dramatic series, which Mr. Johnson will produce from script by Maurice Hill.

Gene O'Dell appointed production manager of WTVN(TV) Columbus, Ohio.

Bob Finkel, veteran producer-director, appointed executive producer of National Academy of Television Arts and Sciences' 16th annual Emmy Awards presentation on NBC-TV Monday, May 25 (10-11:30 p.m. PDT). Mr. Finkel is producer of NBC-TV's *Andy Williams Show.*

Jack Mindy, formerly of WWGO Erie, Pa., and WGVA Geneva, N. Y., joins announcing staff of WTKO Ithaca, N. Y., as *Afternoon Show* host.

Kal Rudman, disc jockey at WDAS Philadelphia, appointed director of music and assistant program coordinator at three Scott Broadcasting Stations: WTTM Trenton, N. J.; WPAZ Pottstown, Pa.; and WJWM Georgetown, Del. Mr. Rudman will continue his nightly shows on WDAS. **Frank Pointer** named program coordinator for WTTM. Mr. Pointer joins WTTM after serving in programing at WIBG Philadelphia.

Leonard (Buzz) Blair named producer of *Your First Impression* on NBC-TV, succeeding **Steve Hatos,** who has become producer of *Let's Make a Deal,* which starts today (Dec. 30) on NBC-TV, starring Monty Hall, who packaged program with Mr. Hatos and

PROFESSIONAL CARDS

JANSKY & BAILEY
Offices and Laboratories
1339 Wisconsin Ave., N.W.
Washington 7, D.C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J.
Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
STerling 3-0111
Washington 4, D. C.
Member AFCCE

COMMERCIAL RADIO EQUIPMENT CO.
Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
INTERNATIONAL BLDG.
DI 7-1319
WASHINGTON 4, D. C.
Member AFCCE

A. D. Ring & Associates
42 Years' Experience in Radio Engineering
1710 H St., N.W. 298-6850
WASHINGTON 6, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 4, D. C.
Member AFCCE

L. H. Carr & Associates
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
MElrose 1-8360
Member AFCCE

GUY C. HUTCHESON
P.O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

SILLIMAN, MOFFET & KOWALSKI
1405 G St., N.W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
901 20th St., N.W.
Washington, D. C.
Federal 3-1116
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associate
George M. Sklom
19 E. Quincy St. HIckory 7-2401
Riverside, Ill. (A Chicago suburb)
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY 14, MISSOURI

JULES COHEN & ASSOCIATES
9th Floor, Securities Bldg.
729 15th St., N.W., 393-4616
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Phone: 216-526-4386
Member AFCCE

J. G. ROUNTREE
CONSULTING ENGINEER
P.O. Box 9044
Austin 56, Texas
GLendale 2-3073

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
345 Colorado Blvd.—80206
Phone: (Area Code 303) 333-5562
DENVER, COLORADO
Member AFCCE

A. E. Towne Assocs., Inc.
TELEVISION and RADIO
ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR 5-3100

PETE JOHNSON
Consulting am-fm-tv Engineers
Applications—Field Engineering
Suite 601 Kanawha Hotel Bldg.
Charleston, W.Va. Dickens 2-6281

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

WILLIAM B. CARR
Consulting Engineer
AM—FM—TV
Microwave
P. O. Box 13287
Fort Worth 18, Texas
BUtler 1-1551

RAYMOND E. ROHRER & Associates
Consulting Radio Engineers
436 Wyatt Bldg.
Washington 5, D. C.
Phone: 347-9061
Member AFCCE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING
CONSULTANT
Box 220
Coldwater, Michigan
Phone: BRoadway 8-6733

JOHN H. MULLANEY and ASSOCIATES
A Division of Multronics, Inc.
Multronics Building
5712 Frederick Ave., Rockville, Md.
(a suburb of Washington)
Phone: 301 427-4666
Member AFCCE

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, Laclede 4-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.,
Cambridge 38, Mass.
Phone TRowbridge 6-2810

contact
BROADCASTING MAGAZINE
1735 DeSales St. N.W.
Washington, D. C. 20036
for availabilities
Phone: ME 8-1022

PAUL DEAN FORD
Broadcast Engineering Consultant
R. R. 2, Box 27 47885
West Terre Haute, Indiana
Drexel 7597

BARKLEY & DEXTER LABS., INC.
Donald P. Wise James M. Moran
Consulting, Research & Development for Broadcasting, Industry & Government
50 Frankfort St. Diamond 3-3716
Fitchburg, Massachusetts

who is also executive producer of *Your First Impression*. Mr. Blair has produced specials for NBC-TV, produced *Candid Camera* when it was part of *Garry Moore Show* on CBS-TV, served as Eastern program manager of ABC-TV and most recently served as producer for CBS-TV.

NEWS

Pat Higgins, news director of KOGO-AM-FM-TV San Diego, elected president of executive steering committee of newly formed California Radio-Television Correspondents Association. Other steering committee members are **Mel Kampmann,** KFRE-AM-TV Fresno, vice president; **Nancy Clark,** KPIX(TV) San Francisco and **Jere Laird,** KHJ-TV Los Angeles, members; **Murray Westgate,** Broadcasters News, Sacramento, secretary.

Bill Carnett, newscaster at WQTE Monroe, Mich., promoted to assistant news director.

Steve Rowan, veteran newsman and assistant director of public affairs at CBS-owned KMOX-AM-FM St. Louis, joins CBS News, New York, effective today (Dec. 30).

Budd Stagg, former announcer at WINN Louisville, Ky., joins news staff of WCKY Cincinnati.

Michael Turner, formerly program director, promotion manager and part owner of WAGL Lancaster, S. C., joins news staff of WTOP-AM-FM Washington as newscaster.

Ralph Mayher, news photographer at ABC-owned KGO-TV San Francisco, promoted to West Coast news cameraman for ABC-TV network, working out of Hollywood.

John Paris, member of news department of WIFE-AM-FM Indianapolis, transfers to news department of WISH-TV (WIFE television affiliate) where he will handle special assignments.

EQUIPMENT & ENGINEERING

Paul D. Williams, member of General Electric's communication products department at Lynchburg, Va., since 1959, appointed manager of product and systems sales for that department. In his new position, Mr. Williams will be responsible for product sales planning, technical sales support and system proposals in two-way mobile radio, telecommunications and military communications fields.

James R. Billingsley, assistant chief engineer of WILX-TV Onondaga (Jackson-Lansing), Mich., promoted to chief engineer, replacing **Donald L. Wright,** who has joined RCA at Camden, N. J.

Edward O. Dregalla, applications engineer in Chicago office of International Resistance Co., Philadelphia, appointed marketing manager for IRC's North American Electronics division at Lynn, Mass. Before joining International Resistance in 1962, Mr. Dregalla was with industry sales operation of General Electric Co.

FCBA nominations

Nominating committee of Federal Communications Bar Association has recommended following to be new officers of organization; election will be held at FCBA annual meeting Jan. 17 at Sheraton-Park hotel in Washington (BROADCASTING, Dec. 16).

They are: **Thomas W. Wilson,** president; **Maurice M. Jansky,** first VP; **J. Roger Wollenberg,** second VP; **Herbert M. Schulkind,** secretary; **Stanley S. Harris,** assistant secretary; **Robert A. Marmet,** treasurer. **Howard C. Anderson** and **Robert L. Heald** to be members of executive committee for three-year terms.

William H. Burgess, president and board chairman of Electronic Specialty Co., Los Angeles, was presented highest honor of Disabled American Veterans of U.S., the national Distinguished Service citation. Mr. Burgess founded Electronic Specialty Co. 14 years ago with disabled war veterans whom he was helping to rehabilitate.


Mr. Sanders

Robert W. Sanders appointed manager of engineering for consumer products division of The Magnavox Co., New York, responsible for engineering of Magnavox radio, TV, organ and stereo high fidelity products. Mr. Sanders joined Magnavox in 1953 as chief television engineer, will continue to be located at company's facilities in Fort Wayne, Ind.

Gustave A. Gsell, president of Regulators Inc., Wyckoff, N. J., elected to board of directors of Ward Leonard Electric Co., Mount Vernon, N. Y. Regulators Inc. was recently acquired by Ward Leonard, manufacturer of power systems, regulators and specialized power equipment.

Carl J. Andrews and **Charles L. Alden** appointed advertising manager and merchandising manager, respectively, of magnetic products division of Minnesota Mining & Manufacturing Co., St. Paul. Mr. Andrews joined 3M advertising department in 1957, was named advertising supervisor for magnetic products in 1960. Mr. Alden joined 3M in 1951 and has been merchandising supervisor for magnetic products division since 1960. **Curtis F. Koefod** and **John W. Savidge** appointed magnetic recording tapes sales managers for Western and Eastern regions, respectively, newly created positions. Mr. Savidge has been 3M's government field manager in Washington since 1961. In that post he is succeeded by **Robert G. Devitt,** who joined 3M in 1955.

David E. Leibson appointed manufacturing manager for television products division of Corning Glass Works, Corning, N. Y.

John C. Lewis, Southern regional manager of Ozalid products for photo and repro division of General Aniline & Film Corp., Atlanta, Ga., appointed general sales manager for repro products of that division, with headquarters at Binghamton, N. Y. Mr. Lewis succeeds **James M. Cloney,** now director of marketing for division.

FANFARE

Shirley A. Thompson, previously with Stanley Kramer Co., motion picture producer, Hollywood, joins Los Angeles office of Harshe-Rotman & Druck, international public relations organization, as account executive.

Art Wilcox, formerly account executive at McFadden-Eddy Associates, Hollywood public relations firm, joins Joe Wolhandler Associates, New York-based publicity organization, to handle public relations for *The Richard Boone Show*. Mr. Wilcox will make his headquarters at MGM-TV studios, where *Boone* program is filmed for NBC-TV.

Jean Isenhower, public service coordinator of WSJS-TV Winston-Salem, N. C., elected to board of directors of Winston-Salem Better Business Bureau.

Inez Pedroza, journalist and actress formerly with MGM, named public affairs coordinator of KMEX-TV (ch. 34), Los Angeles Spanish-language outlet.

INTERNATIONAL

William K. Joyce, VP for marketing of Anderson, Clayton do Brasil and previously general manager of Mexican division of Kraft Foods, appointed acquisition manager-Europe of Vick International division of Richardson-Merrell Inc., New York. Mr. Joyce will make his headquarters in Paris, France.

Commander Edward Whitehead, president of Schweppes (U.S.A.) Ltd., chairman of Schweppes (Canada) Ltd. and member of board of directors of Schweppes (Overseas) Ltd., elected to board of directors of Schweppes Ltd., London, England, parent company of three organizations.

Reo Thompson elected VP and general manager of All-Canada Radio &

Television Ltd., Toronto, radio-TV sales representative firm. Other promotions at organization: **Eric Williams** to VP and secretary-treasurer; **Ross Mcreath,** VP for television; **Ken Baker,** VP for radio, and **Robert Tait,** VP for client services. **Cliff Cowan,** newscaster at CFAC Calgary, Alberta, joins All-Canada news bureau at Ottawa.

Edward F. Kavanagh named national sales manager of CKVL Verdun, Que.

Franklin D. Baker, former senior art director at McCann-Erickson Inc., New York, appointed associate director of Afamal advertising group in Johannesburg, South Africa, an affiliate of Interpublic Inc., parent of McCann-Erickson.

DEATHS

John W. Holbrook, 56, news announcer at WNYC-AM-FM (educational) New York, died Dec. 25 of stroke at New York Hospital. Mr. Holbrook was one of founders of American Federation of Television and Radio Artists.


Mr. Choate

Robert B. Choate, 65, chairman of Boston Herald-Traveler Corp. and president of WHDH Inc. (WHDH-AM-FM-TV Boston), died Dec. 21 at Massachusetts General Hospital in Boston. A newspaperman for more than 40 years, Mr. Choate became chairman of newspaper last October (BROADCASTING, Oct. 21), while retaining presidency of WHDH Inc. He had been charged with seeing former FCC Chairman George C. McConnaughey off the record during comparative hearing on Boston's channel 5 in 1957; case is now in court on appeal and FCC, after giving WHDH Inc. four-month license, has designated its renewal for hearing in competition with three other applicants (BROADCASTING, Dec. 2).

Bill Telaak, 65, onetime writer for Bob Hope and other comics, died Dec. 21 of cancer at Veterans Hospital in Long Beach, Calif.


Mr. Dooley

Robert M. Dooley, 45, general manager of WNHC-AM-FM New Haven, Conn., died Dec. 20 at Grace-New Haven Hospital after eight-month illness. Mr. Dooley had been with WNHC since early 1962. Previously, he was employed at KFAB Omaha as general sales manager (1943-49); WOW-AM-TV Omaha as general sales manager (1949-52); John Blair & Co., New York, as general sales manager (1952-55), and at CBS Radio, New York, as sales development manager (1955-61).

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING Dec. 19 through Dec. 24 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. *educational. Ann.—announced.

New TV stations

ACTION BY FCC

***Richmond, Va.—Central Virginia Educational Television Corp.** Granted CP for new TV on UHF channel 23 (524-530 mc); ERP 525 kw vis., 263 kw aur. Ant. height above average terrain 771 feet, above ground 699 feet. P. O. address c/o Thomas Boushall, 800 East Main Street, Richmond. Estimated construction cost $601,114; first year operating cost $180,960. Studio and trans. locations both Midlothian District. Geographic coordinates 37° 30′ 46″ north latitude, 77° 36′ 06″ west longitude. Type trans. RCA TTU-25B, type ant. RCA TFU-46K. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington; consulting engineer Paul Godley Co., Montclair, N. J. Principals: board of directors. Action Dec. 18.

APPLICATION

***Huntsville, Ala.—Alabama Educational TV Commission.** UHF channel 44 (650-656 mc); ERP 270 kw vis., 136 kw aur. Ant. height above average terrain 1,177 feet, above ground 342 feet. P. O. address c o Raymond D. Hurlbert, 2151 Highland Ave., Suite 206, Birmingham 5, Ala. Estimated construction cost $407,464; first year operating cost $30,000. Trans. location Huntsville. Geographic coordinates 34° 44′ 16″ north latitude, 86° 32′ 02″ west longitude. Type trans. GE TT-25A, type ant. GE TY-25E. Consulting engineer A. H. Renfro Jr., Birmingham. Principals: commissioners. Ann. Dec. 20.

New AM station

ACTION BY FCC

Gouverneur, N. Y.—Genkar Inc. Granted CP for new AM on 1230 kc, 250 w. P. O. address 123 Main Street, Gouverneur. Estimated construction cost $16,157; first year operating cost $60,000; revenue $72,000. Principals: Morris Genthner (50.4%) and others. Mr. Genthner is commercial manager of WSPN Saratoga Springs, N. Y. This is correction of listing in Dec. 16 issue, which incorrectly identified principals. June 12 initial decision looked toward grant. Action Dec. 9.

Existing AM station

APPLICATION

WEEE Rensselaer, N. Y.—CP to operate specified presunrise hours with reduced power of 500 w (5 kw-LS) with DA, change from DA-D to DA-2. Ann. Dec. 23.

New FM stations

ACTIONS BY FCC

Port Huron, Mich.—Stevens-Wismer Broadcasting Co. Granted CP for new FM on 107.1 mc, channel 296A, 3 kw. Ant. height above average terrain 170 feet. P. O. address 932 Military Street, Port Huron. Estimated construction cost $27,780; first year operating cost $181,000; revenue $204,000. Stevens-Wismer is licensee of WHLS Port Huron. Action Dec. 18.

Stroudsburg, Pa.—Pocono Broadcasting Inc. Granted CP for new FM on 93.5 mc, channel 228A, 300 w. Ant. height above average terrain 810 feet. P. O. address 22 South Sixth Street, Stroudsburg. Estimated construction cost $19,100; first year operating cost $5,977; revenue $7,020. Pocono is licensee of WVPO Stroudsburg. Action Dec. 18.

Morristown, Tenn.—East Tennessee Broadcasting Corp. Granted CP for new FM on 95.9 mc, channel 240A, 3 kw. Ant. height above average terrain 260 feet. P. O. address c/o George R. Guertin, WMTN Morristown. Estimated construction cost $11,403; first year operating cost $7,500; revenue $12,500. Applicant is licensee of WMTN Morristown. Action Dec. 18.

APPLICATIONS

Miami—WSKP Inc. 104.3 mc, channel 282, 34.6 kw. Ant. height above average terrain 291 feet. P.O. address 420 South West 2d Avenue, Miami 36. Estimated construction cost $37,098; first year operating cost $16,000; revenue $12,000. Applicant is licensee of WSKP Miami. Ann. Dec. 24.

Streator, Ill.—Streator Broadcasting Co. 97.7 mc, channel 249, 2.71 kw. Ant. height above average terrain 145 feet. P.O. address c/o Joel W. Townsend, 526 Market Street,

Continued on page 61

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—Monday preceding publication date.)

- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- DISPLAY ads $20.00 per inch—*STATIONS FOR SALE, WANTED TO BUY STATIONS & EMPLOYMENT AGENCIES advertising require display space.*
- All other classifications, 30¢ per word—*$4.00 minimum.*
- No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Manager for small market southern station. Opportunity for young family man with sales ability and work ability seeking management. Approximately 6 thousand annually with potential in the five figures. Station has excellent reputation, equipment. etc. Box P-313, BROADCASTING.

General manager, successful. Full responsibility. Northeastern suburban-resort area. Population 400,000. Salary plus percentage of profits. Box P-326, BROADCASTING.

Manager west coast radio station. Administrative experience radio essential. Programing, community organizing desirable. $10-$12,000. Mary Leisure, General Delivery, Oakland.

Sales

N.Y.S.—Fine opportunity for experienced salesmen—send resume. Box P-244, BROADCASTING.

Large east coast market. Chain operation. Intelligence, hard work at adult programed station will provide decent living. Apply in confidence. Box P-292, BROADCASTING.

Radio salesman—Mature, experienced, aggressive for permanent sales position with No. 1 Pulse station in Illinois' No. 2 market. A good family man with solid radio sales background will earn a substantial income. Contact: John R. Speciale, WRRR, Rockford, Ill.

Announcers

On your way up? This may be your move. Got gimmicks? Different voices? An inside heckler? Special approach to top 40? Make it interesting and exciting for teens and young adults and we'll do the same for you. Evening show. First phone. If you're the guy—name your price. Top-rated east coast station requires good references, picture, tape and personal resume. Box P-187, BROADCASTING.

Texas kilowatt needs mature, experienced dj for adult programing. If you can sell a commercial and make a record show sound interesting, send air check, resume, and references. All tapes returned. $100.00 week. Box P-208, BROADCASTING.

1st phone announcer—start at $120.00, prefer men from Iowa, Illinois or Missouri. Many extras. New studios. New equipment. Old established central states medium market station. Send full details, tape & photo to Box P-229, BROADCASTING.

Negro announcer experienced for long-established Maryland radio station 1st phone preferred but not mandatory. Car needed. Send resume, references, picture first letter. Hold tapes until we advise. Box P-265, BROADCASTING.

50,000 watt southwestern market station is looking for a top man to take over and build a tough time slot. We are not format or rock, but oriented around good popular music-personality programming. If you are a top-forty man desiring a change from the frantic pace, solid personality, production and news; good voice; 25 to 35 years old; a family man looking for a good market and a good climate to settle in, this is the move you should make. Send tape, resume and salary requirements to Box P-290, BROADCASTING.

Grand opportunity for experienced man to join progressive good music multiple station organization upper midwest. Salary open for right man. Send aircheck, picture, resume. Box P-299, BROADCASTING.

Announcers—(Cont'd)

One man for basketball, football play-by-play, news, production, light board shift. Box P-300, BROADCASTING.

Gal personality continuity writer promotion minded all new, all modern station with tops in jingles and production library and equipment, excellent working conditions in progressive market. Water sports in summer, skiing nearby in winter. If you're interested in that rare combination of good pay and scenery send photo, tape and resume to Box P-303, BROADCASTING. All replies answered and tapes returned.

Major southwest opportunity for morning man to run warm, good music format sound with polished, pro delivery. Submit tape and resume to Box P-321, BROADCASTING.

Experienced, entertaining morning radio personality. One of the nation's leading quality music stations in the top 15 markets invites your application. Audition tape must be representative of actual air performance. Tape should be accompanied by brief personal and professional resume and recent photograph. For outstanding talent, station will offer top scale in the market or higher. Box P-328, BROADCASTING.

New York City fringe—Growing station seeks experienced staff announcer with solid command of broadcasting basics. If you have pleasant air voice, polished news and commercial delivery, are musically middle-of-the road and want to grow with us, speed complete resume and audition tape to Box P-337, BROADCASTING.

Immediate opening for experienced top music dj also strong in news gathering, writing and delivery for early morning shift with expanding five station operation. Must be steady, reliable, happy, versatile man with good references. Western Pnnsylvania daytimer medium market near large metropolitan areas. Outstanding opportunity for small market man ready to move up. Rush audition, resume, photo, recent earnings to Jack Sandstrom, P.O. Box 211, Sharon, Pa.

Experienced announcer for middle of road format. KBRZ, Freeport, Texas.

Opportunity married staff announcer. Outline experience. KFRO, Longview, Texas.

Talented? Creative? Interesting? Dependable? Do you understand modern radio? I'm looking for a mature, energetic, young jock who digs radio, people, and the south. We are number one and intend to increase our lead. Can you pile up the points? If so, you might be the fellow I'm looking for. The emphases is on personality, production, and news. Send tape, full resume, photo, and salary expected, to Dan Diamond, WABB, P.O. Box 1476, Mobile, Alabama.

Announcer with first phone. No maintenance. WAMD, Aberdeen, Md.

Immediate opening for morning dj. Adult music kilowatt. Market over 50,000, plus 18,000 Purdue students. Send tape and resume, including salary requirements to Dick Lingle, WASK radio, Lafayette, Indiana.

Metropolitan Detroit station wants experienced dependable air personality. Send tape and resume to WERB Box 2164, Livonia, Mich.

Needed immediately (2) first phone combo. Good voice and delivery. No maintenance, must have car. Call Mr. Eyre, WTOR, Torrington, Conn. 203-489-4181.

Announcers—(Cont'd)

Negro group operating Tampa—Birmingham—Shreveport—Little Rock—Jackson—Richmond, has opening for 2 swinging R & B men with teenage appeal—and a dynamic religious personality. Send resume—late photograph—tape. Program Director, McLendon Broadcasting Company, Box 197, Jackson, Miss.

It's a fact—First phone announcers earn more money! Secure your future with an FCC First Class License. Five weeks in beautiful, warm and sunny Florida. And now, in addition to REI's famous five (5) week first phone course—now third phone, plus broadcast endorsement by correspondence. Only $16.00. Same famous guarantees the residence course. License or complete refund. Radio Engineering Institute of Florida, Inc., 135 N. Pineapple Avenue, Sarasota, Fla.

Technical

Wanted engineer with or without announcing ability for Massachusetts station. Box P-247, BROADCASTING.

Chief engineer—opening January 1964. Midwest 5 kw directional. Good pay and benefits to mature technician willing to assume departmental responsibility. State requirements and references. Box P-252, BROADCASTING.

Chief engineer, educational fm, two miles New York City line, no teaching, first phone. Fringe benefits. Box P-301, BROADCASTING.

Immediate opening for experienced engineer. Full knowledge of transmitter with working knowledge of studio operation. Send full resume & references with initial response. Reply to Box P-312, BROADCASTING.

Wanted: New Mexico has opening for chief engineer/announcer. Send complete resume and salary requirements. KRSY, Box 1981, Roswell, New Mexico.

Immediate opening for chief engineer for small market 5 kw daytimer. Call James Childress, 586-2221, Sylva, North Carolina.

State of Nevada—communications specialist—$787-$959. B.S. degree in electrical engineering plus 5 years experience in planning and/or administering two way radio communications systems or the equivalent. Possession of a valid second or first class radio telephone operator's license is also required. Career appointment—excellent fringe benefits including retirement plan—sick paid and vacation leave—group insurance. Apply Personnel Division, Carson City, Nevada.

Production—Programing, Others

Need both experienced news director and dj. Want mature voices. Good pay. Send tape, resume to Box N-185, BROADCASTING.

Promotion manager—Adult programed east Coast major market radio station. Send resume with photo. Many benefits. Salary open. Write P-325, BROADCASTING.

Wanted—Experienced promotion man for 50,000 watt chain operation in a major midwest market. State experience, proof of performance and references. Excellent opportunity for a sharp young man with ideas. Box P-331, BROADCASTING.

Production—Programing, Others

Continued

NYC area station seeks news director who now holds responsible position in medium to large news operation and who plans to make broadcast journalism a career. Must be top-notch writer with supervisory experience. Able to handle sizeable news staff. Newspaper experience helpful. Send resume, audition materials and salary requirements to Box P-336, BROADCASTING.

Sports director, some sales, and board duties. Excellent play-by-play opportunity. Send tape, resume to KHAS Radio, Hastings, Nebraska.

Newsman wanted immediately for local news. Good salary. Contact C. L. Riley, phone office 796-7684, home 796-8732, WBRW, Big Rapids, Mich.

Newsman—Wgic, am dial 1500, Xenia, O. Write or call Dick Moran, Gen. Mgr., Don't call collect.

WLLL, Lynchburg, Virginia need—Swinging top 40 d-j, heavy on production and ideas—possible program director—Call Tom Montgomery, 845-1418.

Opening for experienced copy writer with proven ability, male or female. Also have opening for engineer with first class license. ABC Network station in Ohio. Write WMAN, Mansfield, Ohio.

RADIO

Situations Wanted—Management

Qualified to manage. Eight years experience in am and fm. References, New York State only. Box P-76, BROADCASTING.

Available—General manager with experience—profit making proven record—well qualified. Box P-128, BROADCASTING.

$15,000 buys veteran of 15 years combo general manager-sales manager-chief engineer with around-the-clock dedication to your growth. Prefer northeast or Florida. Box P-235, BROADCASTING.

First phone man: Experienced in management, sales, copy, production, programing, news, music, c&w, top-40, popular, metropolitan, farm, top audience rating. Present income $750.00 per month plus. Prefer medium or small market. Will consider buying into a station. Family man, 45, sober, dependable. Box P-250, BROADCASTING.

Announcers

San Francisco first phone personality available. Interested? Box N-45, BROADCASTING.

Sports announcer looking for sports minded station, finest of references. Box P-74, BROADCASTING.

First phone announcer, 34, married. Two children. Good experience. Steady, reliable, prefer west. Box P-284, BROADCASTING.

Teen time tacit? Tap tip top, top time talent, tried, true! Takes tall terms ($150). Try Box P-291, BROADCASTING.

Announcer writer, college graduate, military completed, seeking position with mature, thinking station any where, but prefer California, Florida or Pacific Northwest. Box P-295, BROADCASTING.

Attention: Ohio major markets—I have ten years solid years of radio-tv experience with a major college BA degree in radio speech to back it up. Seeking greater challenge. Am 31-married-cooperative-dependable-excellent work record-currently employed (present position 5 years)-comfortable with all formats (top 40 to good music). Experience includes 2 years stereo-multiplex. Not just record spinner but intelligent handling of commercials-news-sports-plus interesting interview shows-production abilities. Best personal, business, credit references. Good health—no problems—professional attitude. Will supply complete background information on request. No tapes, please. Personal interview only—my expense. Will wait, if necessary, for right opportunity. Box P-302, BROADCASTING.

Announcers—(Cont'd)

Experienced country personality dj. Tape photo resume on request. Box P-297, BROADCASTING.

Top Northeast play by play man, air personality available soon. Southeast progressive operation preferred. No top 40. Puleeez, am single. Box P-305, BROADCASTING.

I'm a programer and I'd like to make a big winner of your medium market station through sharp, sellable format programing. My story is interesting. Box P-306, BROADCASTING.

Young, stable jock with 3 years experience wants more top forty or television experience, in medium or large market. Will relocate for best offer. Box P-307, BROADCASTING.

Gal DJ, personable, news, womens programs, writer, hard worker. Box P-310, BROADCASTING.

Capable versatile announcer, newscaster, disc-jockey seeks employment. Inquiries invited. Box P-311, BROADCASTING.

First phone showman—6 years in the top 50 markets. College, draft free. Available immediately. Box P-317, BROADCASTING.

Available immediately! Air personality with top market experience. Previously with major top 40 chains and 50,000 watt adult oriented outlet. First phone if necessary. Box P-318, BROADCASTING.

First phone. Announcer. Disc jockey. Prefer small market air work. Box P-319, BROADCASTING.

Morning personality. Would like chance to develop morning style. Multiple voices, production. Presently top announcer, pd. Any size market if offer is right. Prefer New England, top 40, but good music also. Box P-320, BROADCASTING.

DJ/announcer news. Reliable, experienced, excellent voice. Working top rated medium market, top 40—tight board—wants middle road—or light top forty. Box P-323, BROADCASTING.

Short on experience, long on talent, top 40. Box P-327, BROADCASTING.

Attention, announcer/deejay—Young, very dependable, with bright personality and smooth voice. Strong on commercials. Knows and loves music. Not a prima donna or floater. Willing to relocate. Box P-330, BROADCASTING.

If you can find a better announcer, hire him!! But listen to my tapes. I can give you saleable news and sports. Also capable dj with light sales background. Excellent references. Consider all offers. Nine years radio and newspaper experience. Call 213-867-7785 any evening (or write Box P-332, BROADCASTING).

First phone with mature announcing, interested in getting into tv engineering with stable organization. Desiring position along mid-east coast. Box P-334, BROADCASTING.

Experienced announcer, 1st phone. Write or call WBAR, Bartow, Florida.

Technical

Skinny, hungry southern po-boy has P3 everything and screwdriver Box P-287 BROADCASTING.

Production Programing & Others

Experienced, authoritative sportscaster desires relocation, college graduate, complete sports background (player-coach-play-by-play), strong on sports knowledge, smooth, lively delivery, extensive radio experience (all phases), tape, resume, references. Desire midwest. Box P-258, BROADCASTING.

News editor. Extensive news, publications background. To metropolitan market without air work. Mature. Box P-280 BROADCASTING.

Production Programing & Others

Continued

Newscaster interviewer talks programs, interested only in permanent position with future. 2 years experience, college degree radio speech. Box P-316, BROADCASTING.

Professional. Top 40 dj. Heavy experience in programing, music, production and news. 36. Single. No obligations. Devote full time your station. Twenty years radio. Good voice. No first phone. Employed. Good references. Major or medium market preferred. All offers considered. Box P-335, BROADCASTING.

Experienced in management, announcing, programing, news, sales and copywritiing. Know country, western and popular music. Well qualified radio man. Excellent references. Single, 37, San Antonio or vicinity. Curtis Short, San Antonio, Oxford 6-0735.

Immediate, experience: copy, combo, tv, 5 years midwest, veteran, 25, single, BA English, desires dental college—nearby/in metro area. Hours, salary open. Vitals on request. What have you? Jim Stokes, Britton, South Dakota, 605-HI8-2686.

TELEVISION

Help Wanted—Announcers

Top announcer needed. Possibility of some live, some directing, but main emphasis is on ability to interpret copy well. TV experience helpful but not required. If you think your voice and delivery is top caliber, send an audio tape, resume and photo to R. H. Anderson, KVOS-TV, Bellingham, Wash.

Announcer with interest in on-the-air television commercial work for midwest multiple ownership operation. Send resume, tape and picture along with salary requirements to Box P-333, BROADCASTING.

Technical

Studio operator with 1st class license needed immediately. Contact Mr. Joe Gill, Chief Engineer, WIS-TV, Columbia, S. C.

Two technicians first phone and tv control operator, maintenance and VTR experience required. Contact R. A. Punzo, WRGB Schenectady, New York.

Production—Programing, Others

News director. Eastern television station, medium market requires a director who can administer a small staff of reporters and photographers, understand the impartial and thorough reporting of news without comment and who can appear on the air. College background required. Box P-282 BROADCASTING.

Wanted: Experienced producer-director or producer-director-announcer for top one hundred market, Southeast. Send complete information, including picture, to Box P-286 BROADCASTING.

TV director trainee with some experience for large Eastern market. Send resume to Box P-322, BROADCASTING.

Charleston, South Carolina TV station needs artist. Require excellent freehand lettering and imagination. Send samples and resume. Box P-324, BROADCASTING.

TELEVISION

Situations Wanted—Management

Ramrod. Operations. Thoroughly experienced. Not a faker. Immediate. $750 firm. Box P-285, BROADCASTING.

Top rated regional sportscaster with solid management, sales, production board and on-camera television background. Family man, college degree, excellent work record and best references. Age 29, Mickey McCoy, 3411 Concord, Amarillo, Texas, FL 6-3088.

Sales—(Cont'd)

Wanted: An opportunity in tv sales. Eight years tv experience includes: Producer-director, production director, promotion manager. B.A. (Speech & Business) M.S. (Radio-TV) degrees. Married. All references excellent. Box P-314, BROADCASTING.

Announcers

Radio announcer—continuity writer. College, like to opportunity after holidays Box P-293, BROADCASTING.

Technical

First phone tv can switch. George Davenport, 913 McCoskry, Saginaw, Michigan. Phone 1-517-755-3504.

Production—Programing, Others

TV news director in medium market. Now top-rated newscaster in major market. Thorough reporting, writing, filming experience. $750 minimum. Box P-155, BROADCASTING.

Kids show . . . tried and proven brand new show. For VTR phone 213-332-3398. Box P-27, BROADCASTING.

Young man—Presently ETV traffic director—Seek position with advancement possibilities. Familiar with continuity, traffic, programming, and scheduling of facilities. Box P-283 BROADCASTING.

Producer-director-10 years television experience. Seeking permanent position. Married, 3 children. Available immediately. Box P-288 BROADCASTING.

No glowing phrases . . . just hard work and sharp, polished news presentation! Experienced radio/tv news dir. Write or call: Nick Lauri, 2258 Empress St. WA 2-4938 North Sacramento, Calif.

Production director of an all-color studio looking for a station that likes to do more than news, weather, sports and an occasional remote. Will consider director or A.D. positions in right market. Married, M.S. degree. Top references. Box P-315, BROADCASTING.

FOR SALE

Equipment

GE XT-1A 1 kw am transmitter, Robinson turntables, Rust remote control equipment, 4X500F tubes, Wollensack T-1500 tape recorders, state condition and price. Box P-50, BROADCASTING.

Two (2) Stancil-Hoffman minitape M-9 portable tape recorders, with battery chargers and carrying case. Less than two months old. Write Box L-170, BROADCASTING.

ITA 1 kw fm-Subcarrier generation—limiter—H. P. FM Monitor—8 Bay Antenna. Box P-294 BROADCASTING.

GE, TT-24, UHF, 100 w transmitter. Write Box P-304, BROADCASTING.

Three (3) Blaw-Knox 200 ft. self-supporting towers galv. in excellent condition. P. O. B. 575, Vidalia, Georgia.

UHF 1 kw continental transmitter, modified for color, presently tuned for Channel 18. Offering does not include the filter-plexer. Transmitter in excellent condition—$9,500.00. Contact J. W. Robertson, Chief Engineer, WLEX-TV, Lexington, Kentucky.

Television/radio transmitters, cameras, microwave, tubes, audio, monitors. Electrofind. 440 Columbus Ave., N.Y.C.

RCA BTF-3B 3 kw fm transmitter with 2 crystals and 1 set of used tubes. These units were damaged in a flood and are salvage only. Submit bids to J. Lee Hill Claims Service, 518 Guaranty Building, Cedar Rapids, Iowa before February 1, 1964.

FOR SALE

Equipment (Cont'd)

(12) Twelve-200 foot self supporting radio towers—very reasonable. Inquire: P. O. Box #133, Woodbridge, N. J. or call 634-9042. Area code 201.

Xmission Line; Teflon insulated, 1⅝" rigid, 51.5 Ohm flanged with bullets and all hardware. New—unused, 20 foot length for $40.00. Quantity discounts. Stock list available. Sierra-Western Electric, 1401 Middle Harbor Road, Oakland 20, California, Templebar 2-3527.

WANTED TO BUY

Equipment

Wanted: 2 RCA TP-16 film projectors or equivalent—used. Good working order. Also interested in other professional tv equipment. Send details to Box P-237, BROADCASTING.

250 watt or more low power fm transmitter, purchased within last 6 to 10 years, in good condition, and licensable by FCC. New monitors, transmitter, and fm antenna (without tower). Tell us what you have and price. Write Box P-289 BROADCASTING.

Two used tape recorders—Berlant, Magnecorder, etc. Ten-inch reels, working condition. Send details to Chief Engineer, WCTC, New Brunswick, N. J.

BUSINESS OPPORTUNITY

Highly experienced and successful large-market operator wishes to contact persons interested in forming investment group to acquire broadcast properties. Box P-309, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write: Dept. 3-K, Grantham Schools, 3123 Gillham Road, Kansas City, Missouri.

Elkins training now in New Orleans for FCC First Class License in 6 weeks. Nationally known for top quality theory and laboratory instructions. Elkins Radio School, 333 Saint Charles, New Orleans, Louisiana.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

San Francisco's Chris Borden School continues top placement record. Proven 1st phone and "modern" sound. Illustrated brochure. 259 Geary St. Next class January 13.

Save time! Save money! Come to beautiful, warm and sunny Florida and get your **FCC** first class license in just five (5) weeks! Full resident tuition only $295.00. License or complete refund. Free placement. Radio Engineering Institute of Florida, Inc., 135 N. Pineapple Ave., Sarasota, Florida.

INSTRUCTIONS—(Cont'd)

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 8, March 11, May 13. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

Special accelerated first phone preparation available at Los Angeles Division of Grantham Schools. New classes begin January 13, March 16, and May 18. Lab training and advanced electronics available after first phone course to, those who wish to continue. For free brochure, write: Dept. 3-B, Grantham Schools, 1505 N. Western Ave., Los Angeles, Calif. 90027

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance, Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Intensive thirteen week course in announcing, control board operation, production, news and copy writing. All new and most modern equipment, facilities. Graduates enter first jobs with confidence. P. L. Hughes, Director, Broadcasting Institute of America, Inc., P.O.B. 53321, New Orleans 50, Louisiana.

1st ticket class . . . 6 week course resident, or correspondence. Live and study in Denver, Colorado. The greatest! Write for bulletin. Next resident class starts January 13. Signal Broadcasting, 431 W. Colfax, Denver, Colorado, 80204. Also announcing, station operations course and TV production.

America's pioneer. 1st in broadcasting since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

FCC License in six weeks. Total cost $300.00, radar endorsement included. Resident class only. Your opportunity in Space City. Houston Institute of Electronics, 652 M and M Building, Houston, Texas. Next class January 13th.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

MISCELLANEOUS

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Continued from page 57

Mount Carmel, Ill. Estimated construction cost $9,945; first year operating cost $8,000; revenue $10,000. Applicant is licensee of WIZZ Streator. Ann. Dec. 24.

Urbana, Ill.—The Illini Publishing Co. 103.9 mc, channel 280A, 3 kw. Ant. height above average terrain 78 feet. P. O. address c/o Paul McMichael, 620 East John Street, Champaign, Ill. Estimated construction cost $11,320; first year operating cost $13,330; revenue $12,000. Applicant owns WGPU Urbana. Ann. Dec. 20.

St. Matthews, Ky.—J. W. Dunavent. 103.1 mc, channel 276, 3 kw. Ant. height above average terrain 144 feet. P. O. address Pennsylvania Avenue, Eminence, Ky. Estimated construction cost $26,919; first year operating cost $50,000; revenue $50,000. Mr. Dunavent, sole owner, also owns WSTL Eminence, Ky. Ann. Dec. 20.

St. Louis—Apollo Radio Corp. 107.7 mc, channel 299, 81.6 kw. Ant. height above average terrain 382 feet. P.O. address Box 391, Houston 1. Estimated construction cost $31,344; first year operating cost $42,000; revenue $36,000. Principals: **J. T. Trotter** (65%), **Ronald G. Schmidt** (20%) and **Joseph L. Brown Jr.** (15%). Apollo owned KARO (FM) Houston until last June; it now owns but is selling KBCO(FM) San Francisco. Ann. Dec. 24.

Jacksonville, N. C.—Onslow Broadcasting Corp. 105.5 mc, channel 288A, 3 kw. Ant. height above average terrain 120 feet. P.O. address Box 771, Jacksonville. Estimated construction cost $14,332; first year operating cost $7,500; revenue $5,000. Applicant is licensee of WJNC Jacksonville. Ann. Dec. 24.

Existing FM station

APPLICATION

WMBD-FM Peoria, Ill.—CP to change frequency from 92.5 mc, channel 223, to 93.3 mc, channel 227, increase ERP from 27 kw to 36 kw, increase ant. height above average terrain to 562 feet and install new ant. Ann. Dec. 20.

Ownership changes

ACTIONS BY FCC

KNBB(FM) Newport Beach, Calif.—Granted assignment of license from **James D. Higson** (100%), d/b as **Newport-Costa Mese Broadcasting Inc.**, to **Philip C. Davis** (100%), tr/as **Success Broadcasting Co.** Consideration $34,750. Mr. Davis is salesman. Action Dec. 20.

KSRF(FM) Santa Monica, Calif.—Granted transfer of control of licensee corporation, **Pacific Ocean Broadcasting Inc.**, from **Pacific Ocean Park Inc.** (80%) to parent corporation, **Pacific Seaboard Land Co.** (80%). No financial consideration involved.

WHCN(FM) Hartford, Conn.—Granted transfer of control of licensee corporation, **WHCN Inc.**, from **Concert Network Inc.** to **Leonard M. Salter**, receiver. No financial consideration involved. Also see WBCN(FM) Boston and WNCN(FM) New York actions below. Action Dec. 20.

WTOP-AM-FM-TV Washington and WJXT-TV Jacksonville, Fla.—Granted transfer of control of licensee corporation, **Washington Post Co.**, from **Philip L. Graham**, deceased, to widow, **Katharine Graham.** No financial consideration involved. Action Dec. 20.

WOKC Okeechobee, Fla.—Granted assignment of license from **Sugarland Broadcasting Co.**, owned by **Frank Denmead**, to **Okeechobee Broadcasters Inc.**, owned by **Charles** and **Muriel L. Castle** (48%), **William A.** and **Callie M. Stokes** (40%) and Sugarland (4%). Consideration $24,000. Action Dec. 18.

WGAA Cedartown, Ga.—Granted assignment of license from **J. Franklin Proctor** (100%) to **Werner E. Wortsman, Otis A. Brumby, Robert D. Fowler, Lucia R. Smith** and **Myrna N. Whitaker** (each 20%), tr as **Cedartown Radio Inc.** Consideration $100,000. Messrs. Wortsman, Fowler and Whitaker each have interests in WBLJ Dalton and WLKB Decatur, Ga.; all applicants except Mr. Brumby have interests in small Georgia newspaper; Mr. Brumby is law student. Action Dec. 20.

WSNT Sandersville, Ga.—Granted transfer of control of licensee corporation, **Radio Station WSNT Inc.**, from **James R. Denny**

(50%) to executors of estate. No financial consideration involved. For other information see WJAT Swainsboro, Ga. Action Dec. 19.

WJAT Swainsboro, Ga.—Granted transfer of control of licensee corporation, **Radio Station WJAT Inc.**, from **James R. Denny** (50%) to **J. William, John E.** and **Dollie D. Denny, Mary C. Rhodes** and **Thomas M. Evans**, executors of estate of James R. Denny, deceased. No financial consideration involved. Also see WSNT Sandersville and WBRO Waynesboro, both Georgia. Action Dec. 19.

WBRO Waynesboro, Ga.—Granted transfer of control of **WJAT Inc.**, parent company of licensee, **Radio Station WBRO Inc.**, from **James R. Denny** (50%) to executors of estate. No financial consideration involved. For other information see WJAT Swainsboro, Ga. Action Dec. 20.

KSNN Pocatello, Idaho—Granted transfer of control fo licensee corporation, **Pocatello Broadcasting Co.**, from **Francis J. Riordan** (80%) to **Daniel C. Libeg** and **Tom Thompson** (each 40%). Consideration $45,000. Messrs. Libeg and Thompson are employes of KSNN. Action Dec. 18.

WBCN(FM) Boston—Granted transfer of control of licensee corporation, **WBCN Inc.**, from **Concert Network Inc.** to **Leonard M. Salter**, receiver. No financial consideration involved. Also see WHCN(FM) Hartford, Conn., and WNCN(FM) New York grants. Action Dec. 20.

WMBC Macon, Miss.—Granted assignment of license from **Frederick A. W.** (90%) and **Janola B.** (10%) **Davis**, tr/as **Radio Macon Inc.**, to **J. W. Furr** (100%). Consideration $11,849. Mr. Furr is businessman and past broadcaster. Action Dec. 20.

***KCUR-FM Kansas City, Mo.**—Granted assignment of license from **University of Kansas City** to **The Curators of University of Missouri.** Grant constitutes merger of two schools. No financial consideration involved. University of Missouri is licensee of *KOMU-TV Columbia, Mo. Action Dec. 20.

WNCN(FM) New York—Granted transfer of control of licensee corporation, **WNCN Inc.**, from **Concert Network Inc.**, to **Leonard M. Salter**, receiver. No financial consideration involved. Also see WHCN(FM) Hartford, Conn., and WBCN(FM) Boston grants. Action Dec. 20.

WKIX-AM-FM Raleigh, N. C.—Granted transfer of control of licensee corporation, **WKIX Broadcasting Co.**, from **Hugh E. Holder, James G. W. MacLamroc** and **Ralph C. Price** (each 33⅓%) to **Mr. Holder** (30%) and **WIST Inc.** (70%). Consideration $552,500. WIST Inc. is owned by **Henderson Belk** and is licensee of WIST-AM-FM Charlotte, N. C. Action Dec. 20.

WBDS Danville, Pa.—Granted assignment of license from **William Emert** (90%) and **Dean Sharpless** (10%), d/b as **Montour County Broadcasting Inc.**, to **Montrose Broadcasting Corp.**, nonstock corporation of which **W. Douglas Roe** is president. Consideration $35,000. Assignee is licensee of WPEL-AM-FM Montrose, Pa. Action Dec. 19.

WYNN Florence, S. C.—Granted transfer of control of licensee corporation, **WYNN Inc.**, from **Joe Speidel II** (99.9%) to **Speidel Broadcasters Inc.** (99.9%). No financial consideration involved. Action Dec. 20.

KFMP(FM) Port Arthur, Tex.—Granted assignment of license from **Henry Diehl** (100%), d/b as **Triangle Broadcasting Co.**, to **Larry H. Farmer** and **Willis Comeaux** (each 50%), tr/as company of same name. Consideration $10,000. Mr. Farmer is part owner of electronics firm; Mr. Comeaux is half owner of construction company. Action Dec. 19.

WOVE Welch, W. Va.—Granted assignment of license from **South C. Bevins** (100%), d/b as **McDowell County Broadcasting Co.**, to **Kenneth J. Crosthwait** (68.33%), **Harry T. Burn** (16.66%), **Tommie Brown** and **George G. Fulcher** (each 7.5%), tr/as WOVE Inc. Consideration $18,500. Mr. Crosthwait owns 80% of WHBT Harriman, Tenn.; other three principals are businessmen. Action Dec. 19.

APPLICATIONS

KWBY Scottsdale, Ariz.—Seeks transfer of control of licensee corporation, **Scottsdale Broadcasting Co.**, from **John C. Cox Jr.** and **Virginia L. Cox** to **Thomas B. Sweeney Investment Co.** and **Community Broadcasting Inc.**; Scottsdale is 70% owned by **Arizona Aircasters Inc.**, which in turn is 66⅔% owned by Mr. and Mrs. Cox; Sweeney Investment and Community Broadcasting are each buying 50% of Cox's stock. Sweeney Investment is 60% owned by **Thomas B. Sweeney** and the majority owner of Community Broadcasting, licensee of WKWK Wheeling, W. Va., is **Lewis W. Dickey**; Sweeney Investment owns 15% of Community Boadcasting. Consideration $76,502. Ann. Dec. 23.

KTLA(TV) Los Angeles—Seeks assignment of license from **Paramount Television Productions Inc.**, subsidiary of **Paramount Pictures Corp.**, to **Golden West Broadcasters** (BROADCASTING, Nov. 4), owned by **Gene Autry, Robert O. Reynolds, Lloyd Sigmon** and others. Consideration $12,000,000. Golden West owns KMPC Los Angeles, KSFO San Francisco, KVI Seattle and KEX-AM-FM Portland, Ore. Mr. Autry with other associates owns KOOL-AM-TV Phoenix and KOLD-AM-TV Tucson, both Arizona. Ann. Dec. 19.

WOOO DeLand, Fla.—Seeks assignment of license from **Brian E. Tolby**, receiver, to **Shom Broadcasters Inc.**, owned by Mr. Tolby, **Ralph R. Clayton** and **James W. Lea** (each 33⅓%). Consideration $52,732. Mr. Tolby was WOOO station manager until appointed receiver; Mr. Clayton is attorney; Mr. Lea is WOOO program director. Ann. Dec. 23.

WMOP-AM-FM Ocala, Fla.—Seeks assignment of license from **Andrew B. Letson** to **WMOP Inc.**, owned by **James E. Kirk Jr.** (100%). Consideration $175,000. Mr. Kirk is WMOP-AM-FM general manager. Ann. Dec. 23.

KUAM-AM-TV Agana, Guam—Seeks transfer of control of licensee corporation, **Radio Guam**, from **Philip Berg** (100%) to **Pacific Broadcasting Corp.** (100%), owned by **H. Scott Killgore.** Consideration $650,000. Mr. Killgore is majority owner of KUDL Fairway, Kan., and KALI San Gabriel, KOFY and KUFY(FM) San Mateo and KECC(TV) El Centro, all Calif. Ann. Dec. 20.

WLPO LaSalle, Ill.—Seeks transfer of control of licensee corporation, **LaSalle County Broadcasting Corp.**, from **Peter Miller** (99.8%) to **The Daily Post Co.** (99.8%), wholly owned by Mr. Miller. No financial consideration involved. Also see KAWA Waco-Marlin, Tex., application below. Ann. Dec. 23.

KHAK-AM-FM Cedar Rapids, Iowa—Seeks assignment of license from **Northland Broadcasting Corp.**, owned by **Kingsley H. Murphy Jr.** and **Carroll E. Crawford**, to **Agruss Broadcasting Inc.**, owned by **Nathan Agruss** and **Jordan E. Ginsburg** (each 50%). Consideration $100,000. Messrs. Agruss and Ginsburg are local businessmen. Ann. Dec. 23.

WKLX Paris, Ky.—Seeks assignment of license from **David L. Krause**, receiver, to **Paris-Bourbon County Broadcasting Inc.**, owned by **J. M. Alverson Jr., Sanford A. Alverson** and **Robert B. Worthington** (each 33 ⅓%). Consideration $56,000. Messrs. Alverson have interest in *Paris Daily Enterprise*; Mr. Worthington is newspaper's advertising manager. Ann. Dec. 19.

WRPL Charlotte, N. C.—Seeks assignment of CP from **Risden A. Lyon** to **Voice of Charlotte Broadcasting Co.**, owned by Mr. Lyon (60%), **C. Curtis Sigmon** (20%), **Harvey R. Laughter** (13.7%) and **C. B. Sigmon** (6.3%). Assignment is merger of Mr. Lyon with group which had conflicting application for original CP. Ann. Dec. 24.

KAWA Waco-Marlin, Tex.—Seeks transfer of control of licensee corporation, **M-L Radio Inc.**, from **LaSalle County Broadcasting Corp.** to **The Daily Post Co.**; both firms are owned by **Peter Miller.** No financial consideration involved. Also see WLPO LaSalle, Ill., application above. Ann. Dec. 23.

WEMP-AM-FM Milwaukee—Seeks acquisition of positive control of licensee corporation, **Milwaukee Broadcasting Co.**, by **Arthur M. Wirtz** (53.5% after transfer, 44.5% before) through purchase of stock from **Hugh K. Boice Jr.** (9%). Consideration $45,000. Ann. Dec. 19.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Herbert Sharfman issued initial decision looking toward granting application of North Atlanta Broadcasting Co. for new AM in North Atlanta, Ga., insofar as it seeks daytime operation on 680 kc, 5 kw, but denying portion of application seeking nighttime operation. Action Dec. 23.

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of WAEB Broadcasters Inc. to increase daytime power of WAEB Allentown, Pa., on 790 kc, from 500 w to 1 kw and install new DA for daytime use at new trans. site, continuing nighttime operation with 1 kw, DA, from present trans. site; conditioned to precluding presunrise operation with daytime facilities pending final decision in Doc. 14419. Action Dec. 20.

OTHER ACTIONS

■ Commission sent letter to counsel for KRLA Pasadena, Calif., license renewal of which was denied March 15, 1962, and on August 7, 1962, stayed (40 days) outcome of court appeal in which commission was affirmed. Action Dec. 20.

■ Commission extended time from Jan. 3 to Feb. 3, 1964, to file comments and from Feb. 3 to April 3 for replies in rulemaking proceeding on amendment of Part 3 of TV rules to authorize use of airborne TV trans. New dates coincide with revised filing dates in matter of fostering expanded use of UHF television channels, so two proceedings can be correlated insofar as may be necessary or advantageous in adoption of allocation plan and assignment of channels. Action Dec. 19.

■ By decision, commission adopted findings and conclusions of Dec. 27, 1962, supplemental initial decision and (1) denied application of R. L. McAlister for new AM on 1550 kc, 5 kw-D, in Odessa, Tex., and (2) denied for default application of Western Broadcasting Co. for same facilities with 50 kw. Action Dec. 18.

■ By order, commission extended time from Jan. 3 to Feb. 3, 1964, to file comments, and from Feb. 3 to April 3 for replies, in matter of fostering expanded use of UHF television channels to provide sufficient time for study and submission of comments on alternative assignment plan proposed by National Association of Educational Broadcasters. Action Dec. 18.

■ By memorandum opinion and order, commission denied petitions and motions by Storer Broadcasting Co., ABC, Rivoli Realty Co. and Penn Traffic Co. for reconsideration and stay of portion of July 3 report and order in Doc. 14981 which assigned TV Channel *3 to Clearfield, Pa. In view of commission's denial of VHF drop-in at Johnstown, Pa., reasons urged for reconsideration in proceeding no longer exist. Commissioner Ford issued concurring statement in which Commissioner Hyde joined; Commissioner Cox issued separate concurring statement. Action Dec. 18.

■ By third memorandum opinion and order, commission denied petitions for reconsideration and dismissed as moot petition for stay filed by Community Telecasting Service (WABI-TV [ch. 5]) Bangor, Me., directed to March 13 action which assigned channel 7 to Bangor for commercial use and channel *13 for noncommercial educational use in Calais, Me. Action Dec. 18.

■ Commission proposed revised commercial TV application form to require applicants to state what efforts they have made to ascertain audience needs and interests of communities and manner in which they are meeting or intending to meet them, and scheduled oral proceeding in matter before commission en banc on Feb. 13. Action Dec. 18.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by C. M. Taylor to extend time to Dec. 30 to respond to Holston Broadcasting Corp. petition to enlarge issues in proceeding on applications for new AM stations in Blountville and Elizabethton, respectively, both Tennessee. Action Dec. 23.

■ Granted petition by Rhinelander Television Cable Corp. to extend time to Dec. 30 to file exceptions to initial decision in proceeding on application for new AM in Rhinelander, Wis. Action Dec. 23.

■ Granted petition by Valparaiso Broadcasting Co. to extend time to Dec. 24 to file exceptions to initial decision in proceeding on application and that of Porter County Broadcasting Co. for new AM stations in Valparaiso, Ind. Action Dec. 20.

■ Scheduled oral argument for Jan. 21, 1964, in proceeding on AM applications of

Salem Broadcasting Co. (WJBD), Salem, and Leader Broadcasting Co., Edwardsville, both Illinois, in Docs. 14635-6. Action Dec. 20.

■ Denied petition by the County of Rockland, N. Y., for leave to intervene in proceedings on applications of Rockland Broadcasting Co. for new AM in Blauvelt and Rockland Radio Corp. and Rockland Broadcasters Inc. for new stations in Spring Valley, both New York, in Docs. 14510 et al. Action Dec. 19.

ACTIONS ON MOTIONS

By the Office of Opinions and Review

■ Granted request by Blue Island Community Broadcasting Inc., Blue Island, Ill., to extend time to Jan. 6, 1964, to file replies to exceptions and supporting briefs to initial decision in proceeding on FM application, et al. Action Dec. 18.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Pursuant to agreement reached at Dec. 18 conference in proceeding on AM application of Denver Area Broadcasters (KDAB), Arvada, Colo., scheduled certain procedural dates and ordered that hearing shall reconvene on Jan. 28, 1964. Action Dec. 18.

BROADCAST ACTIONS
by Broadcast Bureau
Actions of Dec. 23

WJTV(TV) Jackson, Miss.—Granted license covering installation of aux. trans. and ant. at old main trans. site.

KING-TV Seattle—Granted license covering use of ol main trans. as aux. trans. at main trans. site.

KBES-TV Medford, Ore.—Granted license covering change of type trans.

KCKT(TV) Great Bend, Kan.—Granted license covering replacement of ant. and transmission line.

■ Granted licenses covering changes for following: KING-TV (main trans. and ant.) Seattle; WJTV(TV) Jackson, Miss.; KFBB-TV Great Falls, Mont.; KVKM-TV Monahans, Tex.; KTVH(TV) Hutchinson, Kan.; WOLE-TV Aguadilla, P. R.; KNOP-TV North Platte, Nebr.; WCBS-TV (main trans. and ant. and aux. trans.) New York; conditions.

Actions of Dec. 20

WCBS New York—Granted renewal of license for AM and aux; without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusions and recommendations set forth in report of network study staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; (3) with respect to pending antitrust matters relating to CBS and (4) with respect to application of Sec 3.658(a) and (e) of commission's rules to certain amendments to affiliation contracts proposed by CBS.

■ Granted renewal of licenses for following: WHIL Medford, Mass.; WLOB Portland, Me.; KUTY Palmdale, Calif.

WGPR(FM) Detroit—Granted license.

WKBW Buffalo—Granted CP to install new aux. trans.; remote control permitted.

K75AO Point Arena, Calif.—Granted CP to replace expired permit for UHF TV translator.

WKNO-TV Memphis—Granted CP to change ERP to 74.1 kw vis., 37.1 kw aur.; change type trans.; correct type ant., and redescribe studio location.

WMSH-FM Elizabethtown, Pa.—Granted mod. of CP to install new trans.; new ant. (horizontal and vertical); ERP 3.2 kw horizontal; 3.2 kw vertical; ant. height 235 feet; conditions.

Village of Elgin, Elgin, Neb.—Granted CP for new VHF TV translator on channel 2 to rebroadcast programs of KOLN-TV (ch. 10) Lincoln, Neb.

■ Granted renewal of license for following: WMBC Macon, Miss.; K09BG, Basin TV Association, Basin; K07DK, K11DR, K12CZ, Box Elder TV Club of Carter County, Capitol and Eastern Carter County, Lower Box Elder and Albion and Upper Box Elder; K13AF, Boyes TV Club, Boyes; K07EK, Sheep Mountain Television Club, Terry, Rock Springs and Cohagen; K72AM, K76AG, East Butte TV Club Inc., Shelby; K77AY, Valley T.V. Club Inc., Nashua, all Montana; K10AW, Central Idaho Rod and Gun Club TV Inc., Challis, Idaho; K11AG, K13AH, Inkom TV Association, Inkom, Idaho; K11DL, K09DF, Juliaetta T.V. Association, Juliaetta, Idaho; K08AW, K10BF, K12BD, Kooskia Lions Club Inc., Kooskia, Idaho; K11BD, Leadore Community TV Association, Leadore, Idaho; K09AX, K07BQ, Peck T.V. Club, Peck, Idaho; K07CZ, K09DA, K11DG, Laurier T. V. Club, Laurier, Wash.; K07EC, K09EF, K11EL, Sentinel Bluff Television Inc., Beverly, Wash.

Actions of Dec. 19

■ Granted renewal of licenses for following: KBIS Bakersfield, Calif.; WAIR-AM-FM Winston-Salem, N. C.; WREV-AM-FM Reidsville, N. C.

Chinle TV Association, Chinle, Ariz.—Granted CP's for new VHF TV translator stations on channels 4, 7 and 13 to rebroadcast programs of KOB-TV (ch. 4), KOAT-TV (ch. 7) and KGGM-TV (ch. 13), all Albuquerque, N. M., respectively.

K12CH Red Cliff, Colo.—Granted CP to replace expired permit for new VHF TV translator.

K70AA, K73AA, both Bishop, Calif.—Granted CP's to include Big Pine, Calif., in principal community, change trans. location and type trans. and make changes in ant. system for UHF TV translator stations.

K08AM Buffalo, S. D.—Granted CP to rechange type trans. for VHF TV translator.

WHHV Hillsville, Va.—Granted authority to operate with sign-off at 7 p.m., for period ending May 1, 1964.

Actions of Dec. 18

KDVR(FM) Sioux City, Iowa—Granted CP to increase ERP to 38 kw, decrease ant. height to 280 feet, install new trans. and new ant.

WJBO-FM Baton Rouge, La.—Granted CP to change operation from 98.1 mc, 2.5 kw, 730 feet to 101.5 mc, 100 kw, 440 feet; change trans. site; remote control permitted; conditions.

WDOT Burlington, Vt.—Granted mod. of license to change studio location and remote control point (main trans.).

K13AG Texline, Tex.—Granted CP to replace expired permit for new VHF TV translator.

Mt. Elden Rural TV Inc., Doney Park Area, Ariz.—Granted CP's for new UHF TV translator stations on channels 77 and 80, to rebroadcast programs of KPHO-TV (ch. 5) and KTAR-TV (ch. 12), both Phoenix, Ariz., respectively; condition.

KFKA Greeley, Colo.—Granted extension of completion date to Jan. 30, 1964.

W02AE Garden City, South Salem, Hidden Valley and Sugarloaf, all Virginia—Granted mod. of CP to change type trans. for VHF TV translator.

K08DA, K10DQ, K12DA, Monticello and Blanding, all Utah—Granted mod. of CP's of VHF TV translator stations to include rebroadcast via stations K74AQ, K78AA, K70AR, all Orangeville, Utah, respectively.

KTHE Thermopolis, Wyo.—Granted extension of authority to operate with sign-off at 7 p.m., except for special events, for period ending Jan. 31, 1964.

Action of Dec. 16

WFQM(FM) San Juan, P. R.—Granted mod. of license to change name to Quality Telecasting Corp.

Fines

■ By memorandum opinion and order, commission ordered Washington Broadcasting Co. to forfeit $1,000 to government for willful or repeated violations of Communications Act and commission rules by placing WOL-FM Washington into service without specific authority new ant. system and performing equipment and program tests without notifying commission and prior to any authorization. Commissioner Hyde dissented; Commissioner Ford concurred; Commissioner Cox not participating. Action Dec. 18.

■ By memorandum opinion and order, commission ordered William F. Shutts and Duane W. Simons, d/b as KVOC Broadcasting Co., to forfeit $1,500 to government for willful or repeated violations of Communications Act and commission rules by commencing equipment and program tests of KVOC Casper, Wyo., without prior notification or FCC authorization, and for unauthorized operation at 1 kw. Commissioners Hyde and Ford dissented; Commissioner Cox not participating. Action Dec. 18.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Dec. 24

	ON AIR Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	3,855	66	118	285
FM	1,115	20	105	241
TV	522[1]	57	83	121

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING, Dec. 24

	VHF	UHF	TOTAL TV
Commercial	476	89[2]	565[1]
Noncommercial	53	29	82

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Nov. 30

	AM	FM	TV
Licensed (all on air)	3,850	1,113	522[1]
CP's on air (new stations)	71	22	57
CP's not on air (new stations)	114	89	80
Total authorized stations	4,035	1,224	659[1]
Applications for new stations (not in hearing)	172	215	65
Applications for new stations (in hearing)	117	11	57
Total applications for new stations	289	226	122
Applications for major changes (not in hearing)	215	60	40
Applications for major changes (in hearing)	48	2	9
Total applications for major changes	263	62	49
Licenses deleted	0	0	0
CP's deleted	1	3	0

[1]Does not include seven licensed stations off air.
[2]Includes three noncommercial stations operating on commercial channels.



Count the corporation presidents

They haven't the title yet, but management's future leaders are in groups like this today. A recent executive survey made of 100 manufacturing businesses scored the point. It revealed that of the 200 top executives 86% were college-educated.

Management is indebted to college in a broader sense, too. The college-educated mind gives us, as a nation, the brainpower, the vision, the mental stature and moral stamina that leadership calls for in today's world.

This helps hold our world place in science and invention, business and industry, payrolls and living standards and influence in world affairs.

But educated manpower comes high, and the cost isn't getting lower. Higher education cannot, by itself, provide the facilities to maintain quality education. Colleges need libraries, classrooms, laboratory facilities and competent teachers.

If we are intent about keeping our lead, we must see to it our colleges have the equipment and personnel they need.

College is business' best friend—support the college of your choice.

COUNCIL FOR FINANCIAL AID TO EDUCATION

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ADVERTISING COUNCIL PUBLIC SERVICE

OUR RESPECTS to William Riley Roberson Jr.

He uses the 'area concept' to sell Madison Avenue

Every community has one: the native son who not only is a leading citizen but who works constantly for the betterment of his area. Such a one is Bill Roberson, a Washington, N. C., native who runs WITN-AM-TV there.

It is because Bill Roberson has worked at putting his market on the map that virtually all advertisers who buy the NBC-TV network automatically order WITN-TV.

Yet Washington's population is only 10,000. It's the area concept that Mr. Roberson has impressed on the advertising experts of Madison Avenue (and the similar streets in Chicago and Atlanta). WITN-Land, as it is promoted, consists of 100 small towns and cities with over 1.6 million people whose spendable income reaches $2 billion. Bright leaf tobacco and peanuts are the major crops.

Yearly Junket ▪ Every year, Mr. Roberson is host to a group of 30 to 40 agency people from New York, Chicago and Atlanta. He tours them around the eastern North Carolina area, proudly showing the agriculture, the small industries and the potentials—one of which is the up and booming phosphate mining industry that bids fair to becoming a major business in the local economy.

Along with the economy of the market, Mr. Roberson makes sure that the visiting admen see and participate in the area's recreational facilities—deep sea fishing, boating, golf, etc.

He even makes local boosters of them by riding them up to the top of the new 1,523-foot TV tower. There, as they utter the enchanted words "wow" at the vista that is spread before their eyes, they are inducted into the WITN-TV "Tower-Wowers."

Recently he was host at dinner for some admen who had come down to scout the area. While they were dining, someone expressed disappointment at not meeting Governor Terry Sanford.

No sooner was the wish expressed, than Mr. Roberson looked over at one of the governor's aides who was in the audience, boomed his customary "Let's do business," and before dessert was served the governor had been reached and had agreed to see the group.

Drum Beater ▪ The business of having groups of agency executives tour the Washington area is just one of the jobs the gregarious and promotion-minded Mr. Roberson does for his community. His belief in his area and his stations isn't just talk either. He's one booster who's willing to put his money where his talk is.

Early next year he will complete a two-year, $1 million improvement program for his stations. This has seen a new 1,523-foot tower, transmitter and antenna and remote tape recorder, a doubling of the studio and office building, for WITN-TV; and a new studio building and transmitter for WITN.

It was only 20 years ago that Bill Roberson found himself a broadcaster. He had been graduated from the Maryland School of Accounting in Baltimore in 1938 but returned to his home without taking the certified public accountant examination.

He returned home to start working in his family bottling firm (Roberson's Beverages, known throughout tidewater North Carolina as distributors for Dr. Pepper, Seven Up, RC Cola and soft drinks under the Roberson name).

After he had been home for about four years, he became involved in a Chamber of Commerce project—a radio station for Washington. Plans were laid, an application filed, and in 1942 WITN (then WRRF) went on the air.

But instead of the broadly-based community project that was planned, young Mr. Roberson and his father found themselves the only stockholders in the $19,000 enterprise.

Four years later Mr. Roberson put WRRZ Clinton, N. C., on the air. Clinton is about 100 miles from Washington. This time the bill was $25,000-$30,000 and again Mr. Roberson and his father put up the money. He sold WRRZ a few years later; it was time for TV.

Initially, the television project envisaged the six radio stations in the Washington-Greenville area each owning one-sixth of the channel 7 outlet. But, again, when the time came to put the station up, it was Mr. Roberson and his father who found themselves honoring the entire subscription—to the extent of $360,000 in cash plus about the same amount in equipment purchase contracts. WITN-TV went on the air in 1955.



Mr. Roberson

Making A Market ▪ Advertisers didn't just leap aboard WITN-TV without work. For seven years, Mr. Roberson has scoured the country, meeting with advertising agencies and advertisers selling them first on the market and then on his station.

One argument which is impressive to advertisers: In the March ARB, the network's *Bonanza* had more than 20 times as many viewers as there are people in Washington.

"We went into broadcasting with no idea at all of ever making a profit," Mr. Roberson says. "We thought it would be a fine service for the people in the area we serve. We still have the philosophy that the service to the community comes first. All of our stockholders live in the area we serve and all have a deep personal pride in our facilities and programing. We feel we render better local service because our management and ownership is 100% local."

William Riley Roberson Jr. was born almost five months before the Great War ended in 1918. The date: June 6 He attended the public schools of Washington and for one year was at Davidson College, Davidson, N. C., where he played freshman baseball.

Mr. Roberson's interests in civic and community affairs are wide-ranging. He's a past president of the Washington Lions Club and of the Washington Yacht and Country Club; he's a past master of the Washington Masonic Lodge No. 675. He's a member of the executive committee and the board of the Bank of Washington, a member and former deacon of the First Presbyterian Church of Washington.

He's also a member of the International Radio and TV Society and of the Broadcast Pioneers.

In addition to his broadcast responsibilities (he's president and general manager of both stations) he's also president of Roberson Beverages.

Mr. Roberson plays golf in the low 80's, "when I'm playing well."

Photography has become a major hobby in recent months; his nine-month-old granddaughter, Riley Frances Potts, is his favorite subject. Riley Frances's mother is Mr. Roberson's daughter, now Mrs. Charles Zoph Potts.

Mr. Roberson married the former Frances Morgan in 1940. She was his childhood sweetheart.

Circus minimus

AT THE behest of the American Bar Association, the Dallas judge in whose court Jack Ruby will be tried has decided to exclude radio and television. In the bar association's view, which has now prevailed in a state where trial coverage by broadcasters has often been permitted, the presence of television would endanger Ruby's rights.

The ABA has stated that the "widespread publicizing" of the capture and confinement of Lee Harvey Oswald, the accused killer of President Kennedy, would have made it difficult to find unprejudiced jurors to try him if he had lived. In the trial of Oswald's killer, the ABA has said, "the judicial process must not be further impaired by additional sensationalism, which would inevitably result if television of the trial were permitted."

In all this kind of reasoning, television gets the blame for acts of others. Does the ABA argue that if television had been prevented from reporting the story, no one would have heard of the assassination of a President? Must jury recruitment be confined to the illiterate, the deaf and the blind?

It may be true that some officials talked too glibly about "evidence" and that they erred in moving Oswald through a crowd that had been inadequately screened, but television is no more to be accused of creating those conditions than the American Bar Association is.

In other parts of the assassination story—the coverage of funeral ceremonies in a church and at a cemetery—television proved that its presence need have no effect whatever on the most solemn of events. Maybe the bar has less confidence in its members than the Catholic church has in its priests.

Good, but not good enough

RADIO'S revenues keep going up and up, and yet people keep mumbling about radio's "problems." If that doesn't seem to make sense, it does reflect a general recognition that despite its gains, radio ought to be moving a lot faster.

The fact of continuing growth was demonstrated again a week ago in this magazine's annual yearend survey of radio station business. It showed that gains in total revenues were about as widespread in 1963 as in 1962—even though last year's measurement had been against a fair-to-middling 1961 while 1963's was against the best year in radio history. Those gains are good, but they need to be better. Altogether too many stations are still in the red.

So why isn't radio moving faster?

The reason offered most frequently by buyers does not question the medium's ability to move goods economically. Yet its economy is, oddly, a major point against radio. For the common complaint is that the paper work involved in buying spot radio is so great, and radio's prices are so low, that the agency commission hardly covers the agency costs.

This argument, although frequently disputed, has survived for a long time. Instead of arguing against it, perhaps broadcasters ought to act as if it were true. The obvious thing to do, then, would be to increase the historic 15% commission on the purchase of radio time—and also the rates for the time itself.

But that might be rash and perhaps pointless. For one thing, the agency is supposed to be obligated to buy what is best for its client, without regard to its own profit levels. Agency profitability is a problem for agency and client to work out together, and more and more they are evolving fee systems to supplement the commissions so that the agency will not have to lose money on an account. Perhaps in time the supplementary fees system will become widespread, and agencies will be able to "afford" to buy more radio—if indeed they cannot do so now.

In the meantime, however, one of the most efficient of all media is growing more slowly than it ought to grow—though steadily by normal business standards—and the idea of a dramatic answer to the old low-profitability arguments offers a certain appeal, if only to see how the agencies would react. The trouble with radio is that it's in a rut—it's been too good for too long, and at too low a price.

Without loss of a beat

THE other day a significant change took place in the world of broadcast music. Carl Haverlin, the first paid president of Broadcast Music Inc., stepped inconspicuously into retirement at age 65. Robert J. Burton, the second paid president, stepped into Carl Haverlin's shoes without an audible squeak, at age 49.

The transition was orderly because it was planned that way. Judge Burton, executive vice president for the past year, has been in training as unofficial president-designate.

Carl Haverlin is a young 65. He grew up in broadcasting and, since 1940, except for a three-year hitch as vice president of Mutual, in music. Aside from being one of the most articulate men in business or letters, he is one of the nation's foremost authorities in Lincolnia. The lecture platform could be his third career.

Judge Burton has been with BMI for 22 years, beginning as resident attorney. His growth in the organization has paralleled the growth of BMI itself.

Unlike other associations in broadcasting (BMI is owned by broadcasters who participated in its formation in 1940) the music company has never been involved in intramural discords. This is a tribute not only to BMI's board chairman and chief counsel, Sydney M. Kaye, who has served it from the start and who is one of the country's foremost authorities on copyright, but also to the board of directors of BMI. Numbered among its members are such active broadcasting leaders as Paul W. Morency, John Elmer, John F. Patt, J. Leonard Reinsch, G. Richard Shafto, E. R. Vadeboncoeur, Leonard Kapner, Dwight W. Martin and Ward Quaal.

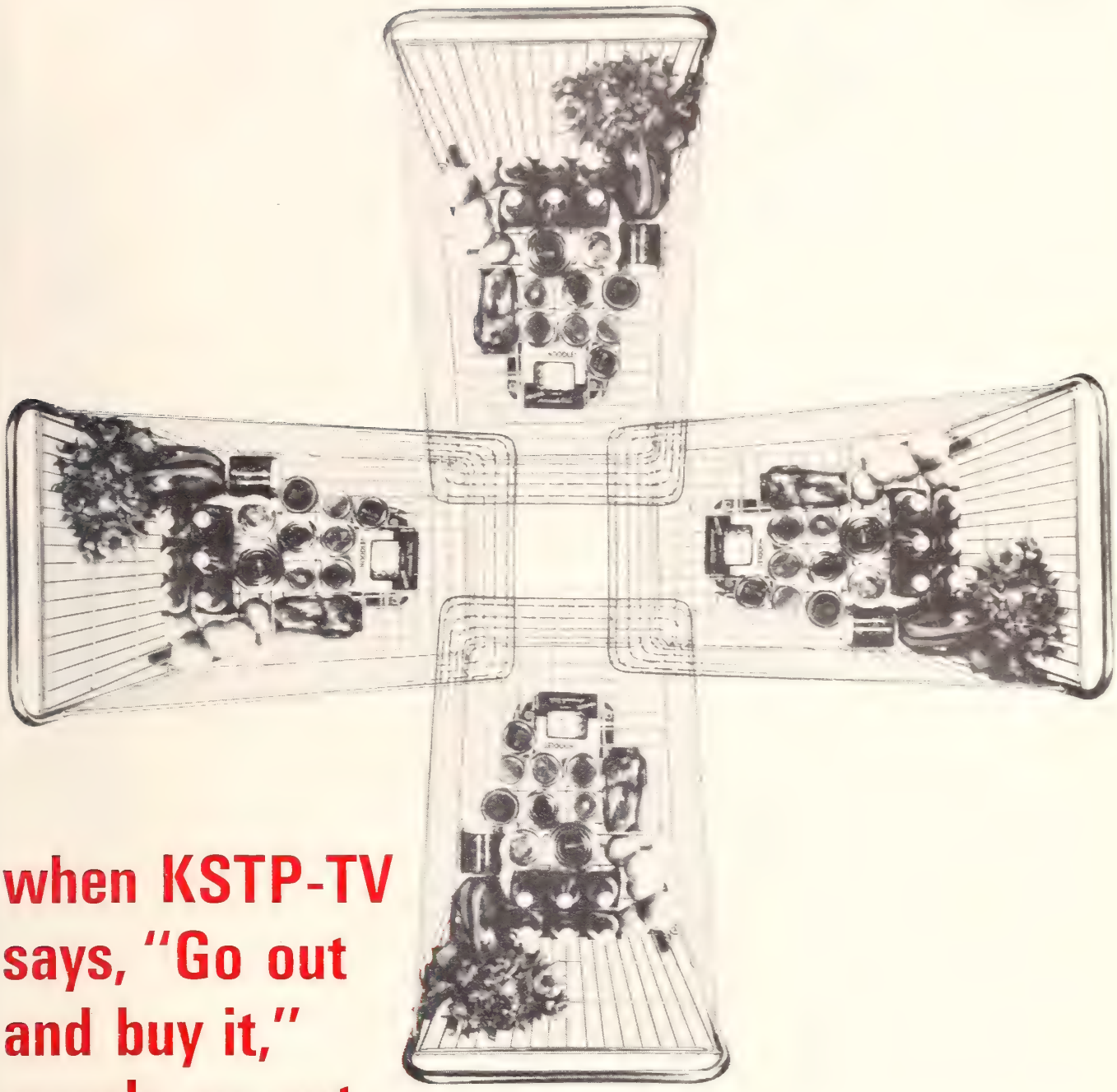
When BMI observed its 20th anniversary in 1960 we commented that it has proved the greatest insurance policy ever underwritten by broadcasters. It is paying even handsomer dividends today.

Carl Haverlin served his tenure with grace, integrity and ability. Judge Burton takes over a going concern with the sure hand of an executive trained for the assignment and with places still to go.



Drawn for BROADCASTING by Sid Hix

"We're off the air . . . . our new engineer took all the tubes down to the drugstore to test them!"



when KSTP-TV says, "Go out and buy it," people go out and buy it!

That's why the Northwest's (and the nation's) leading merchants are consistent advertisers on KSTP-TV.

In 15 years KSTP-TV has earned the confidence and the approval of Twin City viewers that enables it to serve these blue-chip advertisers most effectively, most efficiently.

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TELEVISION
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an important new force
in West Texas

THE JOHN B. WALTON GROUP

KVII-TV

ABC IN AMARILLO, TEXAS

KVKM-TV

ABC IN MONAHAN, TEXAS

(The Odessa-Monahans-Midland Market)



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